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GHAR SAJAYE SAATH NIBHAYE

THE AMULYA TIMES

Vol. 21st Edition | Sep 2020



Healthy lifestyle
ke humsafar

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Ghar Sajaye Saath Nibhaye

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SPOT LIGHT



Imperial Premium Laminates Launch on 20th September 2020 by Legendary Cricketer Harbhajan Singh



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GHAR SAJAYE SAATH NIBHAYE

FROM THE MANAGING DIRECTOR'S DESK



When the going gets tough, the tough gets going!

We all are aware of so many lines, motivational statements, we often read them and just forget about them. In the current times, I have seen relevance of this line very closely. We all are seeing unprecedented situation, no one has seen in his/her lifetime and no one expects to see hopefully again. Unprecedented itself indicates that having not experienced such situation before, hence there is no experience with anyone, about what action to take? What decision to take?

Yet, Governments have taken decisions, and they are expected to take decision in every situation.

even wrong. But one fact I have observed, taking decision is a must. Assuming that decision may be wrong, hence not deciding is the biggest mistake one can do. My conclusion is taking decision itself is a bold step and one should evaluate the prevailing circumstances and take decision and should be ready to take corrective actions. Not taking decision shall be and has been more disastrous and this was seen often during the pandemic period.

I urge all my colleagues, that whatever the situation, don't wait move ahead, take decision and you shall certainly make progress.

We as a company, during last three months, we have taken various tough decisions, whether involving manpower, investment in the brand, investment in plant and I feel that putting a foot forward has certainly created a flutter in the depressed conditions, and we have given a new lease of life.

Two back to back events of Contest for Female Architects and Interior Designers and launch of Imperial Premium Laminate Catalogue has given Amulya Mica brand a recognition amongst the influencers and has boosted the confidence of our business associates in the trade. Besides our channel partners who are associated with us, many other channel partners who were not dealing in our brand, have expressed interest and desire to be associated with us.

I am thankful to all my colleagues, from every function, who during the period of lock down and even with partial opening of lock down, have been putting in best of their efforts to bring back normalcy in their work. Many of our colleagues have contracted Covid, have even been hospitalised and once they are healthy, they have resumed their work. This is where I have seen the actualisation of the line, "When the going gets tough, the tough gets going!"

I urge all my colleagues, associates that let us move ahead, we will be able to achieve our dreams!!!

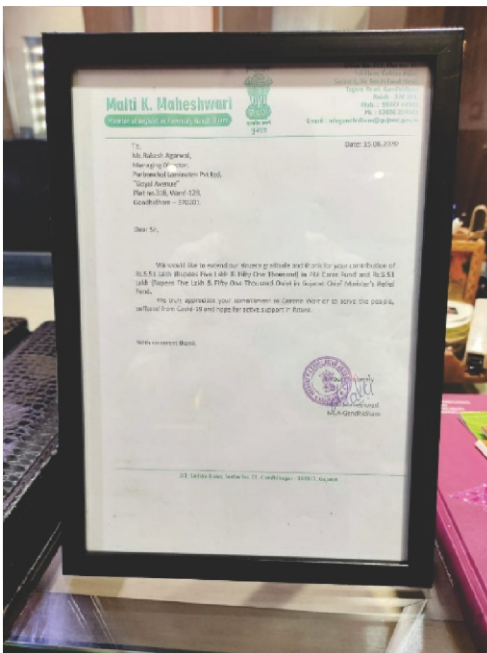
I would want everyone to take utmost precautions to safeguard self, your family and friends. Do not relax your guard, do not compromise on health and hygiene. If possible, adopt healthy habits, such as Exercise or Yoga that shall help in building your immunity.

Festival season is around the corner. Relaxation are being done by the Government. Covid is going to remain for some more time. With these realities, get going....we shall win!!!

R. K. Srinivas

BEING A RESPONSIBLE CITIZEN

*Amulya Mica Stands with the Country in its fight
with Covid-19*



It gives us immense satisfaction as a humane organization while contributing our little bit of support during these hard times towards our nation, people and the society. Mr. Rakesh Agarwal, MD Amulya Mica & Ms. Shailja Agarwal along with Amulya Mica family joined hands with Central & State government in fight with COVID-19 by raising 11 Lacs towards PM Care Fund & CM Relief Fund, Gujarat. The cheque was acknowledged by Gujarat Chief Minister Shri Rupani in the presence of Kutch MLA Ms. Malti at the office of Chief Minister.

As corporate citizens we believe it is our moral duty to help our Government during this unprecedented pandemic.

