



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE

AMULYA

TIMES

Vol. 33rd Edition | January 2024

Happy New Year 2024



Ghar Sajaye Saath Nibhaye

www.amulyamica.com



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

SPOT LIGHT

AMULYA MICA'S NEW ACHIEVEMENT



Zed Bronze Certificate on 12th December

Amulya Mica has been awarded with ZED Bronze Certificate in recognition of its efforts to enhance sustainability performance, boost brand image, and improve environmental & social practices by the Ministry of Micro, Small and Medium Enterprises (MSME).

Amulya Mica was honoured with a token of appreciation by the Siliguri Plywood and Laminates Association for unwavering support at the Diwali Meet 2023.



Siliguri Award on 23rd November



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

FROM THE MANAGING DIRECTOR'S DESK



Hello friends, I wish you all a very happy new year through 33rd edition and first of the year 2024 of Amulya Times. When I look back at the year 2023, it's a mix bag of events & developments but largely all positives in particular for growth of India.

In 2023, the Indian infrastructure boom has been a story of growth and challenges. India is currently experiencing a significant infrastructure boom, with the government pushing for major investments in various sectors. This has become a key driver of the economy's overall growth and is seen as crucial for unlocking its full potential. The Modi government has prioritized infrastructure development, launching flagship programs like "Sagarmala" for ports and "Bharatmala" for highways. Increased budgetary allocation and Public-Private Partnerships (PPP) models are fuelling the boom. Also, the potential of the Indian infrastructure market is attracting global

investors, providing additional funding and expertise for large projects.

However, our industry did not see very good results. You're right, the laminate industry has been facing some challenges in recent times. While there are still pockets of success, the overall outlook is indeed not particularly rosy. Competition, rise of alternative materials, competition from low-cost low quality manufacturers, oversupply due to new entrants & rising raw material costs are few factors which contributed towards it. Overall, the laminate industry is facing challenges, but it's not a lost cause. Adapting to market trends, embracing innovation, and focusing on sustainability could help laminate manufacturers stay competitive and find new avenues for growth. It will be interesting to see how the industry evolves in the coming years.

The Ram Mandir construction is a momentous occasion for all, symbolizing the triumph of their faith and cultural heritage. The temple is expected to attract millions of pilgrims and tourists, boosting the economy of Ayodhya and surrounding regions.

Talking more about 2023; It was surprisingly a good year for the Indian stock market! It displayed resilience and strong performance despite facing some initial challenges and global uncertainties. Stronger than other markets; Notably, the Indian market outperformed many other major global markets showcasing its comparative strength. Robust Indian economy; India's GDP growth remained strong, exceeding 7%, providing a solid foundation for the market & lower inflation hence inflationary pressures eased during the year, alleviating concerns about rising costs and interest rates.

Finally, we are starting new year with a positive developmental outlook by strengthening our Bengaluru operations by way of increasing our sales strength and opening a new State Of The Art depot. Implementation of Microsoft ERP across various sales and operation verticals of Amulya Mica. Last but not the least, we are starting our new year with launch of Carb Certified E-Zero (emission free) Plywood which is one more step towards our commitment to manufacturing health and environment friendly products.

Once again, I wish you all and your near dear ones A Very Happy & Prosperous New Year 2024.

