



AMULYA TIMES

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Purbanchal Laminates Pvt. Ltd.

(A govt. of India Recognised Export House)

Maker of Amulya Mica

AN ISO 9001,14001 OHSAS 18001 Certified COMPANY

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Message from Director's Desk...



WISHING YOU A HAPPY & PROSPEROUS DEEPAWALI



After getting delightful response for every Amulya Times, it is my pleasure & privilege to release **Amulya Times Vol.10** with your esteemed support.

The sparkling, "Festival of Lights", Deepawali is celebrated with great piety & enthusiasm. It is also time of Kharif crop- a time when rich Rice cultivation gives its fruits. India being a agro economic society, the significance of rich harvest gives a new meaning to the celebration- *celebration of Life*.

As you know, in present day context, Exhibitions are a vital part of product marketing and it serves as an influential platform for companies, professionals and industry experts to come together, share information and build long lasting business relationship. In view of above facts, **I am pleased to inform you that we have participated & exhibited our all product range of AMUL Plywood, AMULYA MICA & AMULYA WPC products in the World's third & Asia's Largest exhibition for Design & Building material – The Economics Times- ACE-TECH-2017 in Bangalore (06-08 Oct/17) and glad to inform that we have won GRAND STAND GOLD AWARD. We are also going to exhibit our product in ET-Ace-Tech- Mumbai (02-05 Nov/17) , Delhi (14-17 Dec/17). I request to pay your gracious visit in your nearest exhibition centre at our stall. Your esteemed presence will add a great value to us!!..**

One good news to our Timber related industry the Prime-Minister Mr. Narendra Modi wants India be **SELF-SUFFICIENT in timber** with the aim of raising the income of farmers and of making the country less dependent on Wood imports & at the same time, it will save the billions of dollars. The plan calls for the cultivation of industrial wood lots & plantations along farm boundaries as well as within the farm. Mr. Modi wants to see large scale Plantations on rural non-agricultural land for example – alongside of roads, along railways lines and along canal banks. Hope to see better future of our panel trade.

Color is related to every wake of life. In Indian context, color is the most important element of Indian from bright colorful dress to beautiful & creative painting, Rangolis & interior decoration from mouth watering Indian cuisines to festivals - specially in Deepawali & different colorful Dance of India specially Rajasthani Style Ghoomar Dance & Gujarati style Garba – it all reflects the rich & colorful spirit of the people of India to celebrate the festivity. So this festival – Dress up your Dream interior with us "AMULYA" – "Ghar Sajaye saath Nibhaye"

— Dil Se.

Rakesh Agarwal

Ghar Sajaye Saath Nibhaye...

Toll Free No. : 1800-233-1468

New Mile-stone

PLANT FOR PLANET

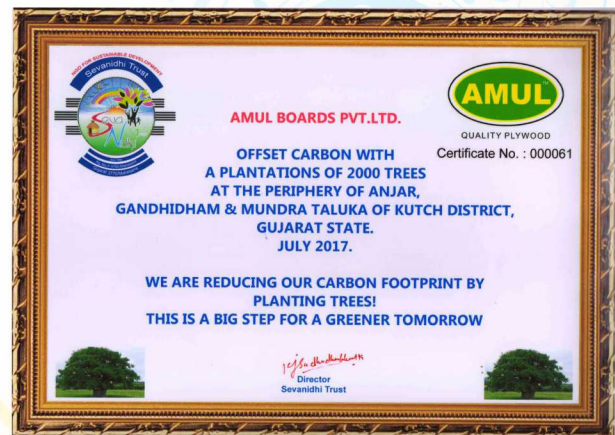
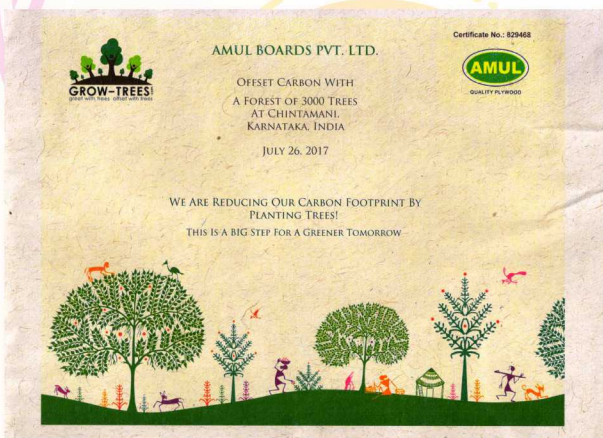
We firmly believe that **Corporate Social Responsibility (CSR)** is not just additional function to the business, rather it is ingrained in our core business values. Under CSR activities, the company carries our **"TREE PLANTATION"**. By joining hand with "GIVE India" NGO MUMBAI & GROW TREES Foundation, Mumbai, the company planted around **35,000 trees in Jodhpur- Rajasthan, Dwarka - Gujarat, Sunderban- West Bengal** & surrounding areas of our plant - **a small initiative to make mother earth Green**. We have firm policy to continue plantation every year.