Harbhajan Singh & Imperial Premium Laminate Collection : A Class Apart

Harbhajan Singh could not play IPL but Launches IPL (Imperial Premium Laminate)



Harbhajan Singh legendary Cricketer launched Amulya Mica's Imperial Premium Laminate Veneer Collection on 20th of September in an online virtual event in association with Ply Reporter & Surfaces Reporter. The event was attended by more than 18000 people across PAN India. The event got a magnificent response and was attended by people from the industry like architects, interior designers, dealers, distributors, business associates, corporates and end customers. Speaking of the launch event, Mr. Rakesh Agarwal, MD Amulya Mica said that we are overwhelmed by the response that our Imperial Premium Laminate Collection launch got from the Industry and the end customers.

We feel very proud that Architect Mr. Perm Nath and Architect Karan Grover also graced the occasion. Both the names are an institution in themselves, highly respected by the Architect fraternity and both are amongst the top ten architects in India.

Talking of the product Mr. Harbhajan Singh stated Imperial Premium Laminate collection is the most Innovative & finest 1.25 MM range of Amulya Mica. It offers a wide and diverse range of colours, grain patterns and structures. Every Veneer laminate is inspired by natural veneer and is an almost exact replica of that veneer class. He also stated that he is renovating his house in Jalandhar and he will definitely use this collection designs in his home. He also stated that in particular he was very impressed with a design called Rustic Cherry.

Another major highlight of the event was when Ms. Shailja Agarwal, Director Marketing, made the design Rustic Cherry, a design liked very much by Harbhajan Singh, a Limited Edition Design and announced that Amulya Mica will produce only 3000 sheets of Rustic Cherry and then will stop the production of this design to make it as special and exclusive as our Bhajji Paaji.

Scan the QR code & take a look what Harbhajan Singh has to say about our Imperial Premium Laminate Collection and one of its Limited Edition Design Rustic Cherry.





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NEW LAUNCHES

HEALTHY LIFESTYLE & GREAT DESIGNS

Amulya Mica Launces Healthy Product Range & Acknowledges Lady Architects.



What if your homes are safe and protect you from harmful bacteria and avoid usage of toxic chemicals. Amulya Mica PVC Boards are lead free, anti-bacteria and even food grade approved. Amulya Mica for healthy homes and healthy you.

Amulya Mica organized Exclusive Lady Architects contest because we firmly believe that Great designs need to be rewarded. The event was presided over by our esteemed panel judges Ar. Ruby Singh, Ar. Neha Modi and Ar. Sandeep Uppal.



Sandeep Uppal
Firm : Sandeep Geeta & Associates (Delhi)

Neha Mody
Firm : Studio Design Atelier (Ahmedabad)

Ruby Singh
Firm : Archi Hives (Delhi)



Ms. Navita Singhal
1st in Bedroom Category (Hyderabad)



Ms. Monika Bhatt
1st in Living Room Category
2nd in Bedroom Category (Surat)



Ms. Sheeba Arora
2nd in Kitchen Category
2nd in Living Room Category (Surat)



Ms. Rakhi T. Takle
1st in Kitchen Category (Nashik)



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EVENTS GALORE

VIRTUAL MEET, WEBINARS & INDEPENDENCE DAY

Show Must Go On
Virtual meet in Absence of Conventional Ways

SURFACES[®] REPORTER

AMULYA MICA
LAMINATES | PLYWOOD | WPC
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14 JUNE 2020 / SUNDAY / 12:15PM

PANELS, BOARDS & SURFACES
STRATEGIES & ACTION PLAN OF COMPANIES TO EMERGE OUT OF CORONA CRISIS
BRANDS PERSPECTIVE | ARCHITECTS OPINION

 AR INDRAJIT KEMBHAVI Kembhavi Architecture Foundation	 RAMKI SUBRAMANIAN Sr. Vice President, BD, Reliance Industries Ltd	 AR BADRINATH KALERU Principal Studio Ardete	 NARESH DOBLE Head-Asia, Commercial & FMO, Armstrong Ceiling	 SHAILJA AGARWAL Director Marketing Amulya Mica
 PRAGATH DIVVEDI Founder, Furniture Design & Technology, Ply Reporter	 HIMANSHU SHAH Founder Evolve India	 PARMINDER PAL SINGH Co-founder & Co-director, LOCCO Design	 VERTICA DIVVEDI Editor-in-Chief, Surfaces Reporter Magazine, City Chair, WPC - PHEDCO, Founder, WAKE ASIA	

Note: Registration is compulsory
For any Queries - WhatsApp - 9867333972, www.surfacesreporter.com



We organised our first virtual annual sales meet at Holiday Village Resort Gandhidham. Our Pan India team connected in the webinar. It comprised of approximately 150 members. New products were introduced and explained. New incentives were given. Motivating and morale boosting speech was given by Shri Rakesh Agarwal, MD of the company.

