



Ghar Sajaye Saath Nibhaye



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...

After getting delightful response for every Amulya Times, it is my pleasure and privilege to release successfully **AMULYA TIMES Vol. 12**.

If we rewind the last financial year 2017-18, we had so many ups & down in our trade due to implementation of new Tax structure – **One Nation-One Tax : GST**. Now we manufacturers, traders & service providers across India have been placed under one unified tax umbrella, and no longer need to work with a tedious array of 17 distinct types of taxes. But it will take some more time to be in on-line- systematic procedure in Tax regime. We should always hope the best for us & for our economy!!

In the mid-set of market ups & down, we have achieved some remarkable success as recently Amulya Mica has been awarded with "India's most Trusted Award-2017 " in best mica & sales service in the category of Laminate from IBC Infomedia (A division of International Brand Consulting Corporation USA) and INNOV Award-2017 (CSR) from Ek-Kaam-Desh-Ke-Naam, Delhi NGO for our work & dedication toward Corporate Social Responsibility. For these great achievement, I extend heartedly thanks & gratitude to all for support & effort.

We are very pleased to inform that our group's credit ratings has improved by two notches to BBB category (commonly known as Investment Grade Category in Investor fraternity) by the Indian arm of a Multinational credit rating agency. The rating agency has positively considered our group's well experienced management, strong operational performance, market standing coupled with sound financial standing.

Our new venture "Amulya WPC" has almost completed one year. Slowly & steadily, our brand Amulya WPC is getting recognized in market. As we promised, we are providing Lead Free WPC/PVC Foam Board & 90° bendable PVC Laminates which can be used for interior decoration without any hassle. **We assure, we will never compromise with quality & our promises- always make SUPER Quality product in market.** So, **Dil Se & Bindas – ASK AMULYA's Product – Trust & Believe us!!**

The new financial year 2018-19 is knocked at our door. Niti Aayog has said that India's economy which had witnessed slow growth due to decline in private investment and other factors, is on the rise again. Mr.Rajiv Kumar , Vice Chairman Niti Aayog told –**"The good news is that this has started changing . Investment cycle has turned. The economy is on the rise again."** **The students should think themselves as being "Creators" and not just as job seekers. The self employed youth, in the coming days, would be highly qualified and adapt to latest technologies. "They will be using Internet of things(IoT) to deliver to the society what the society needs at a rapidly changing pace."** As hot news now-a-days – A tea seller ,Navnath Yewle of "Yewle Tea House" in Pune city has set a benchmark for his competitor by making Rs.12 Lakh per month. Similar to "Pakora Business". So many examples we have found **in every bustling locality with at least one successful business – only thing required is Hard Work, Honesty & Dedication for any kind of Business – Big or Small – Point is, having a good business model & dedication.....**

All the Best..

Rakesh Agarwal

Ghar Sajaye Saath Nibhaye...

Toll Free No. : 1800-233-1468



Amulya Mica- India's Most Trusted Brand Award 2017

We are pleased to inform you that "Amulya Mica" has been awarded with 'India's Most Trusted Brand Award of the Year 2017 in Laminate category in glittering ceremony at Hotel Leela , Mumbai on 10 Mar/17 in mid set of Corporate Leaders. MD Mr. Rakesh Agarwal & Mrs Mamta Agarwal have received the award from Mr. Satinder Pal Singh Ahuja (Honorary Council of Georgia in Mumbai) & Mr. Hemant Kaushik (President of India's Most Trusted brand Award Council) . It is continues third consecutive year we received this award. The survey was conducted by International Brand Consulting Corporation, USA.

Mr. Satinder Pal Singh Ahuja (Honorary Council of Georgia in Mumbai), Mr. Arvind Malkhede (I.R.T.S.- Govt. of India) & justice Anoop Mohta (Former Judge Bombay High Court) inaugurated the India's Most Trusted Brand Awards 2017 ceremony as the chief guest for the evening and honored all awardees with trophies and Mr. Hemant Kaushik (CEO) IBC Infomedia

(A Division of International Brand Consulting Corporation USA) & President of India's Most Trusted Brand Awards Council honored all awardees with the Certificates. Mr. Kaushik said that India's Most Trusted brand Award 2017 Platform salutes all the selected Top 50 Brands of India and the event has proved to be the most radiant platform which showcased most distinguished personalities and brands of India.

