

AMULYA TIMES

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(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 Navratri

After getting delightful response for every Amulya Times, it is my pleasure & privilege to release **Amulya Times Vol.14** with your esteemed support.

With entry of autumn season शरद ऋतु, festivals are started. We are celebrating Navratri – nine days long festival, worshipping supreme female cosmic power or Goddess Shakti in her various manifested forms as Durga, Laxmi & Saraswati. The festival signifies Power, Wealth and Prosperity & Knowledge. Then comes the sparkling, “Festival of Lights”, Deepawali which is celebrated with great piety & enthusiasm. Festival celebration means - **celebration of Life**. I heartedly wish you joyous festival.

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, We are **pleased to inform you that we had participated & exhibited first time our all product range at IWF-2018 Atlanta, USA and it was a successful event.**

I am glad to inform that we have opened our 2nd Amulya Mica gallery/Display Centre at Ludhiana, Punjab followed by our 1st gallery at Kolkata. Also we have opened 5th Mini Ware House cum Branch Office at Mumbai for supply logistic.

We have launched new Design folder of 1mm & 90° PVC Bendable Laminates with soothing color & design in this colorful festive season I hope you would like it. Color is related to every wake of life. We live in a colorful world, a world that acts as the perfect inspirational trigger for design. Most of us have a favourite colour over others. This is because it affects our mood so we surround ourselves in the colour that have a positive impact on our mood. 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 Navratri & Deepawali & different colorful Dance of India specially Rajasthani Style Ghoomar Dance & Gujarati style Garba, Punjabi style Bhangra – 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” – घर सजाए साथ निभाए...

--- दिल से

Rakesh Agarwal

Ghar Sajaye Saath Nibhaye...

Toll Free No. : 1800-233-1468



A Tribute - Bharat Ratna Atal Bihari Vajpayee

(25th Dec/1924 to 16th Aug/2018)

“कल कल करते करते, आज हाथ से निकले सारे,
भूत भविष्य की चिंता में, वर्तमान की बाज़ी हारी ||”



Atal Bihari Vajpayee, former Prime Minister of India, statesman and poet, popularly known as the Vikas Purush, may have written these lines long ago but they still resonate the truth of life.

Born in Gwalior, M.P., Atal Bihari Vajpayee was an Indian Politician who thrice served as the Prime Minister of India, first for a term of 13 days in 1996, for a period of 11 months from 1998 to 1999 and then for a full term from 1999 to 2004.

Mr. Vajpayee was a fete orator. He was the first External Affairs Minister to deliver a speech in Hindi at the UN General Assembly, effectively raised India's stand on key issues like nuclear disarmament, State-sponsored terrorism and reforms at world body.

Some of the achievements, during his tenure, include the Pokhran Nuclear Test, Sarva Shiksha Abhiyan, historic Bus Yatra to Lahore, major transformation and expansion of the national economy, exemplary leadership during Kargil War and Operation Vijay and the National Highway Development Project (NHDP) to construct world class highways in India.

Apart from his political image, he was a great poet. He had written number of poems.

He was conferred India's highest civilian honour, the Bharat Ratna, by the President of India, Pranab Mukherjee in 2015. The administration of Narendra Modi declared in 2014 that Vajpayee's birthday, 25 December, would be marked as Good Governance Day. He died on 16 August 2018 due to illness.

The Nation will always remember his Visionary ideas & Contributions.

Amulya Mica pays HOMAGE to Great SOUL by presenting his thought for India in his own poem:

भारत जमीन का टुकड़ा नहीं है

भारत जमीन का टुकड़ा नहीं, जीता जागता राष्ट्रपुरुष है।

हिमालय मस्तक है, कश्मीर किरिटी है, पंजाब और बंगाल दो विशाल कंधे हैं।

पूर्वी और पश्चिमी घाट दो विशाल जंघायें हैं।

कन्याकुमारी इसके चरण हैं, सागर इसके पग पखारता है।

यह चन्दन की भूमि है, अभिनन्दन की भूमि है,

यह तर्पण की भूमि है, यह अर्पण की भूमि है।

इसका कंकर-कंकर शंकर है, इसका बिन्दु-बिन्दु गंगाजल है।

हम जियेंगे तो इसके लिये मरेंगे तो इसके लिये।

Amulya Mica awarded the title of Power Brands Industry Trendsetter— at the launch of the Power Brands Edition 2018 in association with Times NOW at New Delhi



Amulya Mica was awarded the title of Power Brands Industry Trendsetter, 2018 from Daily Indian Media , an initiative of Management Guru Dr. Arindam Chaudhuri at a glittering ceremony at The Park, New Delhi. The function was presided over by Chief Guest, Shabana Azmi. Guests of honor were, the Chairman of the Economic Advisory Council to the PM and member of NITI Aayog, Dr. Bibek Debroy and noted activist and actor Ms. Nandita Das. The event was conducted in association with Times Now, Bright Outdoor and Ravish Kapoor Innovative Invitations.

