



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE

AMULYA

TIMES

Vol. 24th Edition | July 2021



VISUALLY PERFECT 1 MM

Ghar Sajaye Saath Nibhaye

www.amulyamica.com



Expert's Eye 1 mm catalog launched by Legendary Cricketer Harbhajan Singh



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FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

By end of first quarter of the current calendar year, there was a positivity and festivity in the air, with people getting back to their pre-covid routine. Children who missed almost one year of schooling were the most optimistic and enthused to go back to their schools. Alas, by end of March, no such thing could happen. Second wave stuck the country very badly by end of March. Coming of second wave of Covid was almost like Phoenix arising out of ashes.

The second wave of covid affected maximum population of the country and the pandemic spread to interiors of the country, almost the way we penetrate markets, initially we often cover urban markets and then rural markets. Maybe covid was following something similar. I'm glad by end of second quarter of the calendar year and the prompt action taken by the Government, situation is getting back to normal, and I pray and hope for safety of all.

This covid besides wrecking havoc on our business and economy has also taught us a lesson that it's willingness to live and positive thoughts are needed for survival. Worst cases affected by covid for whom others lost hope of survival are today hail and hearty.

This financial year, our theme is "Hum Honge Kamyab." This is the spirit which allows us to fight all odds and come out as a winner. Success is a frame of mind. There is a phrase in Urdu, "himmat-e-marda toh madad-e-khuda" (हिम्मत ए मर्दा तो मदद ए खुदा), which means, God helps those who help themselves. I urge each one of you, that lets create history and let's close the current financial year with highest ever turnover. If we plan, we will achieve.

As you all know during the current financial year, we as a company have been able to do two major achievements. We were able to hold our Annual Review Meet at Gandhidham, in April, when the covid second wave was on the upswing. In addition by middle of the quarter, we launched "Amulyamica Expert Eye" a new catalogue for 1.0 mm laminates. You all were participant and witness to the event.

This was the second catalogue launch during lockdown and both catalogues were inaugurated by Shri Harbhajan Singh, who by himself is an epitome of winning and success. These two launches have again shown, that inspite of all odds, we can do, if we desire.

I'm pleased to inform that Imperial Club, an exclusive club for Architects and Interior Designer is another major activity undertaken by us and many activities involving the club shall be happening shortly.

As always, we as a company have been at the forefront to support humanitarian and social causes. Special camp for vaccination of employees and local population was undertaken. During the Annual sales meet, our sales people donated 100 bottles of blood. On World Environment Day, 500 saplings of Neem was planted in the land adjoining our plant. Neem plant was chosen since it has its importance in our tradition, besides it has multiple application and use.

By end of June, most markets have opened up and there is pent up demand; and as per my knowledge all projects which had come to a standstill during lockdown are back. Let's focus on our work and make good for the lost time.

Hame hona hai kamyab!!! Hum honge kamyab!!!

Warm Regards,

Rakesh Agarwal

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CORPORATE SOCIAL RESPONSIBILITY

Plantation at Factory & other Health Initiatives



To Mark the world Environment day Amulya Mica decided to do tree plantation in & around our factory & this was one of our activity to fuel our mega commitment of planting more than 10,00,00 trees by 2022 as a humble effort to keep our planet green.

Very Well said, in a healthy body resides a healthy soul. Amulya Mica organized free health checkup camp as we firmly believe prevention is better than cure as sometimes early detection of life threatening disease also become curable.



Covid-19 told us a harsh reality that health is wealth. To ensure the wellbeing of people in our society we organized free Covid-19 vaccination camp & we reaffirm that we are standing with the society like a rock in our fight with covid-19 & we will continue to do so till the time we all do not win this fight together.



NEW INITIATIVE

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ENGAGING WITH OUR PARTNERS

Unique Virtual meets with Architects



IN TALKS WITH EXPERTS
Date: 26-05-2021 Time: 05:00 PM



Shailja Agarwal
Directing Marketing



Ashish Arora
Deputy Branch Manager



Shanky Bansal Goyal
Architect



Simta Sardana
Architect



Neha Dhingra
Architect




Sakshi Singhal
Architect




Mehak Aggarwal
Architect




Ekjot
Architect



IN TALKS WITH EXPERTS
Date: 01-06-2021 Time: 11:00 AM



Architect Priyanka Chaudhary
Prospective Designs



Team
Prospective Designs

A Unique Initiative by Amulya Mica to remain in touch & connect with the influencers in this industry on regular basis. This Initiative is an outcome of insight when we got in touch with the influencers to get their expert opinion on design trends & finish to be included in our 1mm folder. The results were overwhelming that's why our 1mm folder is known as Expert's Eye.



