



GHAR SAJAYE SAATH NIBHAYE

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Ghar Sajaye Saath Nibhaye

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GHAR SAJAYE SAATH NIBHAYE

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FROM THE

MANAGING DIRECTOR'S

DESK



Dear Friends,

I came across an old saying, "when the going gets tough! The tough gets going!"

I felt how apt it is for us. Many factors in the environment do not seem to be conducive, general feeling is that economy is slowing down, business is not happening. I think this is the time. We walk the talk. We've exactly done this at the plant. New machines have been added, when many manufacturers are on the verge of closing. We are ready with the new products. This is because, when others are shying, hesitating to invest, we should be aggressive.

History has enough evidences to prove that people who show perseverance, determination and desire they excel in spite of any odds.

Closer home, did anyone imagine that in India, a party which has hardly governed will come to power and not once, but twice, that too with thumping majority. This happened, because, it was the conviction within the party, which motivated the ranks and all associated and they surpassed their own estimation.

Today, Purbanchal Group of companies can be seen as amongst the top ten companies, and we will continue to work hard to reach the top. Today, with the new 20 daylight hot press machine we have expanded and have increased our production capacity from 2.25 lacs sheet per month to 3.0 lacs sheet per month, an additional capacity of 75,000 sheets per month. We shall continue to put in our best and will keep ourselves upgraded and updated with the market.

As you all are aware that it was just by a whisker our Chandrayan – II missed its goal, but history has been written. Indian scientist have achieved a never before feat by launching and reaching the other side of the moon, which no other country inspite of having vast experience has not even attempted. Today, I feel that when the giants in our business are basking in their own glories, if we all jointly set our determination, we too shall make history.

Third quarter is always full of festivities in India. This year in October many of the festivals are coming up, there is excitement in the environment, Government's pro-business policies and decision making shall be of help in uplifting the business. Let's work to get the best advantage for so many positivity's happening together.

I wish you and every member of your family seasons greetings!

With warm regards,



Rakesh Agarwal

FEW STEPS TOWARDS GIVING BACK TO THE SOCIETY

*This time we chose to contribute via a Hospital, Trees, a
Gaushala & Independence day celebration*



Gaushala:

Amulya Mica is also committed towards the well being of Gau Mata hence contributed an substantial amount for their shelter at Bhimasar village, Taluka Anjar, Gandhidham, so that they can be well fed and can be taken care of.

Amulya Mica in it's act of giving back to the society donated/ constructed a patient's room in **St. Joseph's Hospital, Gandhidham**



Independence Day:

Amulya Mica feels extremely proud and patriotic while celebrating the Independence Day, It was celebrated at our factory with full enthusiasm and zeal. In addition to the flag hosting at the factory, our MD, Mr. Rakesh Agarwal was invited as chief guest and also hosted our national flag at DAV Public school, Gandhidham

Tree:

We are also Committed towards the mother nature and are religiously planting trees to make this planet greener. With it's commitment to plant a tree for every 36 sheets; till now we have planted 55,000 trees and will continue to do so in the coming times as well. We also, sincerely believe that it is our responsibility to leave a better and greener planet for our future generations.



GET TOGETHER WITH OUR PARTNERS IN GROWTH

*Amulya Mica hosted Dealer dinner meet on
27th September 2019 at Lucknow*

Amulya Mica hosted Dealer Meet on 27th Sept 2019 at Dayal Paradise Gomti Nagar Lucknow.