On line of this, we are pleased to inform you that this year we have planted **5000 trees** with the help of "Grow Tree Foundation", Mumbai and with local (Gandhidham) NGO Shri Seva Nidhi Trust. We have planted 3000 trees at Chinatamani- Karnataka - **"Trees for Communitas at Chinatamani -Karnataka- 3000 plantation and 2000 trees locally at Anjar, Gandhidham & Mundra Taluka of Kutch District**.

Everyone knows that Trees are valuable for us and it improves air quality. So we evoke every one - **to Plant a Tree in your surrounding/locality & save a life!** Even expert says:

"Three trees planted in right place of building can cut air conditioning cost up to 50%."

We are committed to plant 1,00,000 trees by the end of 2025.



• Toilet Block –Under Swachh Bharat Abhiyan

To support the Govt. drive of Cleanliness, the company had already constructed toilet blocks in Vedi village- in Anjar Taluka & Bhimasar village-in Anjar Taluka. This year too, the company has constructed Toilet block in Sinay Village in Gandhidham Taluka. In future also the company has plan to construct more & more toilet blocks to help the villagers- not having toilet at home.

• We are pleased to inform that MD Mr. Rakesh Agarwal is selected as member in Panel of FOKIA (Federation of Kutch Industries Association) Committee – "Land Revenue & Legal"- only industrial association in Kutch district.



Amulya Mica awarded the title of 70 Most Inspiring Power Brand Rising Star - at the launch of Power Brands Indian Superpower Edition 2017-18 at Mumbai

~The event also saw the launch of the first ever 'Power Brands Glam Bollywood Awards'~

Amulya Mica was awarded the title of 70 Most Inspiring Power Brand Rising Star 2017-18 at a glittering ceremony at Novotel Hotel, Mumbai. Theme for this year - Celebrating 70 years of Indian Independence saw the likes of iconic Global Power Brands such as among others in attendance. The guests of honour from various fields such as government, corporate and entertainment graced the occasion. A daylong m lange, it witnessed the salutation of Indian brands, inspirational leaders and the next generation entrepreneurs, who have shaped and continue to shape the contours of branding across the globe. The Power Brand winners were awarded in two main categories; **'Rising Star Award' and 'Most Trusted Power Brands'**.

Speaking on the sidelines of the event Prof. Arindam Chaudhuri, Founder Planman Media said, **Amulya Mica** has been making its mark felt all over the nation and it totally deserves the title of 70 Most Inspiring Power Brand Rising Star for its great brand”

Speaking on this occasion MD Mr. Rakesh Agarwal said..