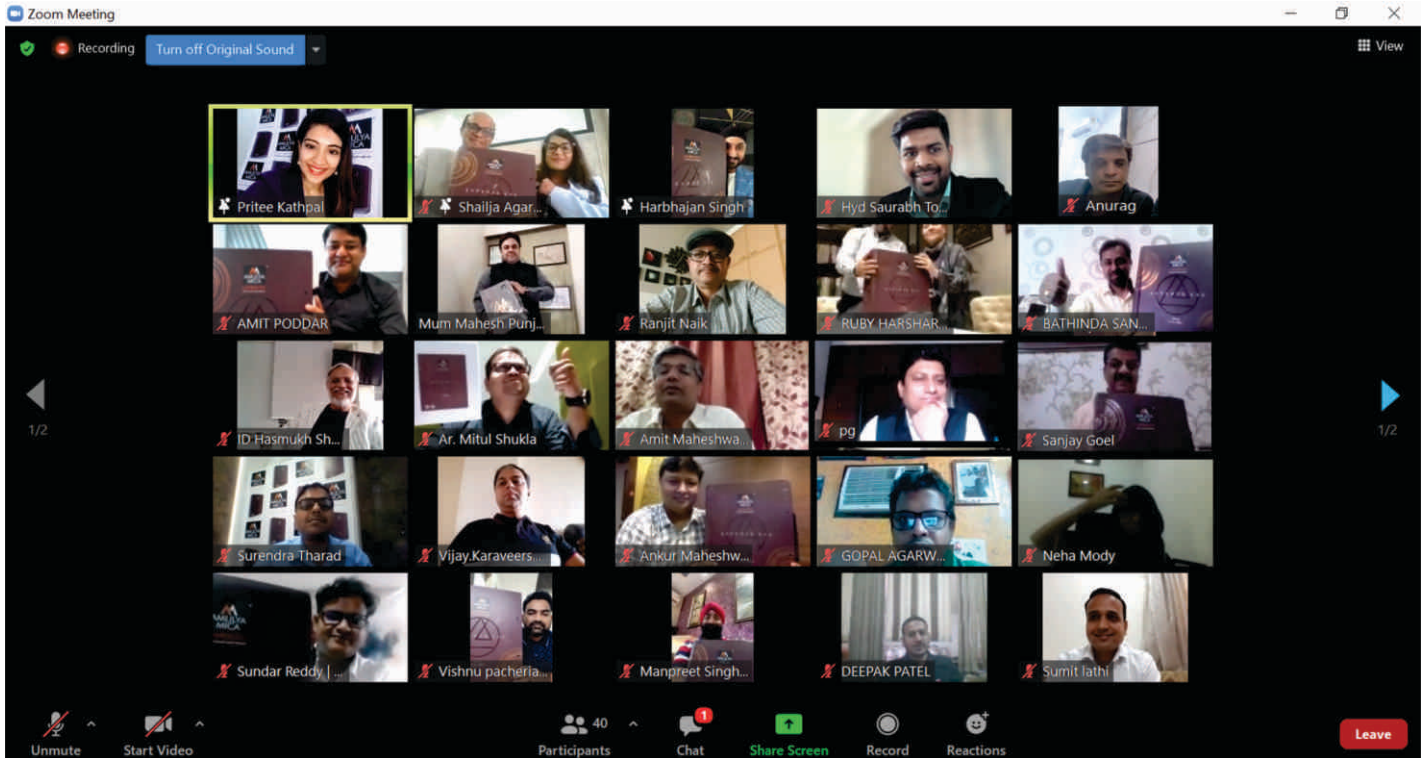
 SHAILJA AGRAWAL	 ANUSHA KATOCH	 GUNJAN DAS	 SHWETA KAW
 JANESH JAIN	 GAURAV GUPTA	 ARVIND JAIN	 ARCHANA VAN GILS
 KAVITA SASTRY	 GEETHA VASISHT		

Amulya Mica & Surfaces reporter came together to create a platform called signature series for the Architect Fraternity.

