



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

# THE AMULYA TIMES

Vol. 32<sup>nd</sup> Edition | October 2023

A BREATH OF FRESH AIR  
IN ECO LIVING SOLUTIONS

AMULYA  
E-0 Plywood

CARB Certified



Eco-Safe:

Zero residual formaldehyde plywood



CARB Certified:

International quality assured plywood

Have An Emission & Pollution Free Happy Diwali

Ghar Sajaye Saath Nibhaye

[www.amulyamica.com](http://www.amulyamica.com)



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**SPOT LIGHT**

## AMULYA MICA'S NEW ACHIEVEMENT



We are pleased to announce that Mr. Rakesh Agarwal, MD - Amulya Mica, has been awarded The Life Achievement Award from lamSME of India, during their 14th Annual Meet & Award Function on October 13, 2023 in Faridabad. It's a proudful moment for all of us.



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## FROM THE MANAGING DIRECTOR'S DESK



I am delighted to connect with you through this edition of Amulya Times, especially during the auspicious occasion of Diwali, symbolizing joy and unity. I wish you all a happy and prosperous Diwali.

As an Indian, I feel incredibly proud of the success of Chandrayaan 3 and extend my heartfelt congratulations to the entire ISRO team for this remarkable achievement. Their dedication and expertise have not only propelled India further in the realm of space exploration but also inspired countless individuals, showcasing our nation's ingenuity and determination.

Also, Hosting the G20 Summit for the first time was a significant honor for India and I feel incredibly proud. This

achievement clearly indicates the rising power and respect for India globally, under the esteemed leadership of our honourable Prime Minister Shri Narendra Modi.

Technological advancements have significantly reshaped our business landscape. I am delighted to announce that we have implemented an advanced Microsoft ERP system, emphasizing seamless integration and data-driven decision-making, which has streamlined our processes, proving to be key to our success. Our company prioritizes development and training in emerging technologies, with a strong focus on creating Innovative products.

My heartfelt sympathies go out to the victims of the conflict between Israel and Hamas. The devastating impact of war on progress and the overall strength of nations is undeniable. As a global citizen, I strongly advocate for the peaceful resolution of conflicts and firmly believe that war should be avoided at any cost. It is through dialogue, understanding, and cooperation that we can build a more harmonious and prosperous world for everyone.

In 2023, which is likely to be the hottest year on record, our company, driven by its commitment to manufacturing environmentally friendly products, takes great pride in its efforts. The achievement of the E0 plywood certificate by CARB marks a significant milestone in our dedication. This milestone not only sets a new benchmark for us but also ensures the well-being of our valued customers, protecting them from serious health concerns. Furthermore, we are delighted to announce that we have planted 100,000 trees, further contributing to our environmental initiatives

In September 2023 We participated in Matecia Events, where we showcased our diverse product range, including PVC laminates, E0 plywood, and new launches, reflect our strong market presence and high customer satisfaction. The popularity of our recent launch, the 1.25mm Imperial Laminates, further underscores our unwavering commitment to innovation. Additionally, I am pleased to announce the installation of a new dryer in our manufacturing plant, significantly enhancing our capacity to meet customer needs

Once again, I wish you all a joyous Diwali!

With warm regards,

Rakesh Agarwal



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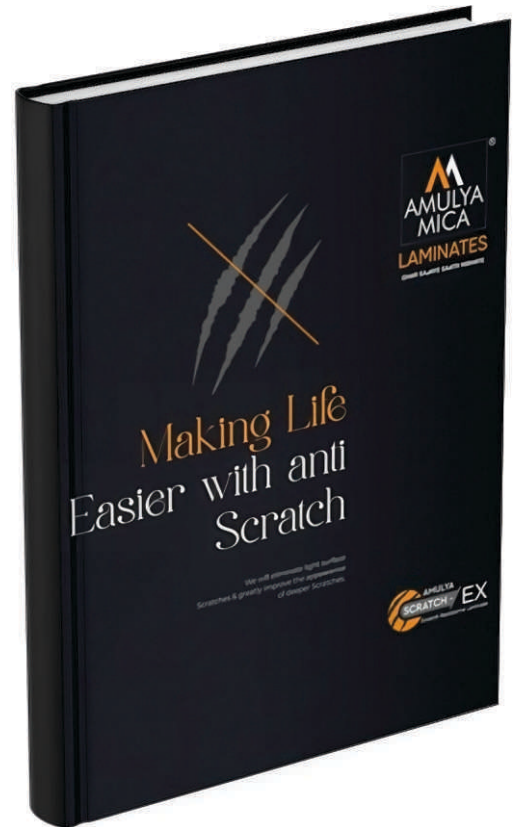
**NEW LAUNCH**