“Thank You – Planman Media & Prof Arindam Choudhuri team for selecting & trusting 'Amulya Mica' brand among India's most inspiring rising brand and awarded us India's 70 most inspiring rising Power Brand -2017. We at Amulya Mica believe that there is no limit for quality & achievement. Our vision is not just to be rated among top 5 brands of Indian interior field but to build an extra ordinary organisation that would create a long lasting value for our country. I express my sincere thank & gratitude to my entire team, associates & channel partner and valuable consumers for believing us and making AMULYA MICA most inspiring POWER BRAND.”

Many big Bollywood personality graced the occasion.



AMUL PF Platinum Plywood

AMUL PF Platinum Plywood is a Product with **Life Time Warranty against all kinds of insect attack**. This is **zero Gap Plywood** with thicker face and higher percentage of Glue Line Poisoning. The structure stability is further assured by use of Unisex imported Timber and long panels and wider Cores. **Together with Life Time Warranty, the company also undertakes to either replace or to compensate up to twice the value, in case of any unlikely event of insect infestation.**

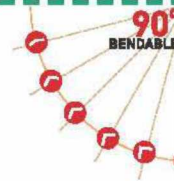


AMULYA WPC/PVC Lead Free Foam Board & 90° Bendable PVC Laminates

Amulya WPC/PVC Board is absolutely environment friendly and non polluting material. It is 100% LEAD free board- first of its kind in our panel trade in India. Amulya WPC is 100% termite proof, Water Proof, Recyclable, Eco-friendly and flame retardant product. It has holding capacity of High Screw & Nails. It is especially helpful to those areas where we see large scale problem of termite & dampness. In **Amulya WPC board-** laminates can easily be pasted, High gloss, Matt, Deco paint, Texture Paint can be applied with less consumption of material, also ACP's and Acrylic solid surface can also be pasted.

AMULYA 90° Bendable PVC laminate is a new and versatile decorating panel having greater longevity and a wide variety of applications. With AMULYA PVC laminates you may discover new designs and applications that were never possible with traditional décor sheets.

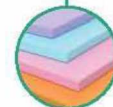
INTRODUCING AMULYA 90° BENDABLE PVC LAMINATES



New time has gone for the cheap looking edges of kitchen cabinets, wardrobe, beds, etc. Now you have a wonderful décor option for your interior. Presenting 90° Bendable PVC laminates in different colour and design.

Ask for AMULYA 90° Bendable PVC laminates and get rid of visible edge joints. With AMULYA 90° bendable PVC laminates you can simply bend the PVC laminates and give your interiors a modern & gorgeous look.

AMULYA 90° Bendable PVC laminate is a new and versatile decorating panel having greater longevity and a wide variety of applications. With AMULYA PVC laminate you may discover new designs and applications that were never possible with traditional décor sheets.



AMULYA 90° Bendable PVC Laminates (No need of edge band tape)



NORMAL Laminates need Edge Band Tape



**BEND IT
LIKE ANYTHING**

10 reasons to choose:

- 100% Termite & Borer Proof
- 100% Formaldehyde Emission free
- 100% Lead Free Panel
- 100% Water Proof for Life time
- 100% Bacteria & Fungus Resistant
- Non Toxic Sheet
- No shrinkage and swelling
- Fire Retardant
- Zero Maintenance
- 90° Bendable.

No need of Edge Band.

BEND IT LIKE ANYTHING.



AMULYA CLADDING..

Exterior Grade Fire Retardant Laminate

High Pressure Laminate (HPL) was well known worldwide as Interior Decorative Product till in early 1980 in Central Europe, people were started to use HPL for Façade purpose – Exterior Decoration purpose. But in India, it is started to use by architects, builders & designers as façade sometime ago only.

Amulya Cladding - Exterior Grade Fire Resistance Laminate - Exterior Grade compact high pressure laminate as per EN 438-6(Resistance against extreme climate condition) is made from high quality craft & Imported European decorative paper, with high color retention property , with high pressure & temperature using specially treated hardened resin . It comes with high UV and weather resistant properties and fire resistance quality and **with 10 years warranty - ideal for exterior and cladding facades.**

First Time in India , in the history of Exterior Grade Laminate, Amulya Mica is presented Textured surface, which provides better choice and great satisfaction to the customer, apart from very attractive but selected wood grains and plain colors.

