



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

# THE AMULYA TIMES

Vol. 22<sup>nd</sup> Edition | Jan 2021

INTRODUCING   
**HYGINO**  
HEALTH-FRIENDLY SURFACES



Amulya Mica Wishes You  
Happy & Healthy New Year 2021

Ghar Sajaye Saath Nibhaye

[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIRRAYE

In Grief

## LATE SHRI HARI PRASAD AGARWAL



**26.05.1948 – 18.12.2020**

He has gone, and in all of us there is a feeling of having been left desolate and forlorn. All of us sense that feeling, and we do not know when we shall be able to overcome it. And yet together with that feeling there is also a feeling of proud thankfulness that he has been given to us of this generation to be associated with this mighty person. Hari Babu worked at what he loved. He worked really hard. Every day. That's incredibly simple, but true. Hari Babu was founding director of Purbanchal Group (Amulya Mica) & Vice chairman of Century Ply Group. Calm & with a smile on his face, Hari Babu was an avid social worker and was associated with various social & religious organisations like All India Marwari Federation, Shri Hari Satsang Samiti, Vanbandu Parishad, Salt Lake Sanskrutik Sansad & Friends of Tribal Society.

May God rest his soul in peace & he will always be remembered in our hearts.

[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC

GHAR SAJAYE SAATH NIBHAYE

## FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

The year gone by had too many topsy turvy. The year, no doubt started on negative note, but by the end of the calendar year, never say die attitude of human being has been the reason for pulling through such tough times. The most heartening news before end of calendar year has been the development of the vaccine. UK has taken the lead, but I'm sure within quarter one of the new calendar year will have this vaccine available in many countries, India including. December has a special place for us at Amulya Mica since we celebrate our foundation day on 2<sup>nd</sup> Dec each year in a grand way. This year due to manner, prevailing condition we couldn't

celebrate in the usual manner. This year the company has completed 16 years. During last quarter of the year gone by, overall business sentiments has been improving. Sales of automobiles in India were all time high, share market is doing well, real estate has been revived, and banks are becoming more liberal in financing. Intra city movement is on the peak and highways are witnessing jams more than the cities. These factors work as morale booster that such a large country is coming back on to the track after derailment due to Covid.

Within our company, intensive promotion campaign on the web has started paying dividends, and business performance indicate so. We are one of the few companies in the industry which has not cut down on manpower rather we have been recruiting all throughout the period of lockdown and preparing ourselves for opportunity in 2021. Participation in Webinar involving leading Architects organised by ACEITECH by us was appreciated by the Influencer and we got more eyeballs amongst the target audience. We participated in various virtual exhibitions & webinars like Acetech, Assocham, IGBC and Woodtech Expo, which has given us a good response. Printed folders have been a new initiative which has been undertaken by us and it has received overwhelming response from the trade and decision makers. SME Chamber Awards and Frost n Sullivan Awards received before end of the year 2020 has been a booster to us.

In the peak of the pandemic, we have launched our premium range products and its catalogue, and the business figures indicates the positive response, hence I'm confident that with further opening of markets, our economy range will also be received well. For us year 2021 beginning will be with the bang, in which we intend to launch WPC Choukhat (Door Frame) the demand for which is high and expected to rise with boom in real estate expected from '21 onwards. We have many grand plans for the calendar year 2021, which includes launch and penetration of economy range to increase the base of the consumers. Saket Mica 1.0 mm, True Value for Money product range is being launched. This special range will complete the new offering being made by us.

I wish you, and your family Seasons' greeting and hope 2021 shall the year of success and optimism.



Jai Hind !!!

Rakesh Agarwal

[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBRAYE

AMULYA CSR

## GREENTECH AWARD & SOLAR PANEL LAMINATE PLANT

*Corporate Social Responsibility in Action*



Greentech Foundation recognizes companies, their units and NGOs having strong concern and commitment for CSR (Corporate Social Responsibility). The award is given only to the companies who have demonstrated highest level of commitment to CSR (Corporate Social Responsibility) and Best Practices from all sectors of industry and services sector. The awards aim to recognize exemplary operations, systems and the evidence of their impact to upliftment of society. Greentech Foundation awards are awarded for business excellence and sustainability.

Amulya Mica was given this award for its exemplary work by distributing Wheel Chair, Prosthesis, crutches for Divyangs on world disabled day – 3<sup>rd</sup> December of 2019. Greentech Foundation recognizes companies who are committed towards safety at work place, environment protection and climate change.