## 1.25mm Laminates Collection

### Scratch EX:

The range of Super Gloss and Ultra Matt Laminates in the Amulya Scratch-EX collection offers remarkable durability. Its exceptional resistance to abrasions, scuffs, and MAR (Micro Abrasion Resistance) guarantees longevity and an improved finish that outperforms standard laminates by a factor of four. Apart from its exceptional performance, this range also has an eye-catching color palette that offers a variety of choices to accommodate different design tastes.

Furthermore, Amulya Scratch-EX provides the ability to be personalized with beautiful marble and wood designs, expanding the possibilities for interior design.



### PVC Laminates 1.25mm

Our newly Launch 1.25mm PVC Laminate Comes with 10 years of warranty & it's a Lead-free Food Grade Approved. This range of laminates is non-toxic, waterproof, Fire Resistant and Anti-bacterial. The 1.25MM PVC Laminate incorporates advanced anti-bacterial technology, effectively preventing bacterial growth to a great extent. This feature is particularly beneficial for areas where cleanliness is vital, such as hospitals, restaurants, and childcare facilities.

In a relatively short amount of time, the 1.25mm PVC Laminates have become highly well-known and have received positive reviews from all around.



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**NEW LAUNCH**

# E0 CARB CERTIFIED PLYWOOD

**E-0 Plywood**  
CARB Certified  
Jo De

Saari Zindagi Apka Saath

**AMULYA KA MISSION**  
ZERO EMISSION

PLATINUM PLUS  
BOILING WATER PROOF

ATAFT VISO GUARANT

ECO-SAFE  
ZERO RESIDUAL FORMALDEHYDE PLYWOOD

CARB CERTIFIED  
INTERNATIONAL QUALITY ASSURED PLYWOOD

Fire Retardant

Pure Air  
Safeguard indoor air quality

Allergy Free:  
No skin rashes or eye irritations

Industry Leader:  
Among the top 4 in 4000

We are delighted to share the news of our outstanding achievement in the plywood category. We are proud to announce that we have obtained E0 Certification, a testament to our commitment to excellence in plywood production. E0 Certification signifies the lowest formaldehyde emission levels in plywood, reflecting our dedication to providing products of the highest quality and safety standards.

Our path to the E0 certification has been characterized by strict quality control, the adoption of cutting-edge technology, and an unwavering quest for excellence. This certification is evidence of our unwavering commitment to quality and our goal of giving our clients products that are unmatched in quality.

Our team's unwavering commitment to pushing limits and raising the bar for plywood types in the industry is what led to this innovation.

E0 Emission shields us from harmful indoor air pollution, which can even lead to skin rashes, eye irritation, cancer in humans, and respiratory problems. To put it simply, E0 stands for zero-emission plywood.

## Certification Services International, LLC

### CERTIFICATE OF APPROVAL

Certification Services International, LLC accredited Product Certification Agency ISO/IEC 17065 under International Accreditation Service and under executive order W-21-037 "TPC-37" has met the requirements for ARB approved third party certifiers and EPA TSCA Title VI third party certifiers hereby certifies that:

#### AMUL BOARDS PVT. LTD.

SURVEY NO. 309 & 310/2, VILL. NANI CHIRAI TALUKA, BHACHAU, KUTCH, GUJARAT - 370140, INDIA

has demonstrated through inspection audit and testing, the capability in meeting the process requirements under Sections 93120-93120.12, California Code of Regulations (CARB regulation) and TSCA Title VI, Part 770, United States Code of Federal Regulations, title 40 (EPA Regulation) to provide compliant composite wood products as listed under the scope below.

Scope of Certification: **CARB 93120 Phase 2 and EPA TSCA Title VI part 770**

Certified Product: **HWPW-VC 6mm - 19mm**

Certificate Number: **CSI-23255**

Issue Date: **9th August 2023**



Quality Control/Technical Manager  
Certification Services International, LLC

President  
Certification Services International, LLC

This certificate expires one year from the date of issue.