Some of USP of Amulya Cladding: Its Benefits:

- ★ Non Porous & Water Proof
- ★ Inherent Fire Retardant Properties
- ★ Extreme Weather resistant
- ★ Air Ventilated Facade increase shelf life of building
- ★ Maintenance Free
- ★ Very Long Life with 10 years Warranty (Tested – EPH-Germany)
- ★ First time in India with the State of the Art Texture finishes.
- ★ Increased sound proofing function (upto 15Db)
- ★ Easy rapid installation.
- ★ Provides wall protection and heat insulation against atmospheric precipitation.



Exterior grade Amulya Cladding is certified from:

- ✓ ASTM-E84-16: Standard Test method for surface Burning Characteristics of Building Materials at Thomas Bell – Wright International Consultants, Dubai
- ✓ Fire Retardant from National Test House, Kolkata
- ✓ EPH Laboratory, Germany



Amulya Cladding is found in a wide range of thickness. The standard range is available in 6mm, can make against order from 8 mm to 15 mm thickness and in standard size of 1220mm x2440mm.

Now-a-days, the Exterior cladding gaining popularity in high rise building because of its energy efficient & long lasting properties. They allow circulation of air & aids in increased ventilation - considering reducing the need for air conditioning. It automatically improves the comfort life of within living areas.

With all powerful features of decorative beauty, Amulya cladding is transforming the look of building – the way you wish to see!!

So, in next time, when you plan to dress up your building's Exterior look –

LOOK OUT for AMULYA MICA CLADDING.....

Either

by download apps in your Mobile/TAB

or

From Amulya Mica Gallery.....

Just by clicking the Key !!!!





Glimpses' of a Grand Launch of 1mm Catalogue at Hotel HYATT Regency, Chandigarh at Dealer & Distributor Meet on 16-Sep-17

The company's MD Mr. Rakesh Agarwal along with all distributors of upper Northern region had launched 1mm Smart catalogue with all new & fresh design.



Glimpses' of a Grand Launch of AMULYA- WPC at Ludhiana Distributors/Dealers Meet at Hotel Maharaja Regency, Ludhiana, Punjab on 05-Aug-17.

The Company's MD Mr. Rakesh Agarwal along with all dealers & distributors of upper Northern region had launched AMULYA WPC – a new product range of Amulya Mica – Wood Polymer Composite (WPC) – a new venture of Purbanchal Laminates Pvt. Ltd – “Purbanchal Composite Panel India Pvt. Ltd “ , manufacturing set up of Lead free WPC/PVC Board and 90° PVC bending laminates.





Glimpses' of a Grand Launch of AMULYA- WPC at Delhi Distributors/Dealers Meet on 14-Oct-17

The Company's MD Mr. Rakesh Agarwal along with all dealers & distributors of Delhi & adjoining areas had launched AMULYA WPC – a new product range of Amulya Mica – Wood Polymer Composite (WPC) – a new venture of Purbanchal Laminates Pvt. Ltd – “Purbanchal Composite Panel India Pvt. Ltd “, manufacturing set up of Lead free WPC/PVC Board and 90° PVC bending laminates.

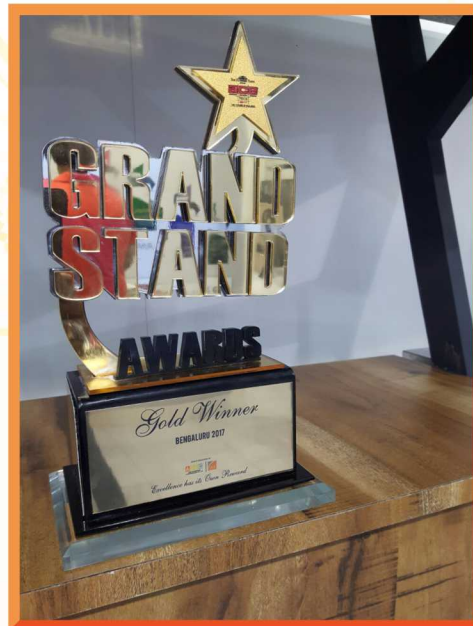
Diwali Dhamaka with AMULYA





Glimpses' of ET-Ace-Tech-2017 held at Bangalore from 06-Oct-17 to 08-Oct-17

We feel proud to inform that Amulya Mica won GRAND STAND GOLD AWARD at ET Ace-Tech 2017 Bangalore.