MD Mr. Rakesh Agarwal was very happy for this recognition of brand AMULYA in continues three consecutive years. Speaking on this occasion Mr. Agarwal expressed his sincere thanks and gratitude to all his associates, Team members and channel partners who made "Amulya Mica" a quality and most Trusted Brand. Further he assures to provide always quality product & services.

TRY US TO BELIEVE US!!





▶ Amulya Mica awarded with INNOV Award – 2017 (in the category of CSR)

Purbanchal Laminates Pvt. Ltd. has been awarded with INNOV Award-2017 in the category of CSR (Silver Award) from Ek Kaam Desh Ke Naam, Delhi. Ek Kaam Desh Ke Naam is a Non Government Organization (NGO) working toward National & Social Development of country by motivating young stars, weaker section of society & specially poor ladies by providing them work from home & much more.

Mr. Sanjeev Sharma, Regional Manager(North) has received the award on 15-Jan-18 from the member of cabinet Mr. ManojTiwari in mid-set of central minister. Speaking on this great achievement, MD Mr. Rakesh Agarwal assures to do continue work toward the social upliftment of society and for Tree plantation. The Company firmly believes that Corporate Social Responsibilities (CSR) is not just an additional function of the business; rather it is ingrained in our core business operation. Further he assures that by 2025, we are firm to plant 1 Lacs trees in different parts of India – a small initiative to make mother earth Green for our Generation as well as for GEN-Next.

This is our second award in CSR activities, we are doing. Previously for CSR we have awarded with 5th ASSOCHAM SMEs Excellence Award -2017 in the category of CSR (Runner Up).

Mr. Agarwal expresses his thanks and gratitude to all associates, team members and all channel partners who has made Amulya Mica a quality and trusted brand.





Mile-Stone

- ★ The company has set a new mile-stone by donating sustainable amount to S.V.P. School Gandhidham which is running under aegis of Gujarat Education Society for construction of new school building-overall development of children.
- ★ Arya Samaj, Gandhidham felicitated our MD Mr. Rakesh Agarwal for his philanthropic works.
- ★ Bharat Vikas Parisad, Gandhidham had organized Ek-Sham-Shahido Ke Nam on 24-Mar-18 for giving tribute to Great martyrs of India Bhagat Singh, Rajguru & Sukhdev.
- ★ The Organizers felicitated our MD Mr. Rakesh Agarwal for his philanthropic work in this event.
- ★ Amulya Mica Sponsored Marathon Martyrs on 25 Mar/18 at Ganganagar, Rajasthan in association with our distributor Ganeshgariha Laminates, Ganganagar, Rajasthan.





Glimpses' of Dealers Meet.....



Architect Meet at Belgaum on 25 Feb-18 in association with Belgaum Dealer Mr. Parasram Kadam of Sai Plywood, Belgaum.



Gauhati, Assam Dealers Meet in association with our distributor Mangalam Associates & Trade Well (Assam), of Gauhati, Assam on 17-Mar-18.



Gulberga Contractors Meet on Dec-17 in association with our dealer Mr. Dayaram Choudhauri of Shree Shiv Agencies, Gulberga, Karnataka.



Jodhpur Dealers Meet on 7-Jan-18 in association with Jodhpur Distributor Mr. Abhishek Jain of Bafna Traders, Jodhpur, Rajasthan.



Mangalore Dealers Meet on 21-Jan-18 in association with Mangalore Distributor Mr. Fahad Hussain Shabandri of Amulya Trading Company.



Udaipur Dealers Meet on 6th-Jan-18 in association with our Distributor Mr. Gaurav Mehta of Vardhman Laminates, Udaipur, Rajasthan.



▶ Glimpses' of Mini Carpenter Meet at different places of India for Promotion & Awareness of Amulya WPC ...





Glimpses'





▶ Glimpses' of Exhibition – National & International....

▶ Glimpses' of Intex Expo – Chandigarh –Feb/18



▶ Showcased in 4th Nepal Buildcon / Nepal Wood International Expo-2018 at Kathmandu, Nepal from 9 to 11th Feb/18



► Glimpses' Amulya Mica opens its first Gallery in Kolkata

The gallery was inaugurated on January 11-12, 2018 by Mr. Hari Prasad Agarwal, Vice Chairman of Century Plyboards India Ltd.- Kolkata, in the presence of Amulya's MD Mr. Rakesh Agarwal & Its channel trade partners, architects, interior-designers and contractors in Kolkata and the entire eastern region. The gallery will serve as a ONE-STOP surface solution under one roof, where a complete sheet will be on display so that architects, interior designers as well as the end-users can view, check and select their interior decoration with 'Pride & Passion', because it is one's inner passion.