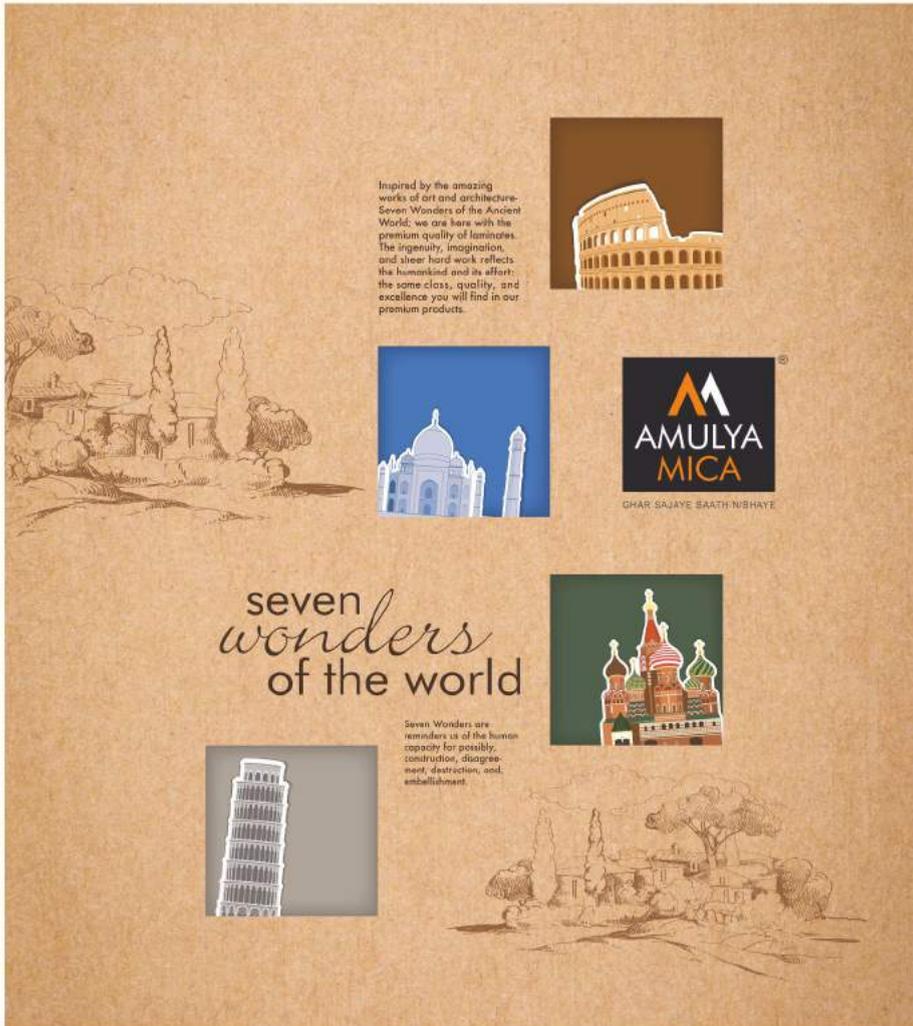
Program started with Deep Prajwalan done by Mr. C.P Agarwal, Mr. Pravir Jhawar, Mr. S.K Tharad, Mr. Sanjeev Sharma & Mr. Deep Chand Gupta.

The other highlights of the event were Ganesh Vanadana with dance performances, National Anthem & Mr. S.K Tharad welcomed the Guest. Mr. Sanjeev Sharma Presented the existing and upcoming products & Introduce Mr. Pravir Jhawar of Ajanta Agencies as our new Laminate Distributor for Lucknow territory followed by Dance Entertainment and Comedy Artists.



CREATIVE MINDS CAPTURED IN A CATALOGUE

Amulya Mica introduces 7 Wonders (1.25 MM)



Jackpot Lamba, Delano Oak, Bermuda, Graffiti, Colored Stone, Toscano, Westminster Oak, Metro, Brooklyn, Suvignon Oak, Gaun Tree, Cuneo Oak, Atchives and more. These are the names which belong to the premium laminate family of 7 Wonders. This 7 Wonder product series is inspired by the amazing works of art and architecture of Seven Wonders of the world. The ingenuity, imagination and sheer hard work that reflects in 7 wonders of the world, are also the essence of our new 7 Wonders series of laminates



KEEPING UP PACE WITH MARKET DEMANDS

*Amulya Mica launches Coloured WPC &
Platinum Plus Ply*



Amulya Mica launches coloured WPC boards, the "Rainbow Collection". RAINBOW COLLECTION is a low foam, high density PVC board. It is colored with matte and gloss finish that is tough and versatile enough for most applications. RAINBOW COLLECTION is available in 9 colors, plus white, and a variety of thicknesses and sizes to fit most of the uses. The matte surface is the perfect substrate for UV printing, laminating, vinyl lettering and forming projects. RAINBOW can be sawed, drilled, bent and fabricated using ordinary carpentry tools. RAINBOW is manufactured to be used for interior and limited exterior applications.



