



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

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Ghar Sajaye Saath Nibhaye

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SPOT LIGHT



Amulya Mica @ India Wood Expo, Bengaluru.



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FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

We've never seen pandemic like this before earlier. Almost none of us have seen such times of lockdown, and that too for such a long period of time. I hope you, your family and friends are all safe and sound.

I congratulate, both Central and State Governments of our country who have taken unprecedented and timely action due to which the pandemic has been controlled. The number of people affected and the fatality looking at the size of the country has been less compared to countries which are much smaller in size, who have been having better infrastructure and much more disciplined and law-abiding citizens.

As it is said, that every cloud has a silver lining. This pandemic has demonstrated the strength of our leadership and has helped establish India as a nation amongst the advanced countries, who in fact have been seeking help and even guidance in ways to control and treat the patients.

Somewhere, I feel glad that the world has started realising and adapting the "Indian" way of living. Right from namaste, to washing of feet and hands while entering any house, yogic exercise which helps to regulate and strengthen our immune system required for fighting the disease, etc., which have been our regular way of living and still practised in many Indian households are the new mantra in the Western and so called developed economies. This has also forced me to think, that maybe this pandemic has come as a boon in disguise for India. The image of our country and accepting it as a leader, as a trend setter is being accepted.

I also see the benefits of the acceptance of India in terms of economy. India is being seen as a transparent, committed nation which can be trusted and can be dependent upon compared to many of our neighbours. This shall not only increase the world's interest in India, but many sectors are expected to boom in near future. Tourism is one such sector; followed by pharma; technology, etc. I also feel, Indian products are expected to gain respect in the world market, and once markets start opening exports will increase.

Since we've begun new Financial Year, I would like to announce that this year our Theme is "XL – 2 – Excellence". In normal circumstances, this theme would have been announced and inaugurated during the Annual Meet. I would want every member of the team, to identify areas in his day-to-day and suggest ways and means to improve either the process or increase efficiency or increase productivity. Our Mentor and Advisor Mr. H K Maheshwari who had seeded the idea last year, "Little bit More", is very apt. If each of us improve a bit, the combined effect in bringing about overall change in the organisation will be huge.

Let us all pray and support the Government to overcome the current crisis and be assured that the future for India and for us is bright.

R. K. Maheshwari

With best regards,

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PLANT THE PLANET & FIGHTING AGAINST COVID-19

Amulya Mica is committed to plant trees & support during covid-19



Amulya Mica is committed to make this earth more green & a better place to live in. Under this mission we have planted more than 75000 trees & have recently committed ourselves to a village Kumbhalgarh Rajasthan to plant more trees & continue with our mission.

Standing together to fight corona virus

To fight the present grave situation of Corona virus around us and contribute our support to the efforts of the Government of India, we took a small step by distributing ration for a month comprising atta, rice, spices, oil, sugar, tea leaves, etc to our factory workers to help them overcome hard times and don't have to leave to their native places during the lockdown. We will continue with our efforts to enable us, society & the nation to fight back corona virus.



Food packets for migrant workers

We distributed Food packets to all 1600 passengers travelling by Shramik Express which ran between Gandhidham & Bhubaneshwar on 23rd May.



NEW EXOTIC VENEER COLLECTION & NEW OFFICE TO SERVE CUSTOMER BETTER

Amulya Mica introduces Exotic Veneer & Opened one more office at Ahmedabad



Amulya Mica launches Exotic Veneer a product in its range of premium products category. As the name signifies the product is an economical substitute for veneer as the look and feel of Amulya Exotic Veneer is as close as it can get to natural veneer. Amulya Exotic Veneers series makes use of technology that imparts ultra-gloss finish to the product which enhances its visual appeal, and this gives the same feel as polish done on the natural veneer, with the strength of laminates and luster of veneers making it a unique product in itself.

Amulya Exotic Veneer is virtually maintenance free, and daily cleaning by a damp cloth is a must in Indian condition and this will not erode the finish of the gloss level. The new range of products economical and helps in saving the environment as well. Amulya Exotic Veneers series is eco-friendlier as compared to other laminates and is ZERO VOC emission.

Amulya Mica opens up its one more new office in Ahmedabad to serve domestic market in western region whereas existing office will continue to serve its overseas customers and will act as an export office. The objective of opening up one more office is to have better reach towards our customers and help us serve them better.



PARTICIPATING IN EXHIBITION AND EVENTS

Amulya Mica Participated in India Woods 2020



To keep abreast with new products in the industry and interact with all the stakeholders; Amulya Mica participated in India Woods exhibition 2020 held at Bangaluru, India from 27th Feb to 2nd March. INDIA WOOD is one of the world's leading exhibitions for the furniture manufacturing and the woodworking industry. It offers its audience a comprehensive overview of the prevailing technological innovations and the latest manufacturing trends in furniture manufacturing, woodworking technologies, tools, fittings, accessories and raw materials. INDIA WOOD takes place every two years.