Surfaces REPORTER & Ply Reporter heartily welcomed Shailja Agarwal, Director Marketing Amulya Mica as she shares her insights on PANELS, BOARDS & SURFACES Strategies & action plan of companies to emerge out of Corona crisis & to share their strategies & action plans to run & manage business during & post the Pandemic.



We & our Dealers Celebrated the Independence day by putting Independence Day Gates in front of our dealer shops more than 500 shops were decorated with this gate.

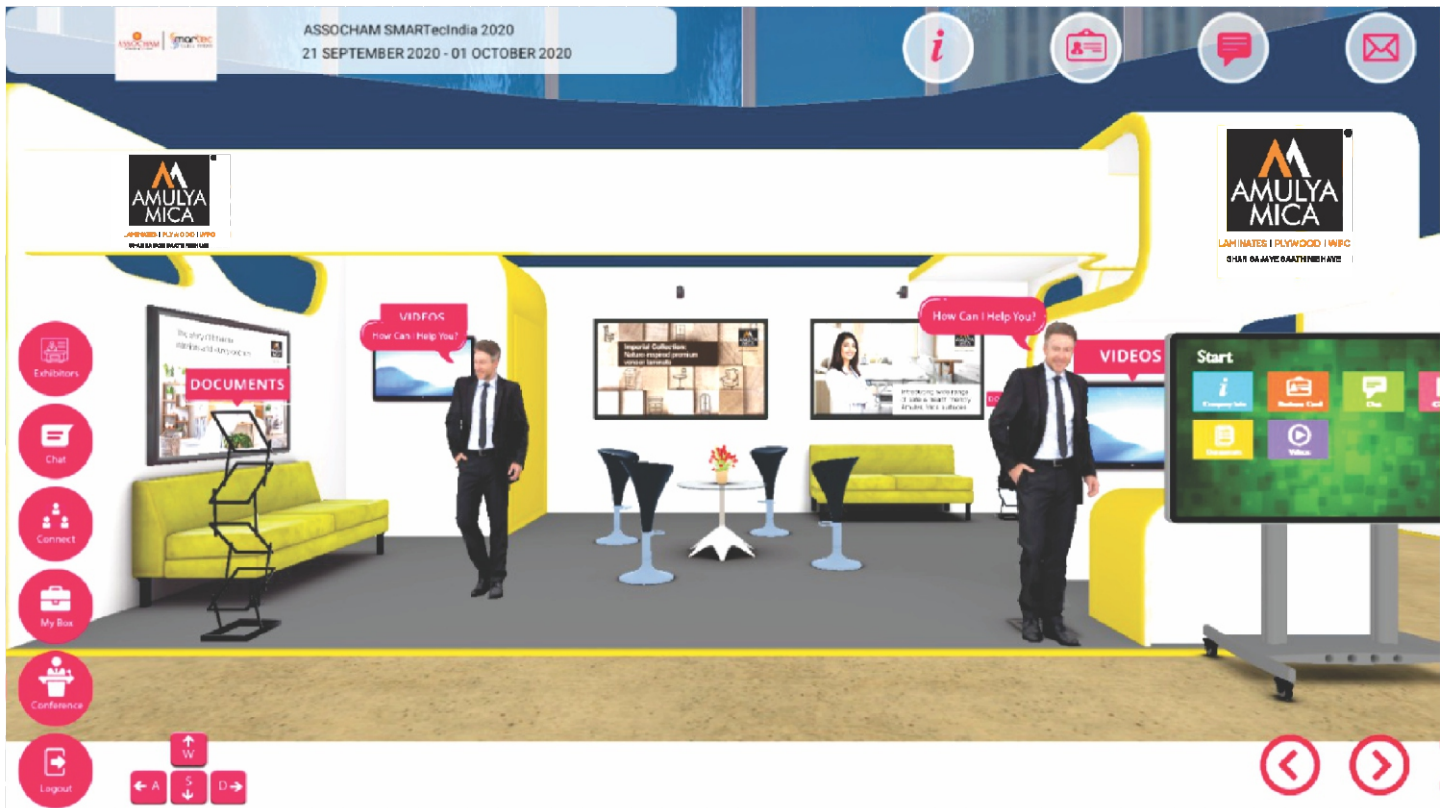


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EVENTS GALORE

VIRTUAL EXHIBITION & WEBINARS

Assocham & Webinars



Amulya Mica Participated in Assocham Smartec Virtual exhibition 2020 from 25th September to 1st of October. Adopting Digital Solutions has been one of the key strategy/tool adopted by industry across the globe in this challenged environment where businesses are compelled to consider different models of reaching out to customers and meeting their needs.