Amulya Mica is committed to take steps that can reduce pollution and can make this world a better place to live. Keeping this in mind our laminate plant is going to be operated fully by solar energy. Solar energy represents a clean, green source of energy. Solar power is a great way to reduce your carbon footprint. There's nothing about solar power that pollutes mother nature. Solar power doesn't release any greenhouse gasses, and except for needing a source of clean water to function, it uses absolutely no other resources. Hence, it's safe and environment-friendly. Amulya Mica Solar Plant will be operational by April 2021.



### Tulsi Plant

Even while selecting gifts for our partners & Influencers we prefer to go green. Tulsi Plant for Architects is one such example.



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBRAYE

NEW LAUNCHES

## AMULYA MICA INTRODUCES STRONG & STURDY WPC DOOR FRAME ALONG WITH NEW 1MM SAKET COLLECTION

# Give your door the respect it deserves

Presenting stylish and durable WPC Door Frames

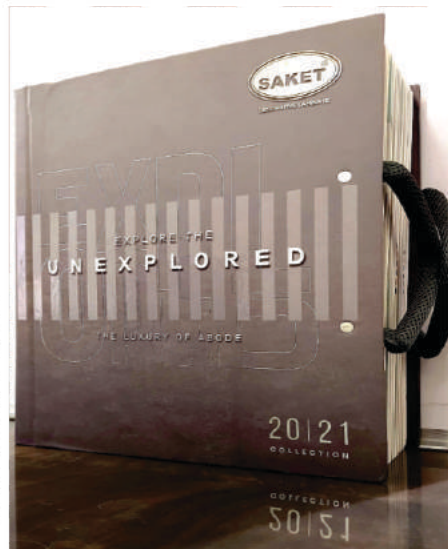
Waterproof | Warp Resistant | Termite & Borer-proof | Anti-bacterial | Fire Resistant



### 1. Why Amulya Mica WPC Door Frame?

A good door is no good without a good door frame. Made from high-quality New Zealand Pine saw dust, Virgin PVC and other imported raw material, WPC door frames are highly durable and can withstand all problems related with wood like water, fire, termite & borers. That's why you deserve an Amulya Mica WPC Door frame.

Purbanchal Laminates introduces Saket 1MM Laminate Owing to the turbulent times in the current year because of covid -19, Purbanchal Laminates took a very thoughtful decision to launch Saket 1MM. This decision was taken in mind to fully utilize our increased production capacity, achieve operational efficiencies & best utilize the logistics network & ware houses. This new 1MM collection comes with a fresh look, more than 160 designs, best collection in this category along with being economical & value for money. We have launched this collection after a deep market research & expert advice of Influencer panel comprising of Indian and Overseas Industries experts.



[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIRBAYE

EVENTS GALORE

## ACETECH, CII & WOODTECH EXPO

Amulya Mica along with Acetech conducted a webinar on discussing. In discussion were some of the prominent Architects.

The Panel consisted

Ashish Puri - Director - Interior Design Services, Colliers International (Moderator)

Santha Gour - Principal, Planet 3 Studios

Sonali Bhagwati – President, Design Plus Architecture

Ravindra Kumar – Head Design, VA Group

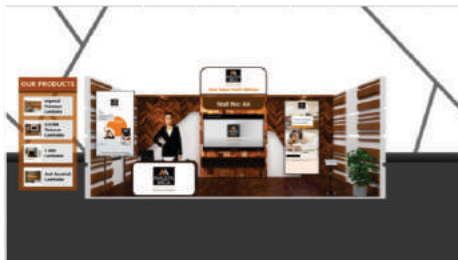
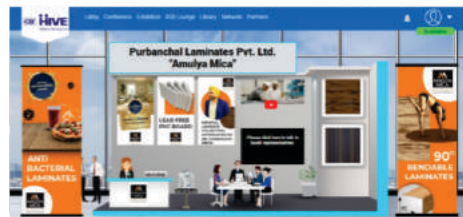
Mahesh Punjabi – Mahesh Punjabi Associates, CEO

Rakesh Agarwal - Managing Director, Amulya Mica

Shailja Agarwal - Director Marketing, Amulya Mica

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process.



Woodtech Expo 2020 witnessed Exhibiting companies from across 6+ countries. This virtual Exhibition was designed for Wood & Woodworking Machinery Manufacturers and Importers from different countries.