Dr. Arindam Chaudhuri , Founder, Daily Indian Media said, **Amulya Mica** has been making its mark felt all over the nation and it totally deserves the title of Power Brands Industry Trendsetter, for its great brand"

Mr. Agarwal of Amulya Mica, while receiving the award said.

“Thank You – Daily Indian Media & Prof Arindam Choudhuri team for selecting & trusting 'Amulya Mica' Brand among Indian Power Brands and awarded us Power Brands Indian Industry Trendsetter -2018. 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 organization 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 A POWER BRAND.** “

Power Brands is not just a global standard of brand excellence and an ode to the glamour and sweat of Individual Brands, but has also over the years emerged as one of the greatest symbols of corporate commitment towards a better world.



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Glimpses' of International Exhibition

AMULYA MICA - marks its Presence at IWF Atlanta 2018 ,Georgia USA (International Woodworking Fair) Exhibition from 22-Aug-18 to 25-Aug-18.



Glimpses' of National Exhibition

Amulya Mica & Amulya WPC showcased its Products in Interior Today Exhibition at Gauhati, Assam from 02-05th Aug/18





Glimpses' of newly renovated Corporate Office of Amulya Mica, Gandhidham on 22-09-18

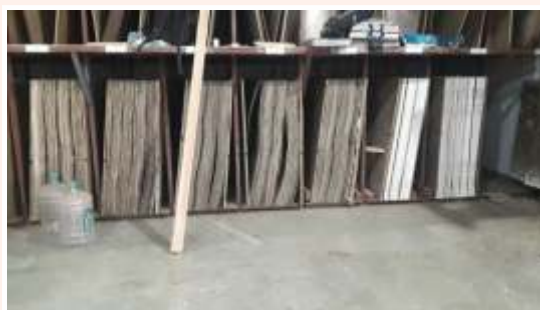


Amulya Mica has opened its new Mini Ware House cum Branch Office at Mumbai on 22-09-18

To explore the market of Mumbai & entire Maharashtra Region and quick delivery of Premium Materials, Amulya Mica has opened its 5th Branch Office / Depot at Mumbai on 22-09-18 in sequence of its Depot Ahmedabad, Bangalore, Delhi & Kolkata. The address of Mumbai Branch Office/Depot is

Purbanchal Laminates Pvt. Ltd.
Bldg No – 3, Block –A
Universal Founders and Engineering Works Estate.
R.K.Singh Marg.
Mogra, Andheri (E)
Mumbai – 400069

Contact Person:
Mr. Deepak Gada
Branch Manager (M- 9082865553)





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Glimpses' of Amulya Mica sponsored Engineers Day celebration at Gandhidham on 15-09-18 where Amulya WPC is launched before Gandhidham Engineers & Architects Association's members.



Glimpses' of inauguration of Amulya Mica Gallery at Ludhiana, Punjab and launching of new 1mm folder on 29-09-18 at Ludhiana Meet...





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Amulya Mica had declared the month of August/2018 as Product of Month - Synchronized Laminates

Synchronized Laminates-1.25mm (Registered Emboss) : In Synchronized Laminates, grain & textures are truly matched with natural wood textures. One can feel touch sensation of exact texture of natural veneer. It is manufactured with laminate press plate, design of which is synchronized with actual wood grains. Amulya Synchronized laminates gives the real feeling of natural wood even with look & touch just like wood veneer. It is highly resistant against burns & stains. It can be used in anywhere as regular laminates can be used. So, Amulya Synchronized Laminate is an ideal choice for those who want their furniture to look as close to real nature as possible.

Highest Achiever

All India Sales Team



Mr. Mehtab Ansari
Area Sales Manager
Ranchi

Congratulation Mr. Mehtab Ansari

All India Dealer Network



Mr. Prabhat Kumar Singh
Prabhat Trading Company
Ranchi

Congratulation Mr. Prabhat Ji

The month of Sep/2018 is declared as Product of the Month - AMULYA SEVEN WONDER

Seven Wonders Range of Amulya Mica : 21 Exclusive premium Décor designs procured from Chiyoda Corporation / Shatdecore with exclusive marketing rights for south East Asia. All paper in this series are Lead Free and passing highest Grey Scale 6 for color fastness. Due to its high scale depth of the printing of these paper, it is very much an ideal replacement of natural veneer. We are giving 10 years warranty against any manufacturing defects in this series only against normal warranty of 7 years in all rest of Laminate series.

Highest Achiever

All India Sales Team



Mr Rohit Gupta
Manager - Project
Delhi

Congratulation Mr. Rohit Gupta !!

All India Dealer Network



Mr. Manu Khosla
Rajdhani Timber Trading Company
Delhi

Congratulation Mr. Manu Khosla Ji !!



New CSR activities

This year too, as we promised to give return back to Nature what we consumed, we planted 3000 trees at Chintamani, Karnataka- 2018 with the help of NGO GROW TREES Foundation, Mumba and planted 2000 trees locally with the help of local NGO Seva Nidhi Trust. So till date we have planted 45000 trees all over India. Besides tree plantation, we have donated Incubators to Prathamik Aarogya Centre, Bhimasar, Anjar, Gandhidham, a device where premature small babies are placed and which provides a controlled & protective environment for their care. For Kerala flood relief, we have vigorously helped kerla people through CII, Gujarat, Fokia, Gandhidham, Agarwal Samaj, Gandhidham and Investors Club, New Delhi. To celebrate Independence Day, we have distributed 10,000 diaries covering tri colour of Indian Flag and 5000 Indian Flag Safty-pins.