~: Patron Speaks :~

I have used various products of your esteemed company at my own residence & various other commercial & residential projects. Products I like :

- Amul Gold MR/BWR GR
- Synchronized laminate
- Amul ya Cladding
- Amulya 800

I have found the product quality good , appreciable & worth using it.



**Ar. Amit Rathi, Amit Rathi & Associates,
Akola, MAH.**

(M) 9822600850 Mail : arrathiamit@yahoo.co.in

We deal in turnkey interiors and we feel very proud in using your brand "**Amulya Mica**". Your mica quality & textures are just superb and we would love to work with your products in coming time too. The shade & colors are very natural looking and gives the home & office a ROYAL look. We and our clients are highly satisfied from your product.



**Harsh Bokadia , Sun Interior, Udaipur,
Rajasthan. (M) 9694661215**

I am using Amulya Mica for its variety & amazing range which create a magic to my interior work & design. Your customer service is also highly appreciated. Thanks Amulya Mica Team for everything.



**Ms. Kasturi Chakraborty, Rupak D Image,
Howrah-9, West Bengal**

(M) 9804230833// 9007885499

Mail: kasturic01@gmail.com

I am happy to appraise that Amulya Mica provides state of art and exotic designs with a judicious mix of traditional & modern textures. Your **1.25mm Synchronized Laminate** worth special mention & applause. I strongly feel that Amulya Mica has enhanced my designing efficacy several notches up. Thanks for commencing new era in laminates.



Ar. Umesh Tank, JeevaJI's Grandson

Architectural Lab, Udaipur. (M) 9413318276

I use Amulya Mica product "**AMULYA CLADDING**" in my office exterior. It looks best with fire proof quality. It increases beauty of my office exterior. Shade used by me . EX3072 –RE 37.

P. R. Pathrikar, Construction Point , Akolka , MAH.

(M) 9822644282



HAPPINESS for a Lifetime - HELP

By : Shri H.K. Maheshwari

"A young man, a student in university, was one day taking a walk with a professor.

As they went along, they saw lying in the path a pair of old tattered shoes, which were supposed to belong to a poor man who was working in a field close by, and who had nearly finished his day's work . . .

Student turned to the professor, saying: "Let us play the man a trick: we will hide his shoes, and hide ourselves behind those bushes, and wait to see his perplexity when he cannot find them.."

"My young friend," answered the professor, "We should never amuse ourselves at the expense of the poor . . . But you are rich, and may give yourself a much greater pleasure by means of this poor man. Put a coin in each shoe, and then we will hide ourselves and watch how this affects him."

The student did so and they both placed themselves behind the bushes close by. The poor man soon finished his work, and came across the field to the path where he had left his coat and shoes . . . While putting on his coat he slipped his foot into one of his shoes, but feeling something hard, he stooped down to feel what it was, and found the coin. Astonishment and wonder were seen upon his countenance.

He gazed upon the coin, turned it around and looked at it again and again.

He then looked around him on all sides, but no person was to be seen. He now put the money into his pocket, and proceeded to put on the other shoe; but his surprise was doubled on finding the other coin . . .

His feelings overcame him . . . he fell upon his knees, looked up to heaven & uttered aloud thanks giving in which he spoke of his wife, sick & helpless, and his children without bread, whom this timely bounty, from some unknown hand, would save from perishing . . .

The student stood there deeply affected, and his eyes filled with tears.