During the exhibition there were visitors from 60+ countries which means that this Virtual Exhibition has left its footprints at global level which indeed help participating companies to make their experience fruitful and international business easier

[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBRAYE

**EVENTS GALORE**

## 16<sup>th</sup> FOUNDATION DAY 2<sup>ND</sup> DECEMBER 2020

### *Shop & Contractor Meet*



Amulya Mica Celebrates 16 years of hard work and achievements. This quarter saw us completing our 16 years of journey as we had our 16<sup>th</sup> foundation day on 2<sup>nd</sup> December 2020. We celebrated this day with Sundarkhand Path & Maha Prasad while following all the protocols of social distancing. It has been a long journey and we had our challenges, learnings, good and tough moments. The best part is we sailed through all the problems and challenges including one of the biggest challenge covid-19 because Amulya Family comprising of all the partners and employees stood like a rock and this inspires us to reach out to bigger goals and challenges with more vigour and confidence. We celebrated and we firmly believe that all will continue to do so.

### **In shop meet held at Haridwar, Uttarakhand**



We introduced Amulya mica product range from Plywood, and PVC/WPC board and Laminates to Contractors, and told about benefits and advantages of PVC & WPC like Lead free, Antibacterial, Food grade certified, Rohs and SGS certified along with its size advantages from Standard size 8'x4' to 9'x4', 10'x4', 11'x4', 12'x4' up to 12'x6' as per MOQ.

### **Contractor Meet at Palanpur, Gujarat**

Amulya Mica Organized Contractor cum get together meet at hotel Grand Radiance in association with newly appointed Amulya Mica dealer Shri Ramesh Bhai Patel of M/s Satyanam Trading Pvt. Ltd. Vishwakarma Puja was performed. More than 70 delegates attended the meet, all social distancing guidelines were followed. Post lockdown this was the first ever contractor meet of such size done by any company in our trade.



### **Contractor Meet at Karimganj, Assam**



Amulya Mica has started a mission with a vision to connect rural belt contractor into wide range of products to help them to explore new edge of designs and products. This meet was organized at Hotel Oicha, Karimganj supported by our channel partners M/s. Lokenath Enterprise, M/s. Karimganj Glass House, M/s. Maa Laxmi Hardware and M/s. Aakash Interior from Karimganj, Assam. More than 60 contractors participated in the event.

[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

## AWARDS & ACCOLADES

### FROST & SULLIVAN



Amulya Mica has always been a front runner when it comes to product innovations. In 2015 we came up with kiosk smart mobile app an application which was the first of its kind in the industry. This innovative application was awarded certificate of merit by Frost & Sullivan under the category of Innovative Project Process Innovation Leadership.

Came year 2020 and we were ready with more innovation & innovative product; Synchronized Laminates, a true economical alternative to natural veneer. This product not only provided the natural veneer look but also helps in saving trees as it will bring down the consumption of natural veneer which is pure wood and requires more trees to be sacrificed for its manufacturing.

The team comprising of Ms. Shailja Agarwal (Director Marketing), Mr. Tarun Agarwal (VP Operations) and Mr. Surendra Tharad (Sr. GM Sales) again participated in Innovative Project Process Innovation Leadership with Frost & Sullivan. The team was able to answer all the queries of Jury-Frost & Sullivan satisfactorily. Our product Synchronized Laminate was highly appreciated by the jury and Amulya Mica was awarded again with Innovative Project Process Innovation Leadership, certificate of merit.

Friends it gives me immense pleasure in announcing that Amulya Mica Synchronized Laminate is the winner of Frost & Sullivan Award-2020.

Now visit the market with confidence and proudly present our most innovative product of the year and the industry acknowledged by Frost & Sullivan.

Also you should know that Frost & Sullivan is a research & consulting firm that helps clients accelerate growth and have 45 offices globally. They are one of the most reputed company and are being recognized as growth Partnership Company in the information & growth consulting industry.





LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIRBAYE

**NEW DEVELOPMENTS**

## AMULYA MICA SHOPPEE

*Amulya Mica Opens 2 New Shoppee at  
Panchkula & Trivandrum*



Name :- Aar Ess Enterprises, Location :- Panchkula (Haryana)



Name :- Inside Story, Location :- Trivandrum (Kerala)

[www.amulyamica.com](http://www.amulyamica.com)



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

GETTING NOTICED

# TESTIMONIALS TO OUR QUALITY PRODUCTS

**LARSEN & TOUBRO**  
L&T Construction  
Building & Fit-outs  
South Division, 5<sup>th</sup> Floor  
Tower - 2, 2<sup>nd</sup> & 3<sup>rd</sup> Floor  
Auranga, Aurangabad - 431001, India

Date: 12<sup>th</sup> Nov 2020

**TO WHOM SO EVER IT MAY CONCERN**

To  
Purbanchal Laminates Pvt Ltd  
Gandhinagar (Kutch), Gujarat

We hereby acknowledge the usage of Amulya mica - WPC/PVC Green boards in the various Green Highrises & Colleges in West Bengal thru' our service contractors & have found the product to be acceptable w.r.t. quality parameters.