Amulya Mica Design Studio at Jindal Plywood Bhatinda, Punjab has opened on 26-09-18. It is biggest Amulya Mica gallery in our country. Thanks to Mr. Sanjeev Jindal Ji for your all support and trust on Amulya Mica.





GREEN CLUB GIVES A WAKE UP CALL TO RESIDENTS IN IPEX

"If not we, who ?"

"If not now, when ?"

Lets save our environment from solid waste crisis

In a city of millions of people surrounded by piles of garbage, dotting every neighborhood from the plushest to the poorest, the garbage crisis seems like an insurmountable problem.

Green club, a club of enthusiastic citizens started with a thought, "why not you". instead of blaming the government and bureaucrat for creating the chaos around us, we believe as a human being, you are not complete unless you have touched other's live by your good deeds.

To do good green deeds, Green Club was founded by Sandhya Maheshwari of Ashirwad Enclave society in Paptarganj, Delhi. Green club is a bunch of engaged citizens who pour all their energies into spreading awareness and methodology on effective waste management and other social welfare programs. It started with a vision to sensitize people around towards our environment and to empower and educate them to contribute to a sustainable world. We want waste workers to participate in society, free from discrimination

Green club's first project is to developed its society, Ashirwad Enclave in Patparganj, Delhi into zero waste society . A Zero waste society whereby every part of the waste to be converted into resource and none to be sent to landfills.

With warm hearts and compassion, we hope to strengthening our community and welcoming all, one person at a time, one dream at a time!

We feel Go Green is a passé thing and in order to bring balance in our society, we now need to Act. The founder of Green club, **Sandhya Maheshwari** can be reached at **9958088344**.



Secret Science: How Does Festivals Bring Happiness and Joy?

How Festivals Bring Happiness and Joy?

The instant when we get aware about the upcoming festival season, the heart beats increases automatically and festivals bring happiness and joy. For example, when we come across few places where people are busy preparing the shed for **Durga Pooja**, we immediately feel positive and happy, irrespective of the date of the festival to arrive is a week ago. Have you ever wondered a reason for this Happiness? Thus, to understand the science behind this festival and related happiness, have a look below what some psychiatrists say the reason of happiness..



Biological Reason: All the 5 senses get sharpened during the festival

A Clinical Psychologist and Life Coach from Docs App, Mamta Harish Iyer informed that the happiness arises when all the five senses are triggered and this majorly happens during the time of the festivals. The beautiful and **unique decoration** pleases your eyes; retrigger your **brain to feel happy**. The sweet fragrance all around you, which triggers your nervous, and power to change the feeling and thinking ability. Likewise, the sweets, snacks, and other food, which you have enjoyed in your childhood, refresh your old memories.

Psychological Reason: Festivals bring family and friends together

The major reason why the **festivals bring happiness and joy** and make you happy is that of the situation and conditions. Since birth, our mind is sync with all the known festivals for joy, celebrations, and togetherness. **Festivities encourage** a response in our mind regarding celebration, happiness, forgiving, becoming spiritual and much more. If we are in such situation, it is natural that our mind and soul will celebrate, as the senior consultant psychiatrist, Dr. Sanjay Chugh said this.

He also added that as our mind is trained to wake up in the morning. Get ready and go to work, similarly, the mind is trained to celebrate during the festival period.

Social Reason: Spend quality time with family and friends

As we all know **festival add joy to our lives**. During festival seasons. We see many happy and smiling faces around us. This directly affects our own mood. Also, this is the time when you spend quantity time with your family members, chit chatting and stuff, which makes you feel happier. Festivals are a part of our life due to this we all come together and spend quality time.

When it comes to our own Indian festivals, one can never go wrong in predicting that people want to have as pompous a celebration as anyone has ever seen or heard. Around the world an occasion is marked by colours, special rituals and ceremonies. Festivals are an opportunity for people of different age groups and communities to come together and be part of something special. The feeling of oneness is inescapable and heartwarming. **Be it sari-clad women or men in three-piece suits, its the feeling that sets the day apart. At the core of it, what makes everything truly worth it is a feeling of being part of something special. In one way or another, a special day is one in which you free your mind of everything and enjoy it as joyously as possible.**



Amulya Mica wishes you a very happy Festive Season – Happy Navratra, Happy Dussehra, Happy Deepawali & Happy & Prosperous New Year! Enjoy Festivity... Dil se...



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Enjoy this festival season with Amulya Mica's new Style & Design

- घर सजाए साथ निभाए



3230



3294



3329



3332



3339



3340



3341



LX 2027



LX 2033



LX 2036



LX 2037



LX 2038



LX 2043



LX 2044

Dress your interior with Amulya Mica & enjoy the festivity.....

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