

# AMULYA TIMES

Vol - XVII | August 2019

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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...

**A very Happy Independence Day to all of you...**

Welcome to the 17<sup>th</sup> edition of Amulya Times. Each time, every time I eagerly wait for this newsletter as it gives me a great opportunity to share with you, not only about the activities and developments at Amulya Mica, but also the opportunity to speak my mind and share my views on activities happening around us.

I feel so proud while mentioning Chandrayaan-2. What an accomplishment by Team ISRO! A great news and proud moment for all of us as Indians on Team ISRO's successful launch of Chandrayaan-2 on 22<sup>nd</sup> July 2019 with the purpose of finding the existence of water on moon. My heartiest congratulations to TEAM ISRO for their dedication, hard work and relentless efforts in making Chandrayaan-2 on a shoestring budget which is said to be even less than some of the Hollywood movies budget. A GREAT JOB!!

I am very happy to continue with the tradition of rewarding the top performers amongst our channel partners with an International trip for last 8 years. I congratulate more than 250 dealers & distributors this year on their performance and I hope they must have enjoyed the MOSCOW trip. I am quite sure that in this f.y. 19-20 also all the top performers will perform with great zeal and enthusiasm. And; I would like to see more and more new performers getting added in next forthcoming foreign trip series. Our ISRO Scientists with their recent achievement have proved that hard work never goes in vain. You can do anything you set your mind to. Then why cannot we achieve our set goals? Definitely we can! Is not it?

We have successfully exhibited our products Laminates & WPC/PVC at Interzum Cologan-Germany -2019 on May/2019 which is world's largest furniture exhibition. While at exhibition, I came across the world's latest trend of interior /exterior designing & concept. I felt latest trend in our fashion industry is Eco Friendly products- close to the nature.

August is a special month for all of us as Indians. Not only it is the month when the nation celebrates its Independence day, it is also the month of full celebration like Raksha Bandhan, Janmashami, Dahi Handi and Eid- ul zuha. I wish all of you to enjoy this festivity but don't forget to give tribute to martyrs who sacrificed their life in the service of our Nation. JAI HIND!!

Last but not the least, Monsoon -2019 has already knocked – **आया सावन झूम के**. No music is better than that of the dripping of raindrops after a scorching summer. The earthy smell and the innocent laughter of kids, playing in the rain with paper boats brings joy to everyone. Of course, it brings annoying things too like humidity, jams on roads, muddy water etc, but to overlook it, we can talk about the positive one. Isn't it!! Nature really shines with the rains and also our Economy grows with rain. So **Enjoy rains with Samosa & Pakoras and getting together with family & friends.**

--- दिल से .....



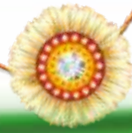
**Rakesh Agarwal**

*R. Agarwal*

*Ghar Sajaye Saath Nibhaye...*

**Toll Free No. : 1800-233-1468**





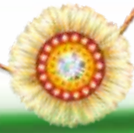
## Glimpses' - YOGA Day celebration on 21<sup>st</sup> Jun/19



Believing in principle of Yoga- a way of healthy living , Amulya Mica celebrated International Yoga Day on 21<sup>st</sup> -June-19 by distributing Water Bottles, Yoga Mats, Green Tea Pouches and Yoga Brochures having yoga tips to yoga groups performing yoga at public places. At the same time, we distributed more than 5000 Water Bottles, Green tea pouches and Yoga brochures to our patrons & associates Pan India.







## CSR – A New Mile-stone



At Amulya Mica, Business priorities co-exist with Social Commitment(CSR) – enriching the lives of those around us. Under CSR activities, the company has contributed a substantial monetary support to OSLO Ambe Mata Mandir, Gandhidham (Gujarat) for building Auditorium which will be used for Satsang, Social gathering & Religious festival. It was inaugurated on 19<sup>th</sup> April/19.



