



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

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# THE AMULYA TIMES

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Vol. 23<sup>rd</sup> Edition | April 2021



**Celebrating Holi With Colors of Life that...**

Ghar Sajaye Saath Nibhaye

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

## FROM THE MANAGING DIRECTOR'S DESK



Amulya Mica @ Acetech Exhibition, Mumbai 2021



Dear Friends,  
प्रकारक शुभकामना

The new financial year has begun. 1<sup>st</sup> April is celebrated as "Fool's Day" traditionally, but this year 1<sup>st</sup> April has really been a welcome date and more new financial year greetings were exchanged, than the April Fool's message. This was a good indicator. Last year same date was gloomy with clouds of uncertainty looming over all of us, although the Covid 19 is not yet over, neither it has been won over, yet this year there is a feeling of relief, feeling of celebration. The positive indicators like all time high GST collection & amid speculations that Sensex will fall drastically, instead it is maintaining 50,000 continuously surely indicates a promising year ahead. Maybe, with New Year congratulations messages in a way want was signifying that if we can survive last Financial Year so nothing can be worse and here onwards it shall be upwards swing only.

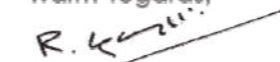
This month, we in India will be having many festivities, and this is the time of harvesting, which signifies prosperity. Since last six months, the economic indicators are showing positivity and all forecasts are showing upward trends. In spite of loss of one quarter business, by end of Financial Year, I'm glad to inform that we've touched almost 90% of the plans. I'm thankful to each of you for your contribution.

During last Financial Year, we have made considerable progress in creating a model for Amulya Shop-Inn-Shop (SIS) stores, and during the year almost 15 such SIS have become operational. Last year, we introduced Premium Catalogue, we even had first of it's kind Virtual Catalogue launch at the hands of the famous cricketer Harbhajan Singh. Besides many virtual meetings, training by in-house experts and external faculty was done, which I'm confident has been beneficial for all. Rather, when I look back, I feel quite happy that in spite of people working from home for most of the period of the Financial Year, the number of activities and events undertaken were far more than what we would have done when we were operating from the offices. This encourages the belief, "where there is a will there is a way."

Our plans for the new Financial Year are being given the final touch, but I'm quite optimistic that in the new Financial Year, we as a company will surpass many previous records. There are many new products in the pipeline which too shall be giving impetus to our growth. It shall be premature for me to discuss all details, but I can assure that all our proposed products shall be innovative in nature.

As a company, we have been proactive always and we have been encouraging all our employees and their families to adapt a healthy life-style. Covid 19 has given us all a lesson that people who have strong immunity and fitness will be able to fight any kind of threats. I would urge to all of you and members of your family to dedicate couple of minutes daily towards fitness. Only a fit body and fit mind will be able to achieve any task. As a company we celebrate Yoga Day each year, and I believe each Amulyians must have adapted Yoga in his/her routine.

Warm regards,



Rakesh Agarwal



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AMULYA CSR

## GIVING BACK TO THE SOCIETY

10,000 Trees & Efforts to save Sparrow

10,000 TREES SUPPORTED BY AMULYAMICA  
Parbanchal Laminates Pvt.Ltd. - Gandhidham ( Kutch ) Gujarat)  
TREES FOR TIGERS™  
SUNDARBANS NATIONAL PARK, WEST BENGAL, INDIA  
(FY 2020-21)

আসুন গাছ লাগিয়ে  
পৃথিবীকে সুন্দর করে তুলি।

TCSR GROW-TREES

### Design a House for Sparrow Competition

Mr. Rakesh Agarwal, MD Amulya Mica, as part of the jury member, supported the initiative of Star India to build a community to create a habitable environment to bring back the endangered species that is Sparrow.

House Sparrow, once an integral part of our immediate environment, today sits on the list of the endangered species. And Amulya Mica along with Star India has put in a little effort to recognize the actions needed to help them recover.



