



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE

AMULYA

TIMES

Vol. 31st Edition | July 2023



Embrace The Monsoon With Amulya Mica Water Proof Products

Ghar Sajaye Saath Nibhaye

www.amulyamica.com

AMULYA MICA'S TRIUMPH



We are pleased to congratulate and share the proud moment as Mr. Rakesh Agrawal MD Amulya Mica was lauded as one of the company spotlight by Industry Out Look.



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FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

I feel extremely delighted on having opportunity to connect with you through Amulya Times on a regular basis.

As numerous changes are happening around us along with the changes in technology, every individual in India is now getting aware of uplifting their productivity and that's what makes me feel more cheerful. We also have taken strong steps in this direction and we are at the verge of finishing implementation of a customized ERP system in our company developed by Microsoft.

As committed in the past that we will focus on training of our employees, I am glad to tell that we have arranged various high quality training programmes even for the team of higher managerial

cadre. To motivate the team and for enhancing their skills we also provide them quality books every month written by the renowned writers.

Friends, despite of a slowdown in the entire world's economy, India is shining as the most growing economy in the world. Amulyamica is also following the same path and is poised to register a massive growth in the current financial year. The dedication and hard work of the entire Amulya team is set to bring remarkable changes in coming days.

In June, we passed through a dangerous cyclone that caused severe damages to the properties of the people in whole of Kutch district. Supply of electricity was disrupted for more than a week and normal life was badly affected for many days. My heart goes out to all the families who were affected by this devastating cyclone and wish that they recover from their losses, personal as well as monetary, very soon.

Amulya Mica Group places a high premium on providing its customers with a comprehensive selection of environmental friendly products because sustainability is our global concern. Our team works continuously to develop cutting-edge products that support a healthy environment.

The year 2023-24 is going to become an extraordinary period of growth, innovation and success for our company. Building upon the achievements of the previous year, we have continued to make significant strides. We have been a regular exhibitor in the "INTERZUM" Exhibition in Germany. This year also, in May month, we participated in "INTERZUM" and there showcased our latest catalogue of 1.00 mm. We had a great footfall in our stall where many visitors and people from Architect fraternity, who were impressed from the Amulya collection, had meaningful interactions with the company's representatives. We are also going to exhibit our products and launch new catalogues in ensuing "MATECIA" Exhibition at Delhi in August.

We have recently launched our New 1mm laminate catalogue in the domestic market, which is inspired by the world and its designs are inspired by various countries, This is one of the best Innovative & Finest catalogue of Amulya Mica. Our new collection showcases a vast array of designs, patterns, and textures that helps consumer to filter laminates of their own choice from a wide range of categories. This new catalogue also includes premium 1.25 mm range of laminates as well as Scratch-Ex range of product. The inclusion of 1.25 mm and Scratch Ex range has facilitated to offer all products of premium range in one catalogue only. I am confident that this new catalogue will be liked by all the sections of consumers and Amulya Mica will become their preferred choice.

With warm regards,

Rakesh Agarwal

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1mm Laminates Collection

Designs Inspired from various countries



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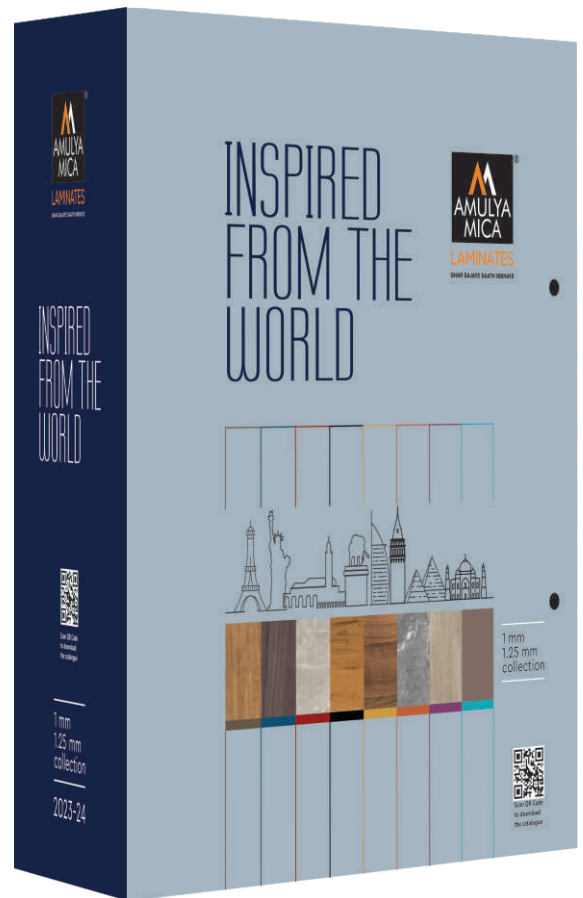

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NEW LUNCH

ABOUT MAKING OF 1MM COLLECTION



EUROPE

Europe, a continent of immense diversity and rich history, is home to some of the world's iconically synchronized wonders. Sourcing the enthralling finish of its textures craftsmanship, our 7 wonder and synchronized Collection is the perfect choice for anyone looking to create a space that reflects Europe's exquisite textural heritage.