"Platinum Plus" Ply is a premium product from the house of Amul. It is made from exclusive hardwood species bonded with BWP grade synthetic resin. This, clubbed with the revolutionary GLP technology, makes it 100% borer and termite proof with added fire retardant properties. Besides having a higher face thickness and no core gaps, this product comes with a lifetime warranty for its performance against all kinds of insect attacks.

NEW MACHINES AND NEW OUTLETS TO SERVE OUR CUSTOMERS BETTER

*Amulya Mica expands it's capacity with new hot press machine
& reach with Amulya Mica Gallery*

Amulya Mica is aggressively opening Amulya Mica Gallery; exclusive Amulya Mica stores/ experience center across the length and breadth of the country to serve their customers with huge range, variety and altogether a unique shopping experience.

Amulya Mica Gallery already have presence in Ludhiana, Kolkota & New Delhi and by the end of this quarter will increase it's presence in Lucknow, Kanpur, Gandhidham & many more cities to come.



Amulya Mica with it's capacity expansion plan has installed a new 20 Daylight Hot press machine. With the induction of this machine Amulya Mica's production capability has increased from 2.25 lacs sheet per month to 3.0 lacs sheet per month. And additional capacity of 75,000 sheets per month.

MAINTAINING OUR QUALITY STATUS

*Amulya Mica accorded with Most Trusted Brand 2019,
ISO 45001 & FSC certification*

The Forest Stewardship Council (FSC) is an international organisation to promote responsible management of the world's forests. The FSC does this by setting standards on forest products, along with certifying and labelling them as Eco-friendly.

The FSC Chain of Custody (CoC) system allows the tracking of FSC certified material from the forest to the consumer. It is a method by which companies can show their commitment to the environment and responsible forest management. Only companies that have FSC chain of custody certification are allowed to use the FSC trademarks and labels to promote their products. The FSC label therefore provides a link between responsible production and responsible consumption and helps the consumer to make socially and environmentally responsible buying decisions.



ISO 45001:2018 specifies requirements for an occupational health and safety (OH&S) management system, and gives guidance for its use, to enable organizations to provide safe and healthy workplaces by preventing work-related injury and ill health, as well as by proactively improving its OH&S performance.

ISO 45001:2018 is applicable to any organization that wishes to establish, implement and maintain an OH&S management system to improve occupational health and safety, eliminate hazards and minimize OH&S risks (including system deficiencies), take advantage of OH&S opportunities, and address OH&S management system nonconformities associated with its activities.

Big & Historic Moment, Again!

Amulya Mica has been honored with 'India's Most Trusted Brand Award - 2019' by IBC (International Brand Consulting Corporation, USA). Earlier also we are honoured with this award in 2015 & 2017 as well.

Mr. Rakesh Agarwal (MD), Mr. Ankur Maheshwari (Amulya Mica Distributor), Mr. Ravi Gupta (Regional Manager - North I) received the Award from Mr. Hemant Kaushik (CEO IBC - USA) & Dr. A Ashok (IAS, Commissioner & Secretary Intermediate Education Telangana State Board of Intermediate Education - Govt. of Telangana) on 11th of August, 2019 at Hotel Hyatt Regency, New Delhi.



Other Recipients spotted were Go Air, IDFC First Bank, LIC, Canara HSBC Insurance, Microtek, NDTV, India Today, Aaj Tak, Dura Shine, Himalyan Baby Care, Bharat Petroleum (Max Lubricant), Syska LED & etc.