Glimpses' of Amulya Mica participation in “ The Talk of Town”, Nationwide series on Design in Ahmedabad (4th May/2019) & Bengaluru (18th May/2019), as Co-Sponsor of the program, organized by Surface Reporter & Ply Reporter Magazine. The event witnessed presence of Crème de la crème of the Art & Design Fraternity.



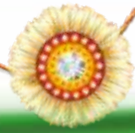




## Glimpses' of All India Distributors & Dealers Business Summit held on 29<sup>th</sup> & 30<sup>th</sup> June/2019 at The Leela, New-Delhi where achievers were awarded...





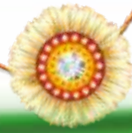


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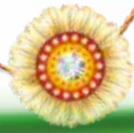




## Glimpses' of Architect Meet at Hissar, Haryana on 5<sup>th</sup> May/2019



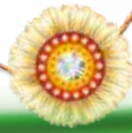




## Glimpses' of Architect Meet at Jalandhar, Punjab in association with its dealer Hari Bol Trader, Jalandhar on 31<sup>st</sup> May/2019



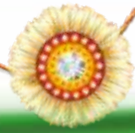




## Glimpses' of Annual Sales Meet at Holiday Resort, Gandhidham, Gujarat from 16<sup>th</sup>-19<sup>th</sup> April/2019







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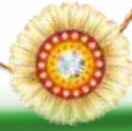
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Glimpses' AMULYA MICA - marks its Presence at Interzum Cologne-2019, Germany Exhibition from 21<sup>st</sup> May/2019 to 24<sup>th</sup> May/2019.







## Patron Speaks



I have used **AMULYA CLADDING** in my different projects. I have found the quality of the product very much satisfactory. EPH laboratory certificate and other certificates play a vital role in winning confidence of the client and provide a backup to the Company's 10 yrs warranty. I would love to recommend Amulya Cladding to my friends, relatives and co-professionals.

- **Ar. Ashok Kumar Pal**  
Architectural Corner, Kanpur (M) 9450323760



We are very grateful working with AMULYA MICA since 12 years. The services provided by them are satisfactory & beneficial for our trade. All the products of the company are great. Response of the products & the laminate designs are above the mark.

- **ID Binod Sharma**  
The Creation, Ranchi (M) 9334712938



Well, Amulya needs no introduction, its value speak for itself with latest updates and shades, a market leader in every sense.

- **Ar. Gurjeet Singh Chawla**  
Chawla Creations, Amritsar  
(M) 9815029163



I have been using the products of Amulya since long time. They are good at their service and product. They have good collection of Synchronized Mica.

- **Ar. Ankit Maheshwari**  
DOT Interiors, Nagpur  
(M) 9096497978



Interior design is the art and science of enhancing the interior of a building by advice and practical assistance. In short Interior Designers may decorate using AMULYA as Amulya has marvelous Product Range.

- **ID Shah Monika Nahar**  
Mai Interior, Udaipur  
(M) 9352743297



“Gandhiji led India's movement against Political colonization. Today, we have to collectively launch a new movement against data colonization - data is the new oil. And data is the new wealth.”

- **Mukesh Ambani, RIL Chairman**  
at Vibrant Gujarat-2019



# AI : Artificial Intelligence

- By: Uttam Chowdhury – 2<sup>nd</sup> Part



In last edition of Amulya Times Vol.16 , I have set some examples of AI – Artificial Intelligence. It is an area of Computer Science that emphasizes the creation of intelligence machines, thinking & working like humans. For example, Speech recognition, Problem solving, learning & planning.

Today, Artificial Intelligence is a very popular subject that is widely discussed in the technology and business circles. Many experts and industry analysts argue that AI or machine learning is the future – but if we look around, we are convinced that it's not the future – it is the present.

With the advancement in technology, we are already connected to AI in one way or the other – whether it is **Siri, Watson** or **Alexa**. Yes, the technology is in its initial phase and more and more companies are investing resources in machine learning, indicating a robust growth in AI products and apps in the near future.