We have seen the Laminates Folder of Amulya mica - Green concept designs & they are very state of the art designs shades & have recommended for using them in our ongoing/upcoming projects.

We have also approved Amulya mica - Profiles Beauty/Laminated & Main Doors for our various projects in pipeline.

We wish Amulya mica of the best in their future endeavours.

Thanking you  
For Larsen & Toubro Limited  
*Anand Kumar Sharma*  
Anand Kumar Sharma  
Marketing Manager  
WSPRCL, ESH & BACH Projects  
L&T Construction, B&F (Health)

Dr. SURESH K. WEDHA  
PLANNING DIRECTOR  
LARSEN & TOUBRO  
BANGALORE

Tel: +91 80 6611 2200  
Headquarters: 24<sup>th</sup> Floor, Naraina Road, New Delhi - 110 028, India  
Regional Office: 2<sup>nd</sup> Floor, 2<sup>nd</sup> Ring Road, Gandhinagar - 385001, India  
Fax: +91 79 2222 2222

L&T Construction - Building & Fit-outs - Laminated & Green Boards

**INFINITTI**  
DESIGN STUDIO

Date: Wednesday, December 16, 2020

Subject: Amulya Mica Feedback

Recently I was happy to be part of an amazing webinar with some of the most respected names from the industry. Other than the knowledge take away from the webinar, I also got introduced to the products that Amulya Mica as a brand has to offer which was evident via their social responsibility towards creating products that are easy on the environment and at the same time do not leave us shortchanged for design choices.

I really appreciated their vast range of color and design choices for us designers and came away happy to see the amazing products they are being manufacturing here in India.

Looking forward to hearing more successful product launches from them and wishing the entire team at Amulya Mica the very best for their future endeavours.

Yours Sincerely,

Smita Gour  
Director  
Infiniti Design Studio Pvt Ltd

Infiniti Design Studio Pvt Ltd  
212, Rajiva Atrium, 3<sup>rd</sup> Ring Road, Gandhinagar, Gandhinagar,  
Off Link Road, Marolli N, Mumbai, Maharashtra  
400094  
+91 22 2248 8989 | +91 73 4476 9999  
infiniti@infiniti.in | www.infinitidesignstudio.com

Infiniti Design Studio Pvt Ltd  
www.infinitidesignstudio.com

**MP** *MP*

**MAHESH PUNIABI ASSOCIATES**  
304, Balaram Nagar Building, 2<sup>nd</sup> Road, Sakinaka West,  
Mumbai - 44, India. Contact: +91 22 2611 2000, 2611 4000  
E-mail: [mp@maheshpuniabi.com](mailto:mp@maheshpuniabi.com)

Seminar with Conscious, Post covid times it's not only about marketing of the materials, this seminar was about how to help people to achieve a faster turn around time for their interiors, how do we help them not have the same carbon footprint, efficient labour management & finding new innovative solutions like how to complete a project during lockdown in time, that is what worked well for me for this seminar.

The best thing about Amulya is it's not the sales time but the family members involved, they are themselves so hands on about their product. They know what they are offering. The 24 hours claiming of finishing surfaces is actually what they offer and I was startled that it's true!

*Mahesh Punjabi*

MAHESH PUNIABI

**WOODKRAFT**

To: 10.11.2020

Purbanchal Laminates Pvt Ltd,  
Gandhinagar (Kutch),  
Gujarat

We have been using broad Amulya mica Laminates - 1mm & 0.8mm for our various projects pan India levels.

The quality of the product & services are excellent and we look forward to a long lasting business relationship with Purbanchal Laminates Pvt Ltd.

We wish Amulya mica to keep to scale greater heights year after year.

