

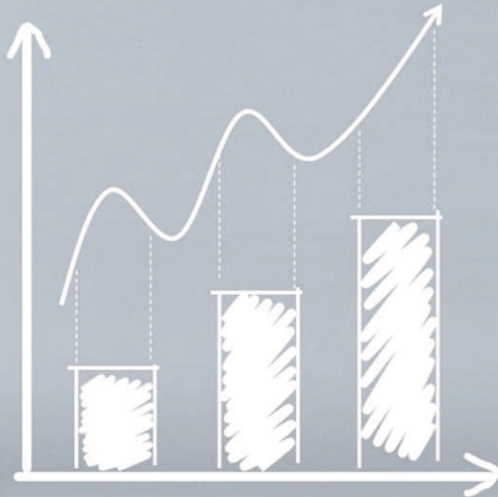


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GHAR SAJAYE SAATH NIBHAYE

THE AMULYA TIMES

Vol. 34th Edition | April 2024

We Wish you a very Prosperous & Successful Financial Year



Ghar Sajaye Saath Nibhaye

www.amulyamica.com



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SPOT LIGHT



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India's 20 Impactful Power Brands 2024-25

Dive into the captivating stories of extraordinary leadership with 'Boss Ladies'.

Proud to share that our
Director Marketing, Ms. Shailja Agarwal
got featured in the prestigious book
"BOSS LADIES"



Amulya Mica shines bright as it's honored with India's 20 Impactful Power Brands 2024-25 title by Power Brand Research Unit, celebrated alongside the unveiling of the 'BOSS LADIES' book and esteemed personalities. A night of recognition, gratitude, and inspiration for Amulya Group and Director Marketing, Ms. Shailja Agarwal.



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FROM THE MANAGING DIRECTOR'S DESK



During 2023-24 many significant events have happened that has the potential to shape the future outcomes of many nations and world at large. Amongst the various world events, one that has impacted our nation, Bharat, we have surpassed China in terms of population. This event has many positives, as of now. Other prominent events have been, Hamas – Israel conflict, G-20 summit, Russia Mutiny, BRICS Summit, Earthquake in Turkey-Syria, to name a few, and in couple of events, Bharat either played a prominent role or was leading it. Bharat's growth mark is now being acknowledged internationally and this can be witnessed in various world events and being given prominence and pride of place seen during BRICS or G-20. Our Prime Minister is getting invited by world leaders in discussions impacting the world.

At home front, within Bharat there has been a significant event of Ram Mandir which can be considered as event of the Century. This one event has probably helped create a pride amongst the citizen of our

country, which I feel was almost non-existent compared to many nations which I have visited.

Bharat is standing on the launching point. This is first time since independence, that Bhartiya's are full of confidence, looking forward to the year 2047, by the time, Bharat shall be considered amongst the developed nation and no more shall be part of developing nations. Bharat's passport is getting respect worldwide and as of today Bhartiya's can walk into 62 countries out of 194 countries world-wide. It's a matter of pride.

Bharat, as a nation which was seen just as a consuming nation is now becoming a manufacturing nation. The infrastructure growth in last decade has been the largest and with expressways and Dedicated Freight Corridor, logistics cost shall be in single digit for the first time, which has always been in two digits. This shall be a major boost for medium scale organizations like us, which can reach out to both our domestic and international customers in cost effective way.

We all are witness and part of the transformation. It's one man's vision, hard-work and dedication that has been able to bring about this change. What inspires me, that how a nation with 140 crore people, diverse thoughts, diverse culture and above all diverse political ideologies can be aligned to achieve change, so we in our company too can do so.

By the time we get to discuss again, we as a nation shall be having a new Government. Next two months shall witness fervor of activities amongst various political parties which may affect our businesses slightly. However, post May, the country shall see a fresh impetus in economic activities. I shall not hazard any guess who could be forming the next Government although writing on the wall is quite prominent for any one to guess. Assuming it to be true, I can only indicate, if that happens, next five years shall be best for our nation from the perspective of business.

Financial year gone by has been good for our Group in terms of overall growth and profitability. During the year we have been able to consolidate our support activities and strengthen our data monitoring and analysis management. State-of-the art data analytics tools have been developed which shall help in quick response time and redefine business goals.

We've been living with a dream for our Group to cross the 500-crore mark by 2025-2026, and each one of us have been contributing in our way for this goal. In the F.Y. 24-25 our focus shall be on large projects including Government. E-commerce, which is a futuristic way of business, and in the new financial year we expect contribution through that route too. Social media presence shall be enhanced to reach out to the new generation customer as well as the influencers. A dedicated team in this regards has been strengthened and I'm confident that the F.Y. shall catapult our growth to newer heights.

The teams are busy working consolidating their plans for the F.Y. 24-25 and I wish all a very best!!!