Assocham launched this Virtual Exhibition Platform to address Business Continuity needs. This Platform acted as an enabler to showcase wide range of product & services and enhance exposure to a larger audience along with focus on Exports.



Amulya Mica during the Covid lockdown utilized that time very judiciously. We utilized time to learn by doing everyday webinars for 1 month for training the team on different topics & plywood webinar even saw our Dealers & Mr. Pragath from Ply Reporter to discuss the market trend & market sentiments during the covid period. Another webinar on Pvc 90 degree bendable laminate was one such another step.



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NEW DEVELOPMENTS

AMULYA MICA GALLERY

*Amulya Mica Open New 5 Galleries at
Barmer, Delhi, Jodhpur & Kanpur*



Chintamani Hardware House
Location: - Barmer (Rajasthan)



Shree Radhey Ply Emporium
Location: - Delhi



Vardhman Plywood
Location: - Jodhpur (Rajasthan)



Shree Plywood Center
Location: - Jodhpur (Rajasthan)



Baba Associates Location :- Kanpur (Uttar Pradesh)



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NEW DEVELOPMENTS



TEST REPORT

Report No. : CH:TX:1142027626 DATE : 18/09/2020



PURBANCHAL LAMINATES PRIVATE LIMITED
PLOT NO 318, WARD 12/B, GOYAL AVENUE, OPP.L.I.C.OFFICE
GANDHIDHAM-370201
IN
CONTACT PERSON : MANOJ THIRANI

THE FOLLOWING SAMPLE(S) WAS/WERE SUBMITTED AND IDENTIFIED BY/ON BEHALF OF THE CUSTOMER AS :

SAMPLE DESCRIPTION MICA
1002 SF - 5X5 CM 25 PCS. (ANTIBACTERIAL LAMINATE)

COLOUR --


BRAND NAME: AMULYA MICA
DESIGN NO. 1002 SF
BUYING HOUSE NOT PROVIDED
COUNTRY OF DESTINATION INDIA
COUNTRY OF ORIGIN INDIA
SAMPLE RECD ON 04/09/2020 **TESTING PERIOD :** 08/09/2020 - 18/09/2020

RESULT SUMMARY

TESTS	PASS	FAIL	REMARKS
ANTI BACTERIAL ACTIVITY			REFER RESULTS

Per pro SGS India Private Ltd


P. PONSUNDARAJ
EXECUTIVE
Email your Test Report Related Enquiries at Feedback_SLT@sgs.com



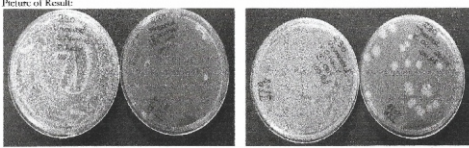
Customer Name: Purbanchal Laminates Pvt. Ltd.
Survey no-340, Village:Bhimashar,
Talukar: Anjar,
Dist: Kutch, Gujarat.

Test Report


Sample particular : Treated and Untreated Laminated sheets
Customer Ref. No. : Not Available
Lot No. & date : Not Available
Test parameter : Antimicrobial activity
(1) E.coli ATCC 8739
(2) S.aureus ATCC 6538
Test Method : JIS Z 2801
Biocare ID. No. : Ind/2021/230
Sample received date : 17/08/2020
Test start date : 18/08/2020
Test Completion date : 24/08/2020
Report date : 25/08/2020
Report status : Final
Packing : Satisfactory

Test Conditions
Test Size : 50 x 50 mm
Contact time : 24 hours at 37°C
Media : Soyabean casein digest broth
+ Soyabean casein digest Agar

Picture of Result:



Page 1 of 2


Biocare Research India Pvt. Ltd.
Corporate Office : 1st Floor, Kanth Complex, N. Mahavir Jain Vidyalaya, Paldi Cross Road, Ahmedabad-380 006.
CIN : U73100GJ2001PTC39201 Phone : (079) 26577901 • Email : info@biocareindia.com • Website : www.biocareindia.com