The house Sparrow needs your assistance  
Participate in a design competition by making a birdhouse for the house sparrow  
A STAR INDIA INITIATIVE  
**India's 1<sup>ST</sup> Ever**  
Design Competition for a  
**'Birdhouse'**  
Participate to become a part of the initiative  
and win attractive 'Star India kits'

ESTEEMED JURY MEMBERS

 Dr. Tapan Dasgupta President STAR INDIA	 Ajay Chandra Founder Manasa Seva Foundation
 Miss Budhiraja Advisory Board STAR INDIA	 Rudra Ghosh Managing Director Vasu Healthcare Pvt. Ltd.
 Hemant Shah Chair - RDC United Way of Baroda	 Rakesh Agarwal Managing Director AMULYA MICA
 Harsh Patel Director Hindustan Fibre Glass Works	

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NEW LAUNCHES

## NEW CATALOGUES UNVEILED

Amulya Mica Launches 0.8MM, PVC Luxury & Cladding



**Amulya 800 :** Amulya Mica 800 Laminates is one of the most Liked product from our product basket. Amulya 800 gives you an array of choice in colour and finish which help you create decor with a difference. Add to it the quality and its a product straight out of your magical dreams. It is easy to install, easy maintenance, wear & stain resistant & cost effective.

**90° PVC Decorative Laminate :** Now the time has gone for the cheap looking edges of kitchen cabinets, wardrobes beds, etc. Now you have a wonderful decor option for your interiors. AMULYA 90° Bendable PVC laminate is a new and versatile decorating panel having greater longevity and a wide variety of applications by Pressing 90° Bendable PVC laminates in different colours and designs. With 90° Bendable PVC laminates you can simply bend the PVC laminates and give your interiors modern and gorgeous looks & you can discover new designs and applications that were never possible with traditional decor sheets. Have also introduced 9 designs of Exotic UV coated PVC Veneer Glossy Laminates.

**First Impression:** Amulya Mica's Cladding is a high quality construction products that is primarily used in facade cladding and exterior applications. It is perfect for buildings that require ventilated facades. Amulya cladding is made of superior kraft paper that has high colour retention. Pure phenolic Resin and superior UV technology combined with high pressure and temperature production process makes it fire retardant and erosion resistant, thus making exterior facades durable and long-lasting.

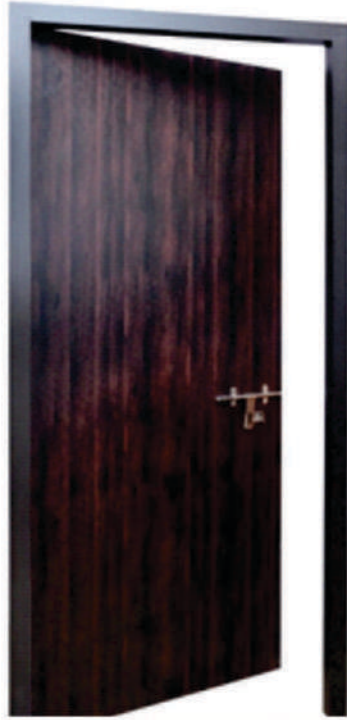
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## NEW LAUNCHES

# WPC CHOUKHAT THE MARK OF QUALITY



### Why Amulya Mica Door Frame?

- Get attractive offers on Amulya "Anti-Bacterial Doors" on purchase of Amulya Door-Frame
- Mechanical properties certified by CIPET, Ahmedabad
- Customization possible as per MOQ requirements
- Wide range of sizes and lengths available
- Available in polished finish. So no need to add wood polish



**CIPET: INSTITUTE OF PLASTICS TECHNOLOGY (IPT)**  
Department of Chemicals & Petrochemicals  
Ministry of Chemicals & Fertilizers, Govt. of India  
Plot No. 63B, Phase-A, S.I.C.C., Vadodra, Gujarat - 390 015

Series: H  
TEST CERTIFICATE  
S.L. No. 9710

Issued to: Purbanchal Composite Panel (India) Ltd.  
101-102, 1<sup>st</sup> Floor, Goyal Avenue,  
Plot No. 318, Ward- 12/B,  
Opp. LIC Block,  
Gandhidham - 370 201 (Kutch)

Test Report No.: 3608(Supple)\*  
Dated: 04.02.2021  
Your Ref. No.: Letter  
Dated: 19.01.2021

ULR No. TCR1642100003202P

**PART A**  
PARTICULARS OF SAMPLE SUBMITTED

a) Name of Sample as stated by the party	: WPC Door Frame
b) Grade / variety / type / size / class	: NA
c) Declared value, if any	: NA
d) Code No.	: NA
e) Batch No. and Date of Manufacture	: NA
f) Quantity	: 67 Nos. (Specimen)
g) Mode of Packing	: Packed in bag
h) Date of Receipt of sample	: 19.01.2021
i) Date of Starting of testing	: 19.01.2021
j) Date of Completion of testing	: 04.02.2021
k) Sealed or not	: NA
l) Any other information	: NA

**PART B**  
SUPPLEMENTARY INFORMATION

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

1 of 2

\*Cipet Test Report for WPC Door Frames\*

**SGS**

Report No.: MAN/HL/1542006934  
DATE: 24<sup>th</sup> December, 2020

PURBANCHAL COMPOSITE PANEL INDIA PRIVATE LIMITED  
SUI N. 22, SOFAL AVENUE, PLOT NO. 318, WARD 12/B, GANDHIDHAM  
& 101-102, GAYAL STREET,  
KUTCH

CONTRACT PERSON : SUJ KID - PAKWEL

THE FOLLOWING SAMPLES WAS/WERE SUBMITTED AND IDENTIFIED BY/ON BEHALF OF THE CUSTOMER AS:

SAMPLE DESCRIPTION : AMULYA ENHANCED PVC BOARD (WPC)  
COLOR : WHITE  
STYLE NO. : P100000  
BAU NO./ FILING : AMULYA ENHANCED PVC BOARD (WPC)  
COUNTRY OF DESTINATION : INDIA  
COUNTRY OF ORIGIN : INDIA  
SAMPLE RECOGN : 20170000  
TEST PERFORMING DATE : 20/12/2020 TO 24/12/2020

**SUMMARY OF TEST RESULTS**

TEST REQUESTED : MECHANICAL PROPERTIES OF PVC BOARD (WPC)  
COMPLYING WITH IS 15022:2010

TEST RESULT & METHOD : AS PER TEST REPORT

For Pp SGS India Pvt. Ltd.

SANDEEP SHUKLA (Technical Manager)  
Chief your test Report to the e-mail: [cs@sgs.com](mailto:cs@sgs.com) / [sgs@sgs.com](mailto:sgs@sgs.com)

\*SGS Test Report for PVC Boards (WPC)\*

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## EVENTS GALORE

# Participation in Internal & External Events

From offline events to Online Webinars



Amulya Mica participated in Design Wall 2021. ACETECH Mumbai Design Wall 2021 is an initiative undertaken by ACETECH to promote and foster latest technologies in the architecture, building materials and design industry. It provides an unrivaled and unequalled platform for product manufacturers and technology developers to unveil and showcase their products, services and technologies before a jury panel that features the leading names from the construction, architecture and design fraternity and won Special Jury Recognition Certificate.

**WPC DOOR FRAME**

**100% WATER PROOF**

Catering to the ever expanding market demand and continuing the tradition of innovation, Amulya Mica, presents yet another product which gives real value for money to it's esteemed users.

Due to it's strength and longevity, "SOLID WPC DOOR FRAME" is the true replacement of wooden and granite based door frames.

This internal webinar was conducted by Mr. Sourabh Pandey (Product Head), Amulya Mica to elaborate the uses & advantages of WPC Door Frame.

**Complaint Handling**

**Common Defects Found in Plywood, Block Board, Flush Doors and other Plywood Products**

**Root Causes & Remedial Measures**

Presented to sales team on 28.02.2021

Mr. Surendra Tharad (General Manager, Sales) along with scientist Dr.Nath Ex-Director IPIRTI conducted the webinar & was attended by 120 members to set in the procedure for complaint leading to better customer care & satisfaction.



Webinar on Success Strategies by Dr. Ujjwal Patni



Webinars on Positive Attitude in Sales by Mr. Vijay Batra

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## EVENTS GALORE

### GET TOGETHER WITH OUR PARTNERS

Amulya Mica hosted Contractor & Carpenter meet in Several Cities



In shop meet at Anathapuram



Contractor Meet at Jodhpur  
Amulya Mica Shoppe Shree Plywood Center



Delhi Mundka Depo &  
Amulya Mica Gallery Open



Contractor Meet at Pali Amulya Mica  
Shoppe Bherav Décor



Carpenter meet at National Hardware, Vizag



Sponsored Maheshwari Premier  
League Season 8 at Ranchi

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## Awards & Testimonials

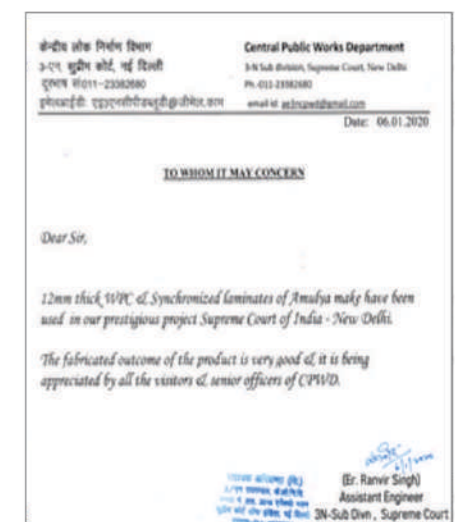
### THE JOURNEY OF EXCELLENCE

CNBCTV18 Recognizes Amulya Mica for  
Manufacturing Competitiveness



Purbanchal Laminates Pvt. Ltd. "Amulya Mica" unit has been awarded with BRONZE MEDAL for 7th edition of National Award for Manufacturing Competitiveness 2019-20 [NAMC] by International Research Institute for Manufacturing (IRIM), India. The International research Institute for Manufacturing (IRIM) is a professional body involved in supporting the manufacturing industry in various parts of the world through research, consulting & training services. IRIM has surveyed/audited Amulya Mica unit in Feb/2020 and selected Amulya Mica unit for BRONZE MEDAL. But our aim is to win GOLD MEDAL in coming year.

### TESTIMONIALS



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## NEW DEVELOPMENTS

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### EVER INCREASING AMULYA MICA SHOPPE

*Amulya Mica opens 6 New Shoppe at  
Fazilka, Guruharsahai, Kapurthala, Kota, Pali & Udaipur*



Name : Luxmi Plywood & Hardware  
Location : Fazilka, Punjab



Name : New Sethi Building Hardware Store  
Location : Guruharsahi, Punjab



Name : Puri Plywood & Hardware Store  
Location : Kapurthala, Punjab



Name : Rajasthan Timber Traders  
Location : Kota, Rajasthan



Name : Bherav Decor  
Location : Pali, Rajasthan



Name : Shree Ji Plywood, Hardware & Decor  
Location : Udaipur, Rajasthan

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## AMULYA CORNER

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### HOLI CELEBRATION

*The Colours of Joy & Happiness*



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 Shekhkwati Rajasthan performed sang & played an instrument famously known as Chang (made from leather material) and followed by snacks.

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# THE GROUP OF COMPANIES



**LAMINATES**

GHAR SAJAYE SAATH NIBHAYE



**WPC & PVC BOARDS**

GHAR SAJAYE SAATH NIBHAYE



**PLYWOOD**

GHAR SAJAYE SAATH NIBHAYE

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