Greetings to all for the new year celebrations in many parts of our country!!!!

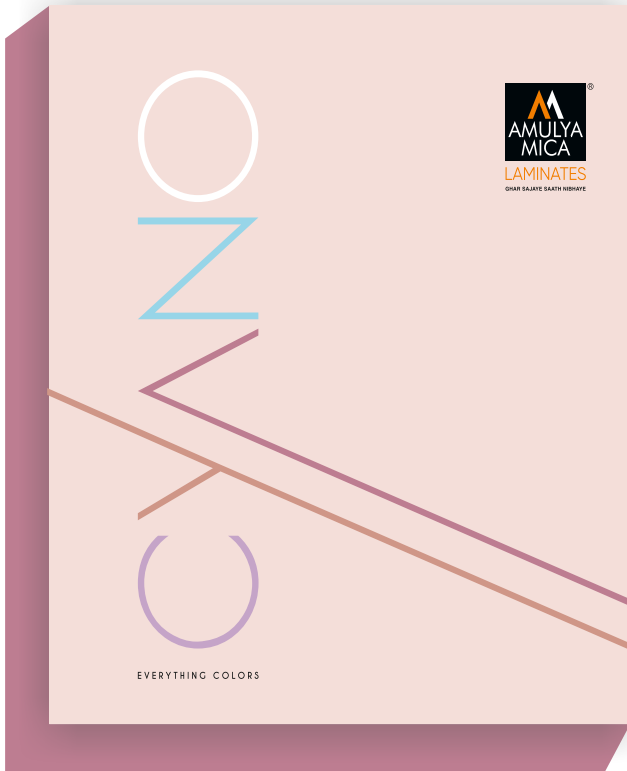
Rakesh Agarwal



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NEW LAUNCH

New Launch – 1MM Solid Laminates



Amulya 1MM Solid Color Collection:-

Introducing our CYANO collection, featuring an exclusive range that includes:

- Flawless Finishes
 - Dense Solids Endure
 - Glimmering with Elegance
 - Radiant Glossy Sheet
- ➔ Explore our curated selection, boasting over 100 unique designs, 115 pieces, 51 papers, and 11 textures.

OFFICE EXTENSION

We are Pleased to announce that owing to our growth we had to hire new people to increase the size of HR, SSD & Marketing Team . We have extended our office to make it a more comfortable work place.





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ACHIEVING AWARDS

AMULYA MICA'S NEW ACHIEVEMENT



India SME 500 Awards

We are thrilled to announce that Amulya Mica has been selected as an honoree at the prestigious India 500 SME Awards, recognizing outstanding achievements and contributions to the Indian business landscape. This award reaffirms our position as a trailblazer in our industry and motivates us to continue raising the bar in terms of quality, innovation, and customer satisfaction. We are deeply grateful to the India 500 SME Awards for this honor and extend our heartfelt thanks to our clients, partners, and stakeholders for their unwavering support.



India's 20 Most Impactful Power Brands on 15th March'24

We are delighted to announce that Amulya Mica has been honored with prestigious title of India's 20 Impactful Power Brands 2024-25 by Power Brand Research Unit, initiated by Management Guru Dr. Arindum Choudhury. We take immense pride in sharing that one of these inspiring stories is dedicated to our Director Marketing, Ms. Shailja Agarwal, illuminating her path of success.



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QUALITY CERTIFICATES

AMULYA MICA'S NEW ACHIEVEMENT

Cladding Test Certificate By EPH Europe

We are thrilled to announce a significant milestone in our commitment to excellence and safety – the acquisition of our Cladding Material Test Certificate. This certification not only validates the quality of our products but also reaffirms our dedication to delivering the highest standards in every aspect of our operations.

EPH
SUCCESS BY QUALITY
Forschungs- und Prüflabor Holztechnologie GmbH
Zeltenstr. 109, 14 10275 Dresden, Germany
www.eph-dresden.de

certified by Deutsche Akkreditierungsstelle GmbH (DAKKS)

TEST CERTIFICATE

ST-16-06-01-01

Product: Exterior Grade Compact Laminate decorative rough stone

Client: PURBANCHAL Laminates (P) Ltd
101, Goyal Avenue, Plot No. 318, Ward 12B, Opp. LIC Block,
Gandhinagar-370201, State: Gujarat
India

Order: Testing of different properties according to EN 438-2 / classification acc. to EN 438-6 (2005)