USA

Nestled deep in the lush tones of brown and neutrals, USA flaunts majestic and versatile marvels that've captivated the hearts of designers and homeowners for centuries. It's our Zero Oak Collections, Veneer and Wooden Collection that captures this innate beauty and adds depth and character to any space it graces.



MOROCCO

Morocco, a land of Earthly shades and unparalleled panache, is known for its stunning architecture and colourful details that denote nature's finesse. Its unique blend of seasoned hues inspires our Flute, Jute and Fabric Laminate collection in the finest way possible!

AFRICA

The rich mahogany of African forests with its deep reddish-brown hues shines like a beacon in the surface industry, calling out to those who appreciate the beauty of nature in our Pine Laminates, Oakwood and Jungle wood collection.



UAE

UAE, the jewel of the globe and an emblem of opulence & luxury, exudes a captivating allure. Its towering skyscrapers, and gleaming & high gloss facades, are a timeless testament to the innovative spirit and excellence that we inculcate in every grain of our glossy collection, bringing the trendsetting glossy finish from the markets of UAE, to make your aura glow with the shine of lavishness.

TURKEY

At Amulya Mica, we draw inspiration from Turkey's rich heritage of stone and marbles to create a collection that is both beautiful and functional. We capture the essence of Turkey's exotic styles in our Stone and concrete collection, to bring the elegance and charm of Turkey into your home.



EGYPT

Egypt, the land of pharaohs, has an enduring legacy of architecture that has mild textures imbued within them. At Amulya Mica, we draw inspiration from the sand that covers the deserts of Egypt to create a Suede Collection that captures the essence of grains, offering a fusion of elegance and functionality.

INDIA

India, a land of vibrant colors and diverse culture, is a treasure trove of plain colours and vibrancy that reflects in our collection of plain colour Laminates. And for those who seek to incorporate a touch of India's beauty into their homes, there's no better choice than Amulya Mica.





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NEW LAUNCH

INTRODUCING INDIA'S FIRST



Scan this QR code featuring multiple chic designs and get ready to be blown away by a stunning visualization of your chosen laminate design on your desirable application area, in just one click!



Scan To Download
Amulya Mica App



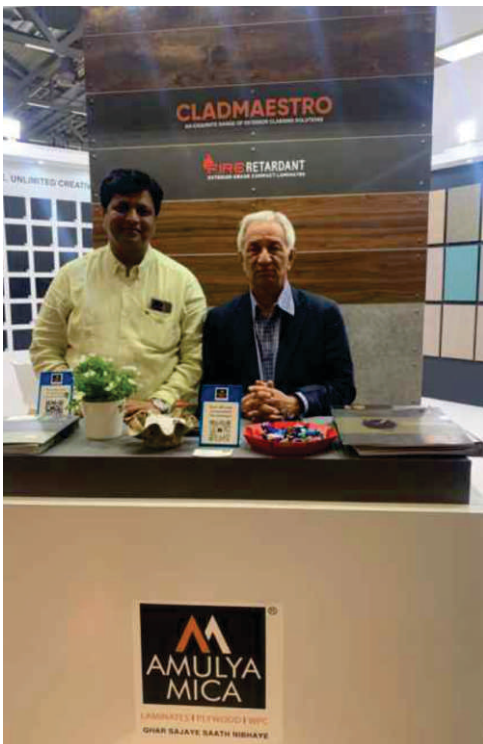
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INTERZUM - 2023

Amulya Mica - Marks its presense at Interzum Colonge-2023, Germany Exhibition from 09-May-23 to 12-May-23



With the view to expand the market of Laminate & WPC and to cater the need of 'Design Conscious' International Buyers, Purbanchal Laminates Pvt. Ltd, maker of AMULYA MICA, a Govt. of India recognized One Star Export House & exporting presently to more than 25 countries of the world, participated & exhibited the different range of its products including some products that are exclusive from CHIYODA JAPAN, in Interzum Cologne-2023, Germany (Hall: 06.1, stand: D068) from 09th May-23 to 12th May-23. Interzum is an international trade fair for suppliers of the furniture industry & interior fitting, which takes place every two years in cologne and Amulya Mica participated consecutively fourth time in this exhibition.

Amulya Mica is a place where colors are applied in tandem with culture to blend with the ambiances. Innovating at every opportunity, the company is manufacturing more than 600 designs and 100 finishes like Suede, mat, glossy and textured from imported design paper like CHIYODA-Japan, Techno-cell-Europe, Shattdecor, Suddeco, Interprint, decotec, Spain etc to cater to wide expectation of the industry.