Unlike general perception, artificial intelligence is not limited to just IT or technology industry; instead, it is being extensively used in other areas such as medical, business, education, law, and manufacturing.

## Some Examples:

### **Netflix**

Netflix needs no introduction – it is a widely popular content-on-demand service that uses predictive technology to offer recommendations on the basis of consumers' reaction, interests, choices, and behavior. The technology examines from a number of records to recommend movies based on your previous liking and reactions. It is turning more intelligent with each passing year.

### **Nest (Google)**

Nest was one of the most famous and successful artificial intelligence startups and it was acquired by Google in 2014 for \$3.2 billion. The Nest Learning Thermostat uses behavioral algorithms to save energy based on your behavior and schedule.

It employs a very intelligent machine learning process that learns the temperature you like and programs itself in about a week. Moreover, it will automatically turn off to save energy, if nobody is at home.

In fact, it is a combination of both – artificial intelligence as well as Bluetooth low-energy because some components of this solution will use BLE services and solutions .

### **Boxever**

Boxever is a company that heavily relies on machine learning to enhance the customer experience in the travel industry and conveys micro-moments or experiences that can please the customers.

Boxover significantly improves customer engagement through machine learning and Artificial Intelligence to rule the playing field, helping customers to find new ways and make memorable journeys.

### **4Echo**

Echo was launched by Amazon, which is getting smarter and adding new features. It is a revolutionary product that can help

you to search the web for information, schedule appointments, shop, control lights, switches, thermostats, answers questions, reads audiobooks, reports traffic and weather, gives info on local businesses, provides sports scores and schedules, and more using the Alexa Voice Service.

## *Artificial Intelligence Industry in India – The Current Status*

A news report published in October in The Economic Times said, “Start-ups witness 108% growth in funding in India in 2018.” The news report further mentioned that Artificial Intelligence was among those domains which witnessed fastest adoption among industry sectors.. With a copious pool of STEM talent and with growing population of youngsters, India will be banking on AI for its economic growth and improvement in quality of life of its citizens.

There are several start-ups that are based in cities such as Bengaluru, New Delhi, Mumbai and Hyderabad which work on artificial intelligence principles to serve consumers better. Their product range vary from multi-lingual chat bots to online shopping assistance and automated consumer data analysis. The companies have been working in areas such as e-commerce, healthcare, edtech, fintech etc.

## *Artificial Intelligence – The Road Ahead*

The National Strategy for Artificial Intelligence which was put together by government of India through NITI Aayog, sets the roadmap on how to develop AI in the country. The report points out to how AI will help the country grow, what are the strengths and what are the challenges on the way. The government has identified few areas like Healthcare where it thinks AI will play a crucial role as far as India is concerned. With effective use of data and algorithms, AI can help in detecting fatal diseases such as cancer ensure preventive treatment instead of reactive care.

## *Artificial Intelligence – Action Plan India*

Capital and qualified manpower are the two main pillars that are required for the establishment and growth of any sector. India is home to a large talent pool of Science, Technology, Engineering and Math graduates. Companies such as Google, Intel and Microsoft have been offering short term training programs to computer program developers which help them up skill in the area of AI programming. On the other hand AICTE, the government body which governs and regulates professional education in India, recently added AI, IoT, Machine Learning and few other subjects as mandatory subjects in its curriculum of B.Tech programs. Changes in curriculum and content are further expected in the days to come.

Investment towards AI from the private players has been increasing in India (\$44 million in 2016 to \$77 million in 2017). The start-ups have been working towards developing various AI based products and services. With conglomerates having a lion's share in India's market, there is huge scope for AI based enterprise solutions in the country. The increasing demand for products and services can attract more investment towards R&D in AI sector.

## *Recent India's Biggest Achievement in area of AI - Artificial Intelligence*

**Chandrayaan 2: ISRO's Chandrayaan 2 ,the Pragyan Rover is capable of conducting the in-situ payload experiments and is powered through artificial intelligence.**