This was the 11th edition of Indiawood, organised by NurnbergMesse and is the biggest knowledge sharing show for furniture manufacturing machinery, raw materials, panels, hardware components and accessories.



GET TOGETHER WITH OUR PARTNERS

Amulya Mica hosted Contractor & Carpenter meet in Bhiwani, Jodhpur, Prayagraj, Delhi

Contractor Meet Bhiwani (28 FEBRUARY 2020)



We hosted our Contractor meet at Shaan-E-Khaas Fine Dine restaurant at Bhiwadi, but this show was actually made Shaam-E-Khas by the gracious presence of our more than 30 contractor friends & Mr. Rajesh Gupta of Singla Corporation. During the meet we exchanged our knowledge & notes on WPC & plywood products along with lots of fun over snacks, drinks & dinner.

Contractor Meet Jodhpur (06 MARCH 2020)



Amulya Mica Jodhpur team hosted a Contractor meet at Vishwakarma Trading Company, on 06.03.2020. Product trainings on 1mm, 1.25mm, 0.8mm laminate, WPC & Plywood were conducted. Holi milan followed by dinner & lucky draw in which 5 cutter machines 3 ISI work helmets were awarded to winners of the lucky draw.

Contractor Meet Prayagraj (28 MARCH 2020)



Approximately 62 Contractors attended the meet. In which we shared with them our company profile, Product portfolio like plywood, Laminate, WPC premium laminate, Flush Door, Cladding & PVC Laminate. We explained in detail our WPC Quality & USP as LEAD free material (Disadvantage of LEAD how it effects our health). 6ft wide material, fire retardant & anti-bacterial. We also educated them, how to paste laminate, Veneer, Beed, on WPC. With PVC cement solvent we have shown them how to fix PVC to PVC and Showed them about screw holding how to nail in it.

Carpenter Meet Delhi (19 FEBRUARY 2020)



Carpenter Meet was conducted at Dwarka, Delhi on 19/02/2020 and was hosted at Baba Traders Premises. We thank you Mr. Tarun Goel, owner Baba Traders for their support & cooperation. The purpose of the meet was to make our carpenter fraternity understand our products & their usages. The session was lead by Mr. Ratnesh Jha along with Mr. Prashant Parashar & Sunil Bansal to engage with our carpenter guests & resolve their queries on our products. A Scheme was also introduced on WPC & Plywood where in our carpenter friends get entitled to 10 grams of silver coin on sale of worth ₹ 25000.

ARCHITECT MEET, HOLI CELEBRATION & CRICKET

Amulya Mica hosted Architect meet, Celebrated Holi with friends & families & Sponsored the Cricket.



Amulya Mica hosted Architect meet at Bhatinda which was attended by 50 Architects from the Industry representing Bhatinda, Fazilka and Abohar.

We launched our New TMM & 7 Wonders folder which was highly appreciated by all alike. Apart from our architects, friends, Mr. Rupinder Ahuja (President Architect Organization), Mr. Sanjeev Jindal (Owner of Jinal Plywood) and our executives also graced the occasion.



Holi is an important spring festival for Hindus. A playful cultural event and Amulya Mica celebrated with all the friends and members of Amulya Mica Family.

Mr Rakesh Agarwal welcomed all the guest with Colours and a Group of classical singers hailing from Rajasthan performed sang & played an instrument famously known as Chang (made from leather material) and followed by snacks & dinner.



On Holi enjoying and having a get together with your family and friends is a must. Our partners are our family and we took this opportunity to invite our contractor friends for a Holi Milan Programme at hotel Mahi Residency, Ranchi packed with welcome drinks lot of Gulal, food, drinks, cocktails along with tons of fun & enjoyment.



A country where Sachin Tendulkar is God & Cricket is a religion. We could not let go the opportunity to sponsor Kandla Timber Association cricket match, Gandhidham. The event was presided by Mr. Parmod Vasave (GST Commissioner) as the chief guest & a crowd of more than 10,000 people cheered the 12 teams while they played with each other and B.S. Patel & Co. won the trophy.

AMULYA MICA MOST PROMISING BRAND

Our Efforts keeps us getting customer Love & Trust



7th MSME Excellence Awards & summit was organized by ASSOCHAM on 30th January 2020 at Le Meridien , New Delhi. With an objective of acknowledging the inestimable contributions made by MSMEs to various sectors of the economy, The Associated Chambers of Commerce and Industry of India (ASSOCHAM), India's Apex Chamber for Commerce & Industry has constituted the "ASSOCHAM MSMEs Excellence Awards". This Award seeks to recognize the contribution of MSMEs who through their achievements and performance have empowered the nation. Amulya Mica (Purbanchal Laminates Pvt. Ltd.), Spear headed by their Managing Director Mr. Rakesh Agarwal, was chosen to be the Most Promising Brand of the Year Award 2019, Gold Category. The award was received by Mr. Sunil Thakore (G.M. Amulya Mica) and Mr. Ankur Maheshwari (Distributor North) along with his wife.