In the exhibition, many designs & finishes are displayed including Lead-Free WPC/PVC Foam Board and PVC Laminates. We also displayed Imperial laminates series like Synchronized laminates, Seven Wonder, Amulya Scratch - High Gloss & Scratch resistance, Door Frame, and many more products. More than 2000 visitors visited the stall & appreciated the style of Amulya mica. Shri Sunil Thakore (VP-Export) & Shri Manoj Thirani, Commercial Manager was at the stall to greet the visitors. The Company's MD Shri Rakesh Agarwal along with his family was present and greeted the visitors. We are fully confident that in the coming days, we will be able to expand our export in a few more new countries.



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AWARDS & ARCHITECT MEET

AMULYA MICA conducted architects meet at Jodhpur & Udaipur



Amulya Mica had organized architects meet at Park Hotel Jodhpur on 20th May-23 and Hotel Trident Udaipur on 27th May-23. The meet was organized to launch new 1mm Catalogue 23-24 (Inspired by World) among architects. The company's Project Head-Sales (North) based at Delhi Ms. Hardeep Kaur, Jaipur Branch Manager Mr. Mukesh Sharma, Udaipur Branch Manager Mr. Manoj Nagarka & Jodhpur Area sales Executive Mr. Vaibhav Maheshwari & entire team of Udaipur & Jodhpur along with company's distributor of Udaipur Mr. Gaurav Mehta of Vardhman Laminate, company's distributor of Jodhpur Mr. Vikas Bafna & distributor of Saket Mica Mr. Mukund Pareek had welcomed more than 50 architects of Udaipur & Jodhpur in their respective area. The event was ended by following gala Dinner, music, dance & gift presentation.

National Awards for Manufacturing Competitiveness



Purbanchal Laminates Pvt. Ltd. "Amulya Mica" has received National Awards for Manufacturing Competitiveness (NAMC)-2022-23. This recognition is given by the International Research Institute for Manufacturing, Mumbai based on the onsite review & assessment carried out at Amulya Mica's manufacturing plant. Mr. Uttam Chowdhury, Mrs. Hemlata Chowdhury & Mr. Romil Agarwal-Amulya Mica Work Manager has received the award from H.E. Mr. Jason Keats Hall – High Commissioner of Jamaica to India & Mr. Rajesh

Pandey Principal Consultant, International Research Institute for Manufacturing on 21st April-23 at ITC Maratha Hotel, Mumbai.

Amulya Mica Architect Meets



M.M. Castle, Gurdaspur, Bypass on 25.06.2023



Zone Park, Jodhpur on 20.05.2023



Trident Hotel, Udaipur on 28.05.2023



Pearl Resort, Silvassa on 1.06.2023



Amulya Mica had organized architects meet at Kabir Resort, Vadodara on 23rd June-23. The meet was organized to launch new 1mm Catalogue 23-24 (Inspired by World) among architects. The company's VP-Export Mr. Sunil Thakore & Sr. Area Sales Manager, Vadodara region Mr. Praful Brahmhatt had welcomed more than 40 architects of Vadodara region. All architects took active involvement in going through catalogue. They appreciated Amulya Mica new catalogue, its design, and its new features. The event was ended by following gala Dinner, music, dance & gift presentation.



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IMPERIAL CATALOGUE

Amulya Mica Imperial Laminate Meets

Amulya Mica 1.25mm catalogue was launched at various business partner location along with Amulya Mica Team