Amulya Mica is committed through making their products Health friendly. As a step in this direction now all Amulya Mica 1mm & 1.25mm laminates are Anti-Bacterial. These has been certified by two reputed test agency SGS and Biocare. "Anti-Bacterial" means that the treated and tested surface will inhibit the growth of bacteria and kill the bacteria when it comes in contact with the treated surface. Amulya Mica Anti-Bacterial laminate is made by impregnating the decor paper with melamine resin which is treated with special anti-bacterial formulation. This treatment reduces bacteria growth by up to 99.99 %, Improves product hygiene, protects us from co-morbidities, minimise cross contamination, minimise staining and bad odours & increased product lifetime

CIPET / QIP / S. 10.1

CIPET: INSTITUTE OF PLASTICS TECHNOLOGY (IPT)
Department of Chemicals & Petrochemicals
Ministry of Chemicals & Fertilizers, Govt. of India
Plot No. 60, Phiroze Sh. D. S. Marg,
Ahmedabad - 380 015.
Phone: (079) 401 0200/022 0205 Fax: (079) 40055050
E-mail: cipet@ipt.gov.in
www.cipet.gov.in

PLASTICS TESTING CENTRE Head Office: CIPET, Guindy, Chennai - 600 032

Series: H TEST CERTIFICATE S.L. No. 7375

Issued to: Purbanchal Laminates Pvt. Ltd.
101-102, 1st Floor, Goyal Avenue,
Plot No. 218, Ward- 12/B,
Opp. LIC Block,
Gandhidham - 370 201 (Kutch)

Test Report No. : 370
Dated : 24.08.2020
Your Ref. No. : Letter
Dated : 19.08.2020

Test Report as per Standard: As Per Part C

ULR No : TC81641900000001162P


PART A
FARTICULARS OF SAMPLE SUBMITTED

a) Name of Sample as stated by the party : Decorative Laminate Sheet
b) Grade / variety / type / size / class : 1.20 mm
c) Declared value, if any : NA
d) Code No. : NA
e) Batch No. and Date of Manufacture : NA
f) Quantity : 01 No.
g) Mode of Packing : Packing in bag
h) Date of Receipt : 29.06.2020
i) Date of Startling : 30.06.2020
j) Date of Completion : 21.08.2020
k) Sealed or not : NA
l) Any other information : --

PART B
SUPPLEMENTARY INFORMATION

a) Reference to sampling procedure : Sample supplied by the party
b) Supporting documents for the measurement : As per Part C
taken and result derived
c) Deviation from the test method as prescribed in relevant work Instructions if any : Not Applicable

1 of 3



01-100304-0773194E Head Office: CIPET, Guindy, Chennai - 600 032



Amulya Mica with its expansion plan has increased the capacity of saw mill plant from 2000 cbm per month to 4000 cbm per month.

SOCIAL MEDIA IS THE NEW NORM

*Welcome to the world of
Social Media.*



Is social media the next in thing?

Case Study: Is the way the consumer consume media changing Quite some years now that facebook, twitter, Instagram, LinkedIn, shopping online, making payments online and news / entertainment websites like Times of India, Netflix to name a few have become a household name have found a new home called our mobile.

But a major shift came in after lock down when after initial hiccups people started conducting business and their jobs from home using video meeting apps and to everybody's surprise the results were astonishing.

We also at Amulya Mica embraced the change and started video conferencing meetings on everyday basis PAN India and we must say the productivity and exchange of thoughts brought out too many happy results. Now even when there is no lockdown our video conferencing meetings continues and no matter where you are; you are still able to work and contribute.

Taking this further we decided to do the Virtual launch of our Imperial Premium Laminate collection and let us share with you as a case study step by step.

1. Announcement of the launch of the event was done through online ads on social media and we were able to reach more than 20 lacs people who saw our AD.
2. Live launch of the event was witnessed/ viewed by more than 20,000 people.
3. Even the pre event & post event news was carried out by more than 100 news agencies.

That's the power of online mediums today and is growing day by day as people are embracing it quiet fast. Just as an example to show the simplicity and reach of online medium.

Please scan on any of the QR code below to read or watch the thing of your interest.



THE GROUP OF COMPANIES



LAMINATES

GHAR SAJAYE SAATH NIBHAYE



WPC & PVC BOARDS

GHAR SAJAYE SAATH NIBHAYE



PLYWOOD

GHAR SAJAYE SAATH NIBHAYE

PUBLISHED BY : PURBANCHAL LAMINATES PVT. LTD.

For internal circulation only

AN ISO 9001 OHSAS 18001 CERTIFIED COMPANY

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EDITED BY : EDITORIAL BOARD AMULYA MICA

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