Mr. Rakesh Agarwal was included in the Sub Committee of chamber of commerce, Gandhidham as per Chamber's Constitution on Industry, KASEZ & MSME for the year 2020 & in managing committee Facilitated by Deputy Collector Shri K.V Joshi and General Manager District Bhuj Shri K. P. Der.

Mr. Rakesh Agarwal M.D. Amulya Mica was invited as chief guest to host the flag at DAV Public School, Gandhidham.



BETTER SLEEP BETTER LIFE

Research shows that we spend up to one-third of our lives sleeping. Sleep is a basic human need, much like eating and drinking, and is crucial to our overall health and well-being.

Most healthy adults need between 7 to 9 hours of sleep per night to function at their best. While children need even more hours of sleep to help develop fully and normally, adults too, need a minimum of eight hours of sleep.

Furthermore, sleep is important for various aspects of brain function, especially in children. This includes cognition, concentration, productivity, and performance. All of these are negatively affected by sleep deprivation.

With increasing work pressure and personal responsibility, most people get an average sleep of 4-5 hours of sleep, which in turn takes a toll on their health. Sleep problems constitute a global epidemic that threatens the health and quality of life for up to 45% of the world's population.

Having said that, one must know that most sleep disorders are preventable or treatable yet less than one-third of sufferers seek professional help. World Sleep Day intends to create this awareness and also celebrates sleep. The day focuses on highlighting important medicine, education, and social aspects and driving. Doctors and other experts aim to lessen the burden of sleep problems on society through better prevention and management of sleep disorders through the various tips they share. World Sleep Day is held the Friday before spring Vernal Equinox of each year.

Bombay Dyeing and Times of India have joined hands to release sleep from the shackles of shame and urge Indians and millennial to #TakeBackSleep. Our aim is to inform, educate and motivate you to sleep soundly and sufficiently every night. So, join the conversation and pledge to make good sleep a habit.

HOW CAN YOU AVOID SLEEP DEPRIVATION?

- Avoid smoking, especially at night
- Keep your bedroom dark and cool
- Do not drink tea/coffee before bedtime
- Read before you sleep
- Play light music in case you are stressed
- If medical treatment are causing lack of sleep, consult your doctor again and discuss the issue
- Meditation helps calm the mind and in turn, helps get better sleep
- Use sleep enhancing scents such as lavender to slow your nervous system.



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EXCEL TO EXCELLENCE

From last year, we've started a practise to have a theme for each financial year. .
For current financial year (F.Y.), our theme is, "Excel to Excellence". (XL-2-Excellence)

Have you realised that at 99 degree water is hot, but at 100 degrees it boils and steam comes out, which can power a locomotive. It's one extra degree that makes all the difference. It's just one extra degree of effort that makes the difference in life or business.

Excel to Excellence is all about that one degree extra push needed, which differentiate between the winner and the number two.

Last year, Mr. Hari Maheshwari, well-wisher and most senior member of the organisation had given a magic mantra, "Little bit more". If every team member, puts in a little more effort, the combined outcome for the organisation shall be tremendous.

Taking inspiration from Mr. Maheshwari's mantra this year's theme is on similar lines. If each of us, makes a small improvement, either in our working style or behaviour or personality or knowledge or skill, the overall impact for the organisation shall be manifold. If each employee decides and starts working to excel in his/her identified area, the overall impact on the organisation shall be huge. If, every employee makes a deliberate progress on each of these areas, the perception about the company, about the products, about the brand, and above all about us employees in the eyes of the customer shall be tremendous.

The current F.Y. will be full of challenges. Each company shall try to achieve their business goals originally set, and for this competition shall become fiercer compared to previous years. Only the best shall survive; and hence it's essential, we as a company excel in all accounts.

So, let's begin. Let's pick up three areas or activities for self which we identify as our development areas; and work to improve that. To identify development areas for self, we can seek help from our colleagues, our seniors and juniors too, since others can give us the feedback better, where we lack. Make note of those areas, and in consultation with HR team draw a personal road map to improve. This will be our "Excel to Excellence".

If you "Excel", Results are bound to be "Excellent".

THE GROUP OF COMPANIES



LAMINATES

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WPC & PVC BOARDS

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PLYWOOD

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Call us : 1800-233-1468

Email : crm@amulyamica.com

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