For Woodkraft India Pvt Ltd  
*Karan*  
Joint Managing Director

Ph: 91 11 2376 6100 ext 200  
91 11 2376 6100 ext 200  
91 11 2376 6100 ext 200  
91 11 2376 6100 ext 200  
91 11 2376 6100 ext 200



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIRBAYE

## AMULYA CORNER



# HARD WORK GRIT AND DETERMINATION

The question whether entrepreneurship is about hard work or it is in one's blood could off an intense debate, but one thing is for sure-hard work, grit and determination are essence of a true entrepreneur. And Rakesh Agarwal has demonstrated this. Rakesh Agarwal, from Tinsukia, Assam, started his career by hiring a sawmill with a meagre capital of 50,000 in Dimaapur Nagaland, but had to relocate in the late '90s due to chance changing circumstances and government policies. Inspired by his mentor Late Banwari Lal Agarwal, he shifted to Gandhidham, Gujarat-an isolated undeveloped place then-where he helms the 315 crore Purbanchal Group of Companies today employs about 500 people directly and almost 20,000 people indirectly.

In Gandhidham, Rakesh Agarwal started off with manufacture of face veneer by installing a single machine. His unit, however, enjoyed locational advantage due to its close proximity to the port. As there were very few plywood manufacturers in the area, sales-wise he had an advantage too.



Facing Page :- Rakesh Agarwal



Clockwise from top left :  
Rakesh Agarwal with family (4+)  
Abhishek (son), Mirasa (daughter), Santosh (Daughter), Oni Puskar (father),  
Shailja (daughter), Rakesh Agarwal;  
Rakesh Agarwal receiving Distinguished Entrepreneur Award for MSME from PFD Chamber, with wife Manita; Amulya Mica's Ludhiana Gallery

After the veneer unit, the visionary in him foresaw good prospects for laminates too, so he bought additional land surrounding his first factory and set up a lightly sophisticated plant for manufacturing laminates in 2004 and named it Purbanchal Laminates Pvt Ltd.

A growing business needs funds, and here too financial companies and banks have readily supported the Purbanchal Group, thanks to the credibility built by Rakeshji. One of the banks, Corporation Bank, in fact, has even made him their brand ambassador. This huge market credibility has enabled the group to establish its reputation and presence in almost 400 towns across the country, not to mention the added strength of its two quality products, reliable customer service and honest and transparent business dealings. Leveraging this all-round success, as a next step the group added yet another upcoming product to its portfolio of offerings, so as to be a one-stop-shop for Interior products and stay prepared of future trends: wood polymer composites (WPC)

Today, Amulya mica, the brand name under which Purbanchal Group of Companies' products are marketed, is a revered name in the interior products industry, and this has helped the group to grow to a 315 crore entity, the credit for which goes to the leadership of Rakesh Agarwal. Credit also needs to be given to him for his inherent team-building abilities in terms of identifying, assessing, selecting and developing the right people.

Many of the old, experienced hands in his team go right back to the inception days of the company two decades ago, and this has resulted in added efficiencies and lower attrition levels. Also, as his business grew, high-profile professionals started to join him, and they too have been helping in taking the Purbanchal Group from strength to strength

In the midst of all this success, if his desire for higher degrees has remained unfulfilled, he has self-taught many of the lessons required to aptly run his business, which makes him a management guru no less. In a way, his children Shailja and Abhishek have fulfilled his unrealised wishes, as both of them have studied business management abroad. Now Shailja also has joined the organisation as Marketing Director and is looking after sales pan-India. Also, no man can be successful without the support of his family. In Rakesh Agarwal's case, the person who deserves the credit for this is his wife, Manita Agarwal.

Not to be left behind when it comes to philanthropy, Rakesh Agarwal, in his personal capacity, has been regularly supporting the villages surrounding his manufacturing units by way of sponsoring the education of children, organising health camps and building sanitation facilities. He also remains involved with many social and education trusts. Further, as a conscious world citizen, over the last eight years, he has planted 75,000 trees in association with 'Grow Tree Foundation'. Mumbai and with others has committed to plant one lakh tree by 2022, the 75th year of Independence.

Mr. Rakesh Agarwal, MD Amulya Mica was covered by Marwar magazine in their Nov-Dec 2020 edition. The magazine is popular amongst high net-worth customers both within India and abroad specially amongst Marwari community. The magazine focuses on trends, fashions, cuisines and every issue have articles about members of Marwari community that have achieved in life through determination and hard work.

## THE GROUP OF COMPANIES



---

PUBLISHED BY : PURBANCHAL LAMINATES PVT. LTD.

For internal circulation only

AN ISO 9001 OHSAS 18001 CERTIFIED COMPANY

Gandhidham - 370201 (Kutch) Gujarat - INDIA.

Call us : 1800-233-1468

Email : [crm@amulyamica.com](mailto:crm@amulyamica.com)

EDITED BY : EDITORIAL BOARD AMULYA MICA

[www.amulyamica.com](http://www.amulyamica.com)