Test report: 2715422_A1

Properties	Test result	Requirements according to EN 438-6:2005 for EDS/EDF
Thickness / Flatness	0.03 mm/ 1.9 mm/m	fulfilled / fulfilled
Length / Width	0.8 mm/ 2.0 mm	fulfilled/ fulfilled
Straightness of edges	-0.35 mm/m	fulfilled
Flexural modulus / Flexural strength	12649 MPa/ 135.9 MPa	fulfilled/ fulfilled
Tensile strength (EN ISO 527)	lengthwise: 116,8 crosswise: 92,0	fulfilled
Density (EN 323)	1.45 g/cm ³	fulfilled
Resistance to impact by large diameter ball	1900 mm	fulfilled
Resistance to wet conditions	appearance: 5 mass increase 1.56 %	fulfilled
Dimension stability at elevated temperature	L: 0.10 % / T: 0.20 % appearance: rating 5	fulfilled/ fulfilled
Resistance to climatic shock	Flexural strength index D ₁ : 0.97 Flexural modulus index D ₂ : 0.95	fulfilled
Resistance to UV-Light	contrast: grey scale 5 appearance: rating 5	fulfilled
Resistance to artificial weathering	contrast: grey scale 3 appearance: rating 5	fulfilled

Dresden, 1 June 2016

R. Gumbel
Head of laboratory

Andreas
Engineer in charge

E-0 Plywood License

Our company has been granted the prestigious E-0 plywood license & has been renewed also. A significant achievement that shows our unwavering commitment to excellence and sustainability in all aspects of our operations. This milestone represents not only a recognition of our dedication to producing high-quality products but also a testament to our responsibility towards the environment and the communities we serve.

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

R. V. R.
Quality Control/Technical Manager
Certification Services International, LLC

B. M. J.
President
Certification Services International, LLC

This certificate expires one year from the date of issue.

IAS ACCREDITED Product Certification Agency



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HAPPENING EVENTS & HOLI MILAN MEET



Shaheed Diwas

Amulya Mica honored our brave soldiers on 23/3/24 with a special Shaheed Diwas Program. This event was organized to remember and salute the courageous heroes who sacrificed their lives for our country. It was a heartfelt tribute to their bravery and dedication. Let us always remember and respect our soldiers for their selfless service to our nation. This event is being organized by Bharat Vikas Parishad for since more than a decade.

Holi Milan Meet on 23.3.2024 at Green Lounge Banquets, Mayapuri, Delhi



Amulya Mica proudly participated as a co-sponsor in the Holi Milan Meet organized by the Kirti Nagar Timber Dealer's Association. We were delighted to have the exclusive opportunity to showcase our entire product range. The event attracted around 450-500 visitors. Mr. Hari Maheshwari, representing Amulya Mica, was honored on stage by Ghanshyam ji (President) and Vinod ji (Treasurer).



Holi Celebration at Head Office



Amulya Mica Contractor Meets



Laxmi Plywood and Hardware
Madhupur on 10.1.2024



Aarti Ply Prime
Patna on 10.1.2024



Prince Plywood and Hardware
Rourkela on 19.1.2024



JKJ Timber
Siliguri on 24.1.2024



Sree Mahalakshmi Glass and Plywood
Tirupattur on 29.1.2024



Ganapati Plywood Centre, Dhanbad
Jharkhand on 19.2.2024



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CONTRACTOR MEET

Amulya Mica Contractor Meets



Sukhmani Plylam,
Udaipur on 04.02.2024



Shree Plywoods,
Dhanbad on 04.02.2024



Everest Food Court, Jamtara,
Jharkhand on 07.02.24



Cookwell Restaurant,
Ranchi on 18.02.2024



Shreeji Plywood, Udaipur,
Rajasthan on 22.03.2024

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CARPENTER MEET

Amulya Mica Carpenter Meets



Khazana Ply House, Berhampur,
Odisha on 12.01.2024



Himalaya Plywood,
Saharanpur on 24.02.2024



By the way multi-cuisine restaurant, Deoghar,
Jharkhand on 28.02.2024



Ashapura decor,
Nashik on 04.03.2024



Shri Ram Sales, Hazaribagh,
Jharkhand on 06.03.2024

Amulya Mica Carpenter Meets



Ashutosh Interior, Sikar,
Rajasthan on 18.03.2024



Manish basu & com vasundhara, Ghaziabad,
UP on 20.03.2024



Shiv Shakti, Palam,
Delhi on 20.03.2024



Sri Ram Trading, Ranchi,
Jharkhand on 21.03.2024

Our Esteemed Architects

ARCHITECTS



Ar. Tilok Jangid Kularia
City:- Jodhpur (Raj.)

The overall design approach seems to be strongly focused on creating a modern, technologyinfused, and visually striking environment. The use of bold geometric patterns, reflective surfaces, and high-end materials like marble suggest the design team was aiming for a sleek, sophisticated, and luxurious aesthetic.

E-mail : tilokjangid7@gmail.com

PROJECTS



Ar. Satish Parmar
City:- Bhavnagar (Gujarat)

The use of wood panelling or veneer on the upper portion, providing a warm and natural element to contrast with the Gray or neutral tone of the lower cabinet. Integrated lighting, likely LED strips, that illuminate the upper wood portion, creating a subtle and ambient lighting effect. The inclusion of what appears to be a small media component or device mounted discreetly above the TV cabinet, likely for media playback or control.