With warm regards,

Rakesh Agarwal



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

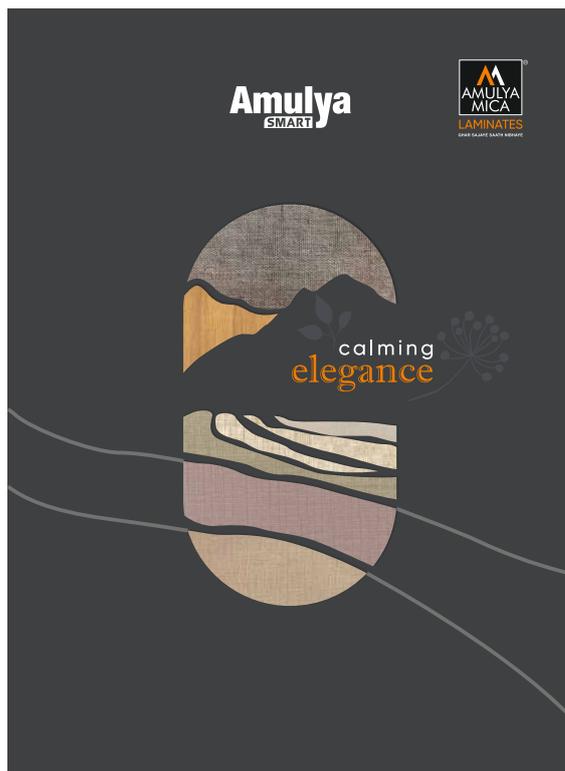
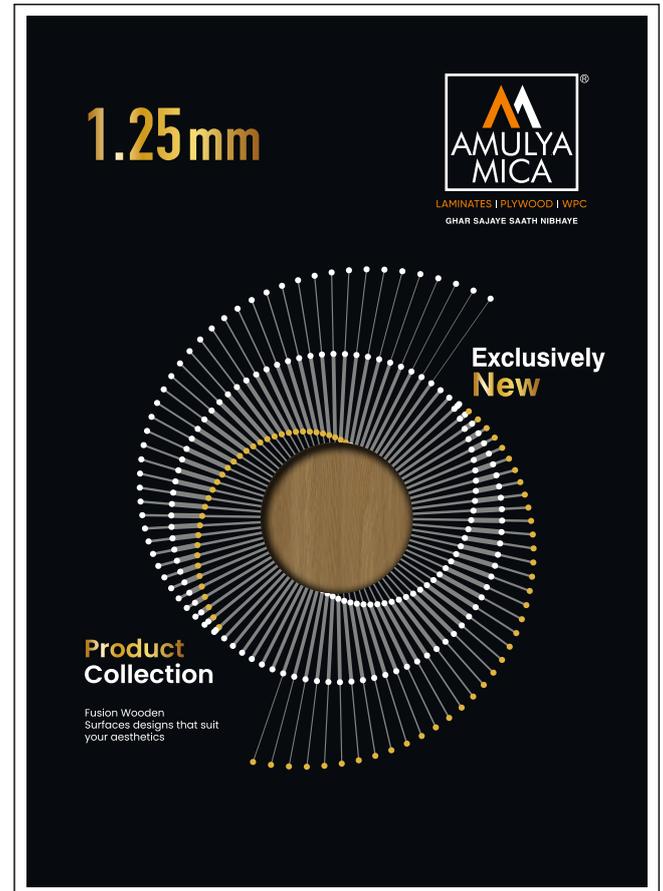
NEW LAUNCH

New Launch – Laminates Collection

Introducing the dynamic trio in our 1.25MM Synchronized collection! Uncover premium and unparalleled designs. Experience the Synchronized collection – a seamless fusion of perfectly matched laminates, elevating the aesthetics of your interiors.

In our continued efforts to create new designs, we have introduced 3 more new designs of desert pine in our synchronized collection. These designs are inspired by the beautiful cream & brown color, along with other attributes of Desert Pine. Desert Pine is very durable, just like our laminates, as they grow in extreme conditions and has a longevity of 100 to 1000 years and this is what inspired us to manufacture laminates that lasts long, really very long. I hope you will like our latest addition of these three laminates in our synchronized collection.

- 1.4140 - RE 42 | Desert Pine I
- 2.4141 - RE 42 | Desert Pine II
- 3.4142 - RE 42 | Desert Pine III



Amulya Smart

Amulya Smart Presents its stunning & economic collection of Fabric laminates, which outperform in both aesthetics and features alike. This exclusively curated collection has a spectrum of surfaces that celebrate fabric textures by giving you exotic forms of high – quality laminate sheets.

A Collection where texture meets elegance. A tribute to the world of textiles, offering a versatile array of finishes that mimic the richness and elegance of various fabrics. Explore our collection, which spans Corian, Fabric, Wood Grains and Solids. It works well in wardrobes, bookshelves, and study rooms, enhancing the elegance of the bedroom.

19th Foundation Day Celebration



It takes us immense pleasure to share that on the 19th anniversary of Amulya Mica, we organized a successful Blood Donation Camp and distributed essential equipment to individuals with disabilities.

The event was graced by special guests Nimaben Acharya (Purv Adhyaksha Gujarat Vidhansabha), Tejashbhai Seth (Nagar Palika, Pramukh Gandhidham), Anitaben Daxini (Nagar Palika, Dandakshri Gandhidham), Mahendra Juneja (Mahamantri Gandhidham Saher BJP), Ns Chauhan Sir, (Jilla Samaj Suraxa Adhikari, Kachchh District) who joined us in commemorating this significant milestone.

As we marked the continuation of our legacy, we expressed gratitude to the divine with a havan and puja ceremony. The day reflected our commitment to community service and compassion, embodying the values that define Amulya Mica's journey.



Blood Donation & Havan Puja

Dine With Designers' Architect Event in Hissar on 2nd December 2023



Amulya Mica participated in Dine with Designers (City Talk, Hissar) event on 2nd Dec'23 at Hotel Lemon Tree, Hissar. More than 80 architects from Hissar, Sirsa, Fatehabad attended this event. From Amulya Mica, Mr. Ravi Gupta (Punjab Regional Manager North) with his team Mr. Ankit Tiwari (ASM), Mr. Ashutosh Moudgill (TSM) and company's distributor Mr. Naman Gupta of Kumar Plywoods Hissar were present and greeted the architects.