TRANSITION OF INDIAN PANEL INDUSTRY – PVC/WPC BOARDS, THE NEW TREND SETTLER

Article by: Sanjeev Sharma, RM North

The journey of Indian Panel industry started almost 95 years ago with the first plywood import of Rs.32 Lacs & in 1923-24 the 2 plywood units were installed in Assam. During this journey till 2019 the Indian PLYWOOD industry has reached to 26000 Cr and is expecting a growth of 4.8 % by 2024.

PARTICAL BOARDS industry irrupted the plywood industry & rapidly has taken a due share as ENGINEERED product currently having a market size of almost 700 Cr. In India with the growth rate of 11.21%. The biggest irruption to the Plywood industry was done by the MDF BOARDS market. It has grown rapidly in the last 15 years and has reached 1700 Cr while maintaining a growth rate of 17.20 %. But conventional plywood is still holding more than 50% of the total share of panel industry. Indian customer still have faith in plywood as the most suitable panel product, due to price suitability, availability & the ease of working for the carpenter.

WPC-PVC BOARDS – The Future Product.

PVC/WPC boards came in existence almost 8 years ago and grew rapidly to reach almost the size of 900 Cr in India with the consistent growth rate of 20%-22 % whereas it's getting little tuff to maintain 4%-5% for the plywood sector. The PVC market has grown due to the unique & special features which actually were the limitations of the plywood. PVC emerged & is widely accepted as 100% termite free board. The product has the smoothest surface among entire series of Panels including particle & MDF boards. PVC boards are known as the most environment friendly product because in all three categories (MDF-PLYWOOD-PARTICLE) the wood is essential to use in any form. The non-decorative face of all conventional panels (PLY-MDF-PARTICAL) also indirectly helped to increase the sale of PVC. The face of the PVC board is either white or off white which reduces the cost of decorative products which is actually mandatory in all three above panels. Fire retardancy is also a big factor in the panel products as it costs extra to make the panels FIRE RETARDENT but the PVC boards are having inbuilt feature of fire retardancy. In the PVC lot of need based density wise variants are available which actually suits the requirements of customers and saves the cost. The best part of PVC board is while the other panel products are of various grade i.e. water proof & non water proof also interior & exterior grade, but PVC has this feature of 100% Waterproof grade in all kind of PVC boards. PVC DOORS & door frames are also being accepted by the trade & customers. The lower quality wood-based timber filler doors some time gets problem of undulation & delamination, whereas the PVC doors are just excluded with such defect along with the features of fire retardant & termite free aspect.

Emerging with the New Trends & height – AMULYA PVC.

Till now the PVC boards industry is working with the standard size 8x4 ft.& standard white colour. But the BRAND AMULYA who always believe & concern with the HEALTH OF THE NATION as top priority, has come up as the first & only Company who has given the LEAD FREE-FOOD GRADE PVC boards to the society. Company is also known for inventing the first bigger size of PVC boards up to 6ft.width. As the turning point of the panel industry, Amulya Mica is coming up with multicolour PVC boards by the name of RAINBOW series launching with more than 12 colours, that is going to be the revolution in the Panel industry. Amulya PVC is manufacturing a vast range of door shutters in high thickness & density. As per the market experts PVC is the most emerging & eco-friendly product in the Indian Panel industry and is just spreading the wings to catch hold of the bigger share of Indian Panel Industry.

- Sanjeev Sharma

RESULTS: KIDS DRAWING COMPETITION

Amulyan Kids are no less than their Amulyan parents

1st



Participant Name:- **Granth Verma**
Age:- 11 years

Son Of Surendra Verma,
HR, Gandhidham

2nd



Participant Name:- **Sugandhi**
Age:- 8 years

Niece of Harwinder Singh,
Sales, Ludhiana

3rd



Participant Name:- **Navleen kaur**
Age:- 9 years

Daughter of Hira Singh,
Sales, Ludhiana

The Chosen One



Participant Name:- **Pranshu Maheshwari**
Age:- 12 years

Son Of Shyam Maheshwari,
SSO, Gandhidham

THE GROUP OF COMPANIES



GHAR SAJAYE SAATH NIBHAYE



LEAD FREE BOARD



QUALITY PLYWOOD

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