Zone Park Hotel, Jodhpur, Rajasthan on 20.05.2023



Bhawani laminate, Panchkula on 17.06.2023



Hotel Centre Side, Vijayawada on 1.07.2023



Mehul Enterprise Solan, Himachal on 29.05.2023



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CONTRACTOR INSHOP MEET

Amulya Mica Contractor Inshop Meets



Batra Timber Karnal ,Panipat on 14.06.2023



Maharaja Regency, Ludhiana (Punjab) on 4.06.2023



Baba plywood Koderma, Jharkhand on 12.06.2023



Batra Timber Karnal, Panipat on 14.06.2023



Saket Laminate at AKRITI ENTERPRISES ,
Kishore Ganj, Ranchi on 29.04.2023



Sri Siddheshwara Swami Plywood and Hardware,
Raichur on 19.06.2023



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AMULYA SOCIAL

Amulya Mica Social



**Join Amulya Mica at Matecia 2023
18th - 20th August
Pragati Maidan, New Delhi**

Influencer Marketing - Reel



1 Lakh Followers on Facebook



Scan to View
the Instagram Reel



Scan to Visit
Amulya Mica
Facebook Page

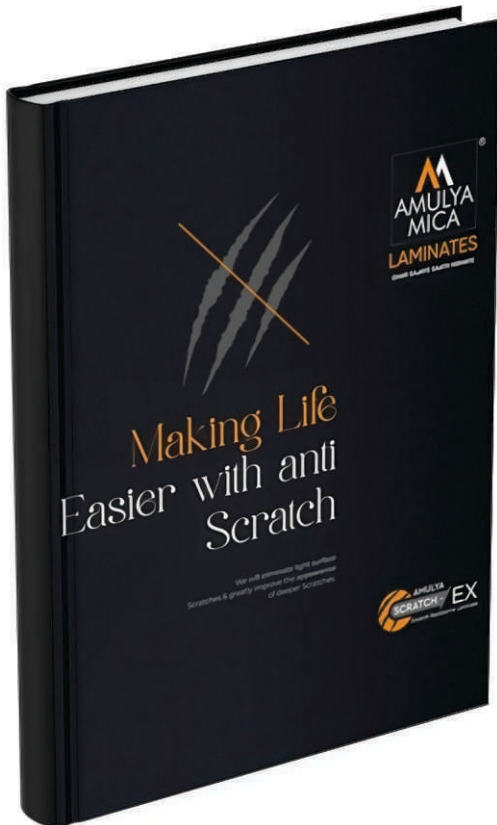


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UPCOMING LAUNCH

Upcoming New Catalogue Unveiled

Scratch-Ex : Scratch Resistance Laminate



Scratch-Ex: Amulya Scratch-EX range of Super Gloss and Ultra Matt Laminates offers a high level of resistance to scuff, MAR, and abrasions while maintaining 4 times longer shine and smoothness than any other usual laminate. There is a range of attractive colours to choose from.

Amulya Scratch-EX can be customized in wooden & marble designs as well.

"Just use it and be free from worries!"

Amulya Mica PVC Laminates new catalogues to be launched soon. It comes with textures such as Antibacterial Prevents bacteria growth by up to 99.99%. Lead Free Food Grade Approved, Non Toxic Fire Resistant, Water Proof, RoHs Compliant, 10 Years Warranty.





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STAR DEALER & WHAT'S NEW

Ludhiana Meet



Amulya Mica had organized Star Dealers meet at Maharaja Regency, Ludhiana on 07th May-23. The function was inaugurated by Mr. Surendra Tharad, Mr. Rajneesh Ji, Mr. Ravi Gupta, Mr. Vikas Choudhary & Mr. Prosenjit Dutta by lighting the lamp followed by Ganesh Vandana & National Anthem. The meet was organized to launch new 1mm Catalogue 23-24 (Inspired by the World). The company's Sr. VP-Marketing Mr. S.K. Tharad, Retail Business Head Mr. Prosenjit Dutta, Sr. Regional Manager (North I) Mr. Ravi Gupta, Regional Sales Manager Mr. Vikas Choudhary, Product Head PVC Laminate Mr. Amit Jain & entire

Punjab team had welcomed more than 150 dealers of Punjab, Chandigarh, Haryana, Jammu & Kashmir & Himachal Pradesh.

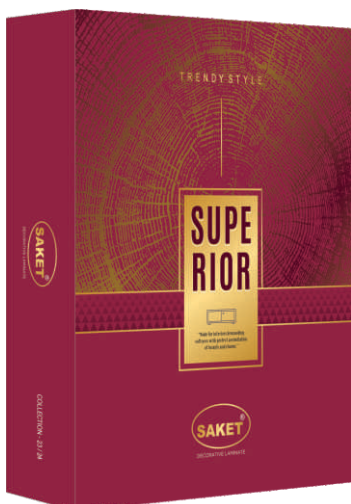
All New Delhi Office



Amulya Mica opens its new office in Kirtinagar Delhi. It's a strategic move to have office in Kirtinagar as Kirtinagar is a major hub for building materials.

Purbanchal Laminates Pvt. Ltd.: - 1/95, 2nd Floor, Timber Market, WHS, Kirti Nagar, New Delhi - 110015

Saket Superior 0.8mm Catalogue Launching In July



Saket Mica is a new offering from the reputed Purbanchal Laminates Private Limited. The product has been specially designed to matching high quality furniture like cupboards, shelves, kitchen cabinet, business offices, partition, panels, makeshift ceilings and domestic interior.

What makes Saket Mica exclusive is its Zero defect manufacturing process. The raw material used in the manufacturing process is of best quality. This is backed by stringent quality control measures. SAKET MICA can withstand any test from day to day wear and tear to extreme pressures, it resistant to cigarette burns, surface wear, high temperature, normal impact stains and many more.

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WORDS THAT MATTER

Testimonials Good Work Getting Appreciated



THE GROUP OF COMPANIES



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