"Now," said the professor, are you not much better pleased than if you had played your intended trick?"

The youth replied, "You have taught me a lesson which I will never forget. . . I feel now the truth of these words, which I never understood before:

****It's more blessed to give than to receive.****

If you want happiness for a lifetime – HELP.





Parenting: Understand Your Child's Psychology Better

By :Uttam Chowdhury

Well-known child psychologist **Jean Piaget** says, "From the moral as from the intellectual point of view, the child is born neither good nor bad but master of his destiny."

Parenting is more than just providing comforts for your children. It is being there for the child emotionally, and providing them a sense of security. Here are a few basic child psychology tips that will help you understand children better:

➤ Observation Is Key

One of the simplest, yet most effective, ways to learn about child psychology is observation. Show interest in what your children are doing or saying. Observe their actions, expressions, and temperament when they eat, sleep, and play. Keep in mind that your child is unique and may have a personality that stands out, even as he grows. ***So avoid comparing your child with other children, as that not only adds stress to parenting, but also makes the child feel inferior.***

➤ Children Need Your Undivided Attention

When you plan to spend time with your children, plan to do only that and nothing else. Your children deserve your undivided attention. If you try to talk to your kid while you are cooking, driving or doing something else, chances are you'll miss on the most important insights your kid might give you about himself. . When you pay undivided attention to your kid, he or she feels safe and validated and is likely to open up to you more.

➤ Develop Their Inner Moral Compass

While teaching your children the difference between right and wrong from a young age gives them a strong internal moral compass that will direct them to make good choices. In situations that require a decision, help them to see how our choices and behavior affect others. Talk to them about how wrong doing harms others and help them to see the hurt and damage that it causes. It's a good idea to talk to them about the little things such as calling a sibling an unkind name that hurts her feelings or refusing to play with their brother when friends visit. When building a strong moral foundation, start small and begin with the basics.

By raising your children to understand their psychology, you're giving them the gift of giving. In a world where great emphasis is placed on looking out for your own interests, people who are givers are all too rare. But they are the ones who enjoy the greatest satisfaction from life, live the most meaningful lives, and enjoy more rewarding relationships.



Celebrating LIFE...

There are many kind of celebration: some of them are funny and interesting; some are traditional or religious where as some are National. No matter what they are, celebration plays an important role in our lives and gives us an opportunity to break out normal routine and enjoy life. Without celebration, we cannot enjoy the life fully.

Festivals play an important part in the life of people. Festivals are celebration to remember the events occurred on that particular day. Different people of different religion, community have different festivals and their reasons to celebrate them. Like when people celebrates **DIWALI**-they celebrate the victory of GOOD over EVIL, celebrating **Christmas** Is Celebration of the birth of Christ, and same goes for **Eid**.

But with changing world, celebrating festivals is not limited to its core cause, with time the reason of celebrations are modified. In today's world, people are too busy in their schedule to have time for others. These celebration gives that person a reason to enjoy, to mingle and to live a peaceful moments, away from stress and worries with family & friends. Festivals also bring with them old sweet childhood memories.....they are a great way to recall what we were and how far we have come in our lives. In short, they connect us to our former selves and also to others. It is during festivals that we socialize and break the monotony of our lives.

According to human psychology we need change at least every 15 days or a month in order to maintain enthusiasm and for good energy levels. People have a fresh start, leaving mistakes, worries behind, with new hope people look forward towards life.

Festivals are important to give a meaningful boost to our lives. For Indian, festival is not just a day off, but is a lot more than that in our culture, hence we should enjoy our festivity to the fullest.

As per **OSHO**: " When you cry & weep, when you are miserable, you are alone. When you celebrate, the whole existence participates with you. In celebration do we meet the ultimate, the eternal. Only in celebration do we go beyond the circle of birth & death. "

- So celebrate life fully with festivity.

Amulya Mica wishes happy celebration of festivity in life..

- Jiyo Dil Se....