E-mail : gokulfurniture@gmail.com



Our Esteemed Architects

ARCHITECTS



**Ar. Shailesh Patel
& Ar. Ronak Patel**
City:- Vadodara (Gujarat)

PROJECTS

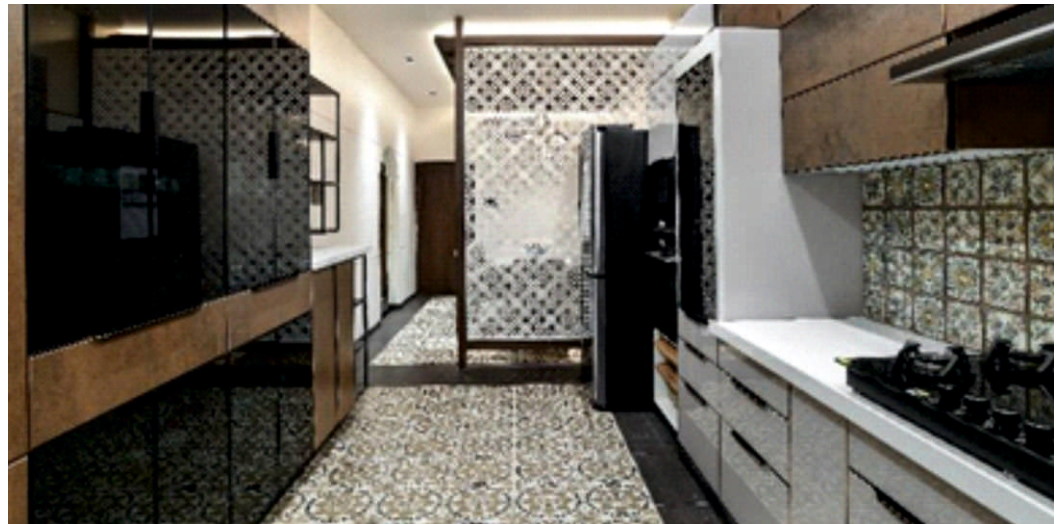


The entire room carries a sense of openness, and every corner has been optimally utilized to integrate the living and dining area seamlessly while offering a relaxing setting. To create a clear distinction between the two spaces, the walls and furniture pieces of the living area are covered in classic grey while earthy brown dominates the dining section.

E-mail : studio926.architects@gmail.com



Ar. Bijal Shah
City:- Vadodara (Gujarat)



Displaying a neutral colour palette, the battened false ceiling of the dining area create a pleasing contrast with the earthy tone. A balloon pendant lamp ornate the marble table top of dining table having heavy wooden legs with rose gold finished base. The matte black cabinets stand out and make a bold statement in the modern modular kitchen adorned with the bondi tiles.

E-mail : bijal1974@gmail.com

Eklavya School Certificate

It's commendable that Amulya Mica has made a donation to Eklavya School in Bhimasar, Kutch, to support the school's development activities and provide shade. Such contributions play a crucial role in enhancing educational infrastructure and creating a conducive learning environment for the students of nearby village areas.



Amulya Prelaminated WPC door frame installed at GTB Hospital Shahdara, Delhi

Amulya Prelaminated WPC (Wood Polymer Composite) door frames, known for their durability and aesthetic appeal, have been successfully installed at GTB Hospital Shahdara, Delhi. This innovative solution offers resistance to moisture, termites, and decay, ensuring longevity and minimal maintenance. With ongoing supply, these frames provide a sustainable and reliable option for enhancing the infrastructure of healthcare facilities, meeting the demands of modern construction standards.

Women's Day Celebration



At Amulya, we are committed to promoting women's empowerment, ensuring that our female employees feel especially valued. We celebrate Women's Day, acknowledging its importance and expressing our gratitude to our women staff with special attention and tokens of appreciation.

Employee of the Month



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Employee
of the
Month



This certifies that Mr. Jangid has been awarded the Employee of the Month for February 2024. Mr. Jangid's exceptional performance in selling 1200 plywood from our Delhi warehouse, previously stagnant, demonstrates his dedication and outstanding contribution to the organization. Mr. Jangid's commitment to excellence serves as an inspiration to his colleagues and reflects the values of our company, Purbanchal Laminates Pvt. Ltd. Congratulations on this well-deserved recognition, **Mr. Jangid. We are proud to have you in our team.**

Mr. Prem Jangid

THE GROUP OF COMPANIES



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Gandhidham - 370 201 (Kutch) Gujarat, INDIA

Call us : 1800-233-1468

E-mail : crm@amulyamica.com

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