



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE AMULYA TIMES

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Happy Diwali

Ghar Sajaye Saath Nibhaye

www.amulyamica.com



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SPOT LIGHT

SURFACES REPORTER

Signature SPACES

EPISODE-3



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Ahmedabad



SNEHAL SUTHAR
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Bengaluru



ISHVINDER KAUR
ivpartners, Gurugram



NOMITA SAWHNEY
Design by Meta,
New Delhi



MANU GOEL
Novarch Consultants,
New Delhi



NISHANT GOEL
Novarch Consultants,
New Delhi



JANESH JAIN
arcKala Design Studio,
New Delhi



ANUSHA KATOCH
arcKala Design Studio,
New Delhi

3 SEPTEMBER 2021 | FRIDAY | 5:00 PM



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FROM THE MANAGING DIRECTOR'S DESK



We all members of Amulyamica Family convey our congratulations and thanks to all Tokyo Olympic 2020 winners for making us all Indian proud. Your success has shown the world, that the new India can't be taken lightly and every sphere which we enter, we Indians are leaving their mark. Your winning has many meanings, starting with that discipline, dedication, focused approach combined with hard work is the only formula for winning. Second it has paved the way and boosted confidence of many aspirants that whatsoever be the circumstances, if one desires, he or she can change one own's fortune. Thanks to all winners you have boosted our desire to fight all odds and we pledge that in our industry we shall make Amulyamica a name to reckon with.

The festive time has begun, India appears to have controlled the spread of Covid 19 second wave, vaccination drive is covering more and more population daily, with many fence sitters who were sceptical about Government's intention, are

either getting convinced and getting vaccinated or better management through mandatory vaccination requirements for entry to malls, hotels or travel may be the reason for them opting for vaccination, overall vaccination is happening. Third wave which was forecasted around June may or may not happen, but as of now it's not there.

Overall, the scenario in India is positive and it appears the country and the business is getting back on track. These positive indicators are helping the sentiments in the market for business. We in the company can also feel the impact and the business curve is swinging back to growth. Yes, we need to accept the fact that the positive swing has not surpassed the pre-covid times, but if it continues, we shall even grow beyond the pre-covid stage. Trade has become more disciplined, and overall, the credit cycle is becoming more tighter and fund flow has begun.

Our Prime Minister's travel to US after long is indicator of things to happen, and we all should see something better for us in next few months. With elections round the corner, for states like UP, infrastructure projects are getting boost, which is a positive indicator for many industries involved directly or indirectly. Monsoon has not been disappointing for an agrarian economy like ours, even though this year, monsoon did start with some hiccups.

Positivity always accompanies negativity; and inflation seems to be round the corner. Price of basic products are on hike, and petroleum products being the key influencer for rising prices. International political factors as well as rising cost of logistics has also got lot to do for escalating prices and our industry, in particular, are badly affected with leaving us with not much choice but to pass on the hike to the consumers. There are indications, that consumers who were going slow since last two years in buying new properties or undertaking repair and reconstruction projects are doing it in a big way, and the carpenters and masons are in much demand. For interior product industry, this news is heartening.

At Amulyamica, there is lot of happenings, and adaption of technology in our operations is one such activity that is being done very rapidly. Many applications for the field personnel as well as the influencers have been rolled out giving us the advantage of real time data as well as automizing the rewards process for the influencers. Amulyamica family is expanding both in terms of employees as well as customer base is on the increase.

Let's celebrate the upcoming festivals of Puja, Dussehra, Diwali, Chath and let's assimilate the significance of Deepawali in our lives, moving to light from darkness. My wishes to you, your family and friends, Happy festivities!!!

Warm Regards,
Rakesh Agarwal

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CORPORATE SOCIAL RESPONSIBILITY

Greentech Leading Director Award & Other Health Initiatives

Amulya Mica Group MD Mr. Rakesh Agarwal has been awarded with Greentech Leading Director Award 2021 from Greentech Foundation Delhi at Sonmarg J & K Award function on 27th Aug/2021. The Jury conferred this prestigious award on his dynamic initiatives and achievement. The award was presented in very high-profile networking and glittering ceremony with Greentech Leading Directors' conclave 2021 in Sonmarg J & K on 27th Aug/2021 in presence of Ex. Chief Minister of J & K Mr. Farooq Abdulla. Mr. Rakesh Agarwal is very happy to receive this prestigious award and recognition. He has been also recipient of Distinguished Entrepreneurship Award from PHD Chamber of Commerce & Industry in the year 2017. Speaking on this great achievement.

Mr. Agarwal assures to do continue work for the growth of the Group with innovative products and quality services and also for the social upliftment of the Society through CSR. Further he expressed his thanks & gratitude to all associates, team members & all Channel Partners without support it would not have been possible.



Though the covid 19 is gradually coming under control but it is very important that each & every individual must be vaccinated. To support the drive of fully vaccinated India, the dream of our beloved PM Mr. Narendra Modi, Amulya Mica also put in their little bit of effort by organising covid-19 vaccination camp at our Laminate plant. On 28 August 2021 along with Seva Nidhi Trust where more than 200 people got vaccinated & one more vaccination camp was organised at our plywood plant on 24th September.

SME Empowering India Award & Quality Leadership Awards 2021

SME Empowering India Award 2021



Purbanchal Composite Panel (India) Pvt. Ltd. "AMULYA WPC" has been awarded with SME Empowering India Award 2021 in the category "Polymer & Plastic" at the recently concluded award ceremony of SME Empowering India Award 2021 held on 28th Sep/2021 at Hotel LE Meridian, New-Delhi. MD Mr. Rakesh Agarwal & Marketing Director MS. Shailja Agarwal received the award from Mrs Anupriya Patel, Hon'ble MoS for Ministry of Commerce & Industry Govt. of India.



In today's competitive marketplace, standing apart from your rivals is more important than ever. Customer service and other quality tools are must-haves. Amulya Mica has always believed in quality products and has followed stringent quality procedures to manufacture products which are of global quality and same was acknowledged by World Quality Congress by awarding Amulya Mica Gujarat Quality Leadership Award.

EMBRACING THE TECHNOLOGY

Amulya Mica Apps & Presence on Amazon & Flipkart.



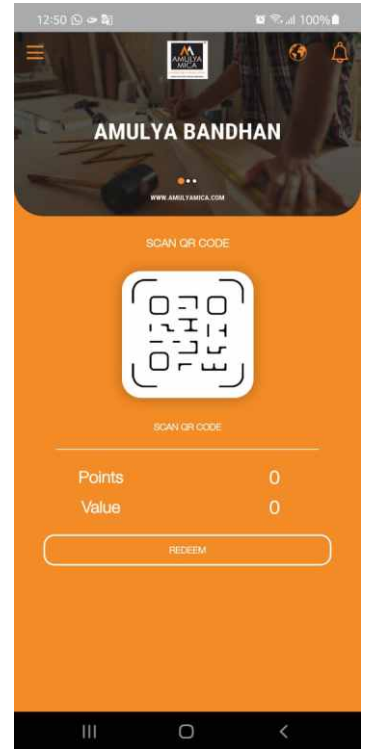
Visualizer App

We Introduced Amulya Mica Visualizer Mobile App. This helps customers to actually apply our designs on their application and help them visualize even before they buy. This helps customers in taking faster and better decisions.

Download the app from Google Playstore

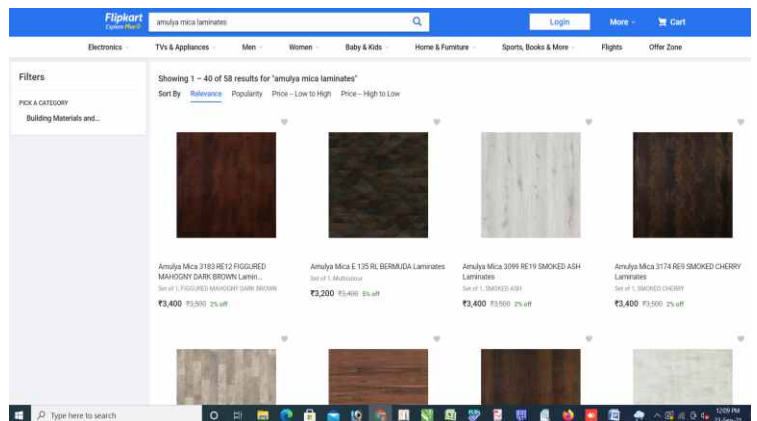