So Visit the Gallery:

Purbanchal Laminates Pvt. Ltd.

19, Kenderline

Opp. Indian Air Line Office

Bow-Bazar, Kolkata (W.B)

(M) +91 97264 15671, +91 98301 85901



► Glimpses' Amulya Mica opens its Depo/Warehouse at Bengaluru (Karnataka)



In line of Company Warehouse/Depo at Ahmedabad, Delhi & Kolkata, the company has opened its warehouse/Depo at Bengaluru, Karnataka for prompt delivery & to cater the need of 'Design Conscious' buyers of South India namely Karnataka, Kerala, Chennai & Andhra Pradesh at following address:

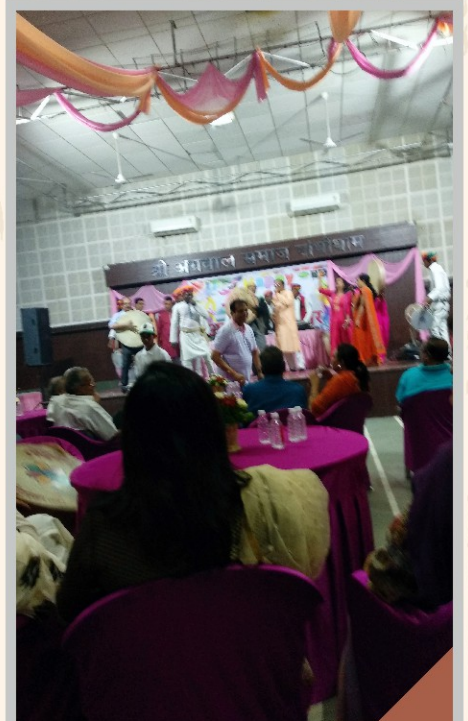
Purbanchal Laminates Pvt. Ltd.

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New Timber Yard Layout,
Mysore Road,
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Glimpses' Amulya Mica Holi Celebration....2018





SUCCESS



Be a Successful Human.....

By: Uttam Chowdhury

The word success means when we live with peace for a long period. Peace is intangible for our life. **We may only appear to be successful unless we love our work.** When we love our work, we have a deep desire to carry our work. Getting a degree serves the purpose of hanging it on the wall. Success comes when we love what we are doing. Success for a doctor comes when he sits in a village by alleviating human sufferings of innocent people. Real success will not come unless we love our work. Loving our work makes our desire to carry our work. Love our work positively in our deeper mind. When we persist with faith and confidence, we will love with whatever work we are doing. Success of shoe maker comes at the time of showing his enthusiasm to show his love in shoe making. Success may not come to the people who work only to make a living. True success may not come for the people who are just getting the work to pass a day. When we work for our benefit, we may be appeared to be successful. But success we have generated lives only till we live. **SUCCESS IS OUR CREATION. We have the power to create success by our good deeds. Be a true successful people.**



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Hard Work only brings Success.

It is the hard work which brings success. Even your fate also contributes to your success to some extent. People, however, look for short-cuts to success and to achieve their objectives they adopt a variety of means, fair or foul. If they achieve their objectives, they claim to be winners and heroes. Without realizing the consequences they brag about their achievement and feel happy. They remain oblivious of the consequences.

For getting to the top you need to set your eyes on what you aim to achieve; plan your steps and by working hard and honestly move to the target regardlessly. There are examples of very successful industrialists in India itself, who, by having worked hard, are standing proudly in the front row of billionaires in the world. It has also been found that many of the successful people have not even undergone any professional training but they never had left the area of hard work and also never got their objective diluted.

In To-day context, it is necessary to follow above principal to get success. We must LOVE OUR WORK, whatever work we have assigned to do. Then & then only we will get true success & happiness from inner side which makes us & our family happy and ultimately our Society, Country & Economy will Grow & Prosper.

Some nice quote to boost confidence & to help be successful..

1. Don't wait for an opportunity, create it.
2. Work hard in Silence, let success make the noise.
3. Winners are people who never quite, and quitters are people who never win.
4. A Goal without Plan is just a wish.
5. When you feel like quitting, think why you started.
6. If you have the courage to begin, then you have the courage to succeed.