The main highlight was the prestigious E-0 plywood certification that confirms to CARB regulations for its entire ranges of Plywood from Certification Services International, LLC California, USA. E-0 grade plywood is one of the highest levels of emission standards with almost Zero Formaldehyde emission level. It helps in maintaining the indoor air quality safe with improved indoor air quality. Only few companies have this E-0 certification and we are one of them.

The team provided information regarding the E-0 plywood certification, which attests to compliance with CARB regulations across its complete range of plywood products. This certification is issued by Certification Services International, LLC, based in California, USA. E-0 grade plywood adheres to stringent emission standards, demonstrating an exceptionally low formaldehyde emission level, approaching nearly zero.



Architect Meet at Dibrugarh on 8th Dec'23

On 8th Dec' 23, Amulya Mica organized an Architect Meet at the Altitude Restaurant in Dibrugarh, Assam. The event was attended by numerous interior designers, architects, and contractors from Dibrugarh. The highlight of the occasion was the launch of E – 0 Plywood, which was unveiled by Ar. Partho Pratim Buragohain in the presence of Marketing Director Ms. Shailja Agarwal and Director Mr. Abhishek Agarwal. The gathering engaged in a table discussion, fostering meaningful conversations among the participants.



Dealer's Meet at Guwahati, Assam on 11th Dec 2023



Amulya Mica organized a Dealers Meet on 11th Dec'23 at Hotel Taj Vivanta Guwahati Assam. More than 45 dealers from Tinsukia, Dibrugarh, Jorhat, Golaghat, Itanagar, Naharlagun, Silchar, Imphal, Shillong and Guwahati attended this event.

From Amulya Mica, Mr. Neeraj Khandelwal (Regional Manager - East), Mr. Sourabh Pandey (Product Head - WPC Division), Mr. Ravi Pandey (Branch Manager) Guwahati with his team and company's distributor Mr. Naveen Sharma & Mr. Amiya Ranjan Mallick of Amrita Laminates were present and greeted the guests. Company's MD Mr. Rakesh Agarwal,

Ms Shailja Agarwal Marketing Director & Mr. Abhishek Agarwal Director were present to greet the delegates. In the event, Mr. Neeraj Khandelwal along with his team presented company profile, its product and its USP which make difference from other products in the market.



E-0 Platinum Plus Plywood was explained by Mr. Abhishek Agarwal. In his presentation, he spoke about E-0 Platinum Plus Plywood USP. Amulya Mica has bagged E-0 plywood certification that confirms to CARB regulations for its entire ranges of Plywood from Certification Services International, LLC California, USA.

Further, going forward company is putting more focus on North East & has appointed New Distributor also. Company has done back to back events with Dealer's & Architect's owing to progress in infrastructure we see a huge opportunity in North East.



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

CONTRACTOR MEET

Amulya Mica Contractor Meets



Bawa Steels, Rayya, Punjab on 8.11.2023



Jindal Ply and Hardware, Mohali on 8.11.2023



Swami Plywood and Hardware, Varanasi on 1.12.2023



Panipat Timber & Plywood, Panipat on 27.12.2023



Hanumat Plywood Company, Pitampura, Delhi on 4.1.2024

Amulya Mica Carpenter Meets



KR Forest Kotla, South Delhi on 25.11.2023



Mahendra Hardware & Plywood, Mysore, Karnataka on 13.12.2023



Sapthagiri Glass and Plywood, Mysore, Karnataka on 14.12.2023



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

NEW OPENINGS

Opening of New Bangalore Depot



Introducing Bangalore's newest depot – a hub of efficiency and convenience! Designed with modern logistics in mind, this depot is equipped to streamline operations, ensuring swift and reliable service. Whether it's storage, distribution, or transportation, we are committed to providing top-notch services that cater to your specific requirements. And the opening of new depot signifies that the company is going aggressive in south as wants to sell more there.

Address : Purbanchal Laminates Pvt. Ltd. - No. 161 No. ALNSR/K/16/17-18, Kumblagodu Vill. Kehgeri, Hobli Kumblagodu, Bengaluru Urban - 560074 (Karnataka)

New Design Corner Galleries



Asutosh Interiors, Sikar, Rajasthan



New lookup Puri Plywood, Kapurthala, Punjab



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

SOCIAL MEDIA

Check out what Architect's have to say about Amulya Mica & It's products



Scan QR Code to View the Instagram Reel



THE GROUP OF COMPANIES



PUBLISHED BY : PURBANCHAL LAMINATES PVT. LTD.

For Internal Circulations Only

AN ISO 9001 OHSAS 18001 CERTIFIED COMPANY

Gandhidham - 370 201 (Kutch) Gujarat, INDIA

Call us : 1800-233-1468

E-mail : crm@amulyamica.com

EDITED BY : EDITORIAL BOARD AMULYA MICA

www.amulyamica.com