## Amulya Mica – Marks its Presence At Pragati Maidan, New Delhi -2023

Matecia Event From 22-Sep-23 to 24-Sep-23



We got an opportunity to take part and showcase our many products at the Matecia Event, which took place at Pragati Maidan, Dehi. From September 22 to September 24, We extend our heartfelt gratitude to the organizers, as the exhibition drew in a substantial turnout, with lakhs of public visitors, B2B professionals and industry influencers. Additionally, we were delighted to host nearly all of our esteemed distributors and dealers from across Pan India.

To make this event more Engaging we have also included some fun and Educational Activities like quizzes, that

included questions related to our products. We got a chance to meet many architects and dealers at our stall; even they showed interest in our products.

At Matecia, we received a very positive response and had a great experience that ultimately made the event successful.



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## ARCHITECT & DEALER MEET

### Architect Meet at Kolkata & Guna



Kolkata Studio From 21.08.23 to 23.08.2023



Hotel Varun, Guna, Madhya Pradesh on 04.08.2023

### AMULYA MICA Conducted Influencer and Dealer Meet At Kolkata



On September 8, 2023 at LMNOQ Skybar on Park Street in Kolkata, Amulya Mica arranged an Influencers meet, and on September 9, 2023 an Dealers meet. The gathering was planned to introduce the 1.25MM Catalogue of new PVC laminates.

The company's distributor, Mr. Vivek Ji Gupta of Sreeram Santosh Kumar, together with Mr. Neeraj Khandelwal, the company's zonal manager for the east, greeted around forty delegates.

Mr. Neeraj Khandelwal gave a briefing on the company's whole product line, which includes plywood, laminates, WPC/PVC lead-free board, door frames, cladding, and imperial laminates. He also discussed the company's CSR initiatives, awards, and accolades, as well as the unique selling points and advantages of its collection of laminates.

## Amulya Mica Contractor Meets



Bhawani Mandi (Rajasthan) on 11.08.2023



Roshan Glass & Plywood, Junnar, Pune on 11.08.2023



Ambala Club, Ambala (Haryana) on 16.08.2023



Jangid Glass & Fabrication, Akola, on 22.08.2023



Rampura Phull (Punjab) on 26.08.2023



Peshwai Furniture, Akola on 06.10.2023



## Amulya Mica Carpenter Meets



Raghavendra Glass And Plywood  
Bangalore on 04.07.2023



Sri Bros interior  
Bangalore on 30.08.2023



Shiv enterprises Amulya Shope  
Bangalore on 28.09.2023



N. Dilipkumar Manne Shope, Mysore Road  
Bangalore on 27.09.2023



Shandilya Decor Pvt. Ltd., Daltonganj  
on 28.10.2023



SK Agencies, Chennai on 18.05.2023



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## CARPENTER & CONTRACTOR INSHOP MEET



Salig Ram Om Prakash, Ludhiana  
on 01.08.2023



Yadav Hardware And Plywood Center At Azamgarh  
Uttar Pradesh On 28.07.2023



Nandi Timber At South Kolkata  
on 14.10.2023



Mahadev traders at Sakaldiha Chandauli, Uttar Pradesh  
on 29.07.2023

Amulya Mica organized in-shop Contractor and Carpenter meets at numerous location in india, offering a platform for professionals to share ideas, learn about industry trends, and experience Amulya Mica's products firsthand through live demonstrations. These events encouraged networking, collaboration, and skill enhancement. They exemplified Amulya Mica's commitment to empowering construction and interior design professionals while celebrating their expertise

## Amulya Mica Shoppe Open

To represent numerous laminates and collection amulya mica has taken an initiative of opening A new Shoppe that was Inaugurated by Mr. Muzaffar Ahmed C P, Deputy Mayor of Kozhikode.

The interior designers and architects were welcomed on this momentous occasion by Amulya Mica's Kerala Branch Manager, Shri Anish G, Senior Sales Executive, Shri Deepak Krishna MC, and Amulya Shoppe Woodpecker Managing Partner, Shri Sushil.



# THE GROUP OF COMPANIES



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**PUBLISHED BY : PURBANCHAL LAMINATES PVT. LTD.**

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