This Platform gave the opportunity to the Architects to show case their best signature Projects & have a meaningful discussion on upcoming trends & future products with surface reporter & Amulya Mica.

EXPERT'S EYE

Amulya Mica Virtually Perfect 1MM Collection Launched By Legendary Cricketer



Gandhidham, Gujarat, India: Legendary Cricketer Harbhajan Singh launched Amulya Mica's Visually Perfect, 1mm Collection, called Expert's Eye on 22nd of May 2021 in an online virtual event in association with Ply Reporter & Surfaces Reporter. The event was attended by more than 4000 live audience & viewed by more than 20000 people across PAN India. The event got a magnificent response and was liked & 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 1MM Laminate Collection launch got from the industry and the end customers. We feel very proud that Architects like Ar. Sanjay Goel, Ar. Mitul Shukla, Ar. Hasmukh Shah, Ar. Neha Modi, Ar. Ruby Singh, Ar. Ranjit Naik, Ar. Manpreet Singh, Ar. Mahesh Punjabi, Ar. Krishnarao Jaisim also launched the Expert's Eye 1MM catalogue along with Harbhajan.

Talking of the product Mr. Harbhajan Singh stated 1mm Laminate collection is a visually perfect laminate collection as company is providing perfectly matched edge band readily available at their stores along with the laminate.

Another major highlight of the event was when Ms. Shailja Agarwal, spoke about the making of Expert's Eye 1mm laminate collection. She stated that this collection was finalized after taking the feedback from the industry experts like architects, interior designers & industry stalwarts & the pain point that they are facing owing to the non availability of perfect edge bending solutions.



Amulya Mica, a brand owned by Purbanchal Laminate Pvt Ltd, a MSME based at Gandhidham, a 17 years old company, has been a success story of single man's dedication with its dedicated core team and desire to make a footing in the world of big Players. Purbanchal Group of companies manufacture and markets majority of the products needed for interior decoration of home, office, commercial establishments, etc. The Range includes Plywood, Laminates, Doors, Cladding, WPC and PVC Boards.

ANNUAL MEET



Amulya Mica (Purbanchal Laminates Pvt. Ltd.) one of the leading brand name in laminates, plywood & WPC organized its annual All India Sales Meet at Holiday Village Resort, Gandhidham from April 12th to 15th, 2021. The meet was inaugurated by MD Shri Rakesh Agarwal along with Shri Mukesh Agarwal, Ms Shailja Agarwal, Director Marketing, Executive Director Mr. Abhishek Agarwal, VP Mr. Tarun Agarwal & GM Marketing Mr. Surender Tharad by lighting the lamp & Ganesh Vandana followed by National Anthem and a motivational Song by Dr. Ujjawal Patni.

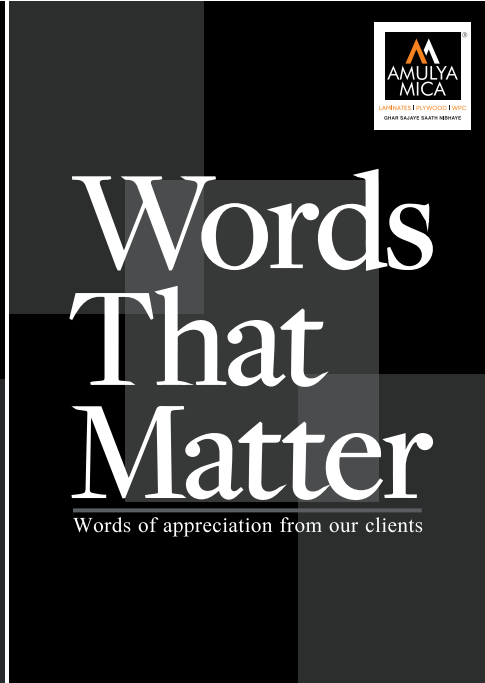
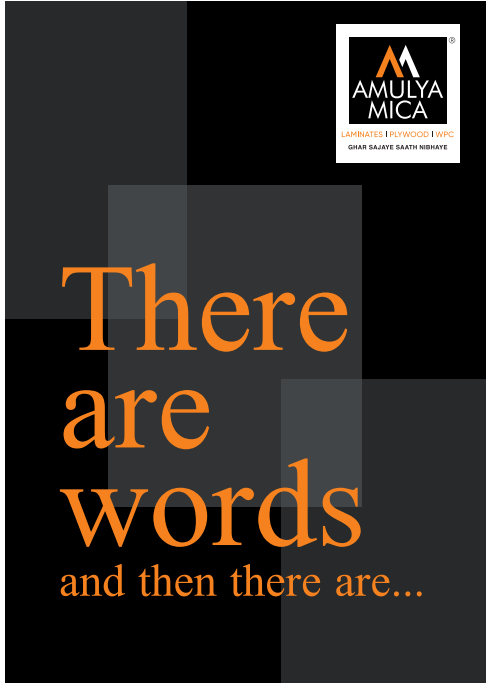
The Annual sales meet was conducted around the focused approach of हम होंगे कामयाब The last year all across the world due to COVID everybody faced a tough situation emotionally as well as professionally and economically. To fight it out and to start afresh with new vigour the theme of हम होंगे कामयाब was chosen. The aim of conducting all India Sales meet was to encourage and motivate the team spirit and to update the market trend in tough market and also to review & analyze the company's growth, achievement & future strategies. The main agenda of the sales meet was to; recognize and reward the deserving employees, networking of employees from different geographies and locations so that they can share their new ideas and markets, educate sales team about new product launches and talk about new trends in the market and review last year & goal setting of 2021-22. In the opening session, MD Shri Rakesh Agarwal spoke about Hum Hongey Kamyab and how all the factors are indicating towards a major revival in the economy and how all our plants are now working at 90% of the capacity. Ms. Shailja Agarwal spoke about how to influence the influencers and what are key points to sell a premium product range. She also talked about new initiatives in terms of automating the sales team reporting and day to day tasks along with the launch of carpenter app and visualizer app. Shri Hari Maheshwari, Resident Director joined on zoom call & guided the sales team on how to achieve and align with company's vision and mission. Another highlight was Dr. S.K. Nath Ex- Director IPIRTI (Bengaluru) & he spoke about on how to improve the quality of plywood products. In the concluding session, company's MD Shri Rakesh Agarwal discussed the company's growth, market related dynamics, and how this year is going to be far better than the previous year. He also talked about company's vision of 3 years and how it can be achieved. He talked about how today digital marketing is playing an important role and how digital marketing has taken a quantum leap in Amulya Mica and its future role in the coming year. He also talked about how Amulya Mica Shopee & Experience centers will play an important role in our growth strategy and asked the sales team to focus not only on opening the new centers but also on nurturing the existing centers



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AWARDS & TESTIMONIAL

There are words & there are words that matters



This is one such moment that we are really proud of. It really matters when people appreciate your hardwork, efforts & intent to make your work stand out by putting in kind words of appreciation for you. We proudly present the first edition of testimonial book. Our heartiest thanks to our patrons for acknowledging our work with their appreciations.

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DEPO OPENING & MARKET EXPERTS

In Talks with Our Dealer



IN TALKS WITH MARKET EXPERTS
Date: 01-06-2021 Time: 03:00 PM



Ravi Pandey
Location Head



Subham Garodia
Mangalam Associates



Bikash Maskara
Kamakhya Glass House



Sidharth Jain
Jain Interio



Abhishek Saha
Khokan Saha & Co



Deepak Agarwal
Swastik Aluminium &
Glass Centre



Rishav Prakash
Nikunj



Raghav Bajaj
Apex Marketing

Amulya Mica is company who value feedback of all their partners & stakeholders. So when we connected with design experts we decided to connect with our market experts that is our dealers. Our Dealers are the eyes & ears of the market & know the pulse of the market very well. Connecting with them over In Talks with Market Experts platform was very beneficial & learning experience for both of us.

Amulya Mica is celebrating it's continued growth with the opening of a new depot at Ludhiana, Punjab.





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AMULYA CORNER

EVER INCREASING AMULYA MICA EXPERIENCE STUDIO & SHOPPE

Amulya Mica opens 1 Experience Studio at Delhi & 1 New Shoppe at Bathinda



Name: - Delhi Studio
Location: - Mundka, Delhi



Name: - Jindal Plywood
Location: - Bathinda, Punjab

THE GROUP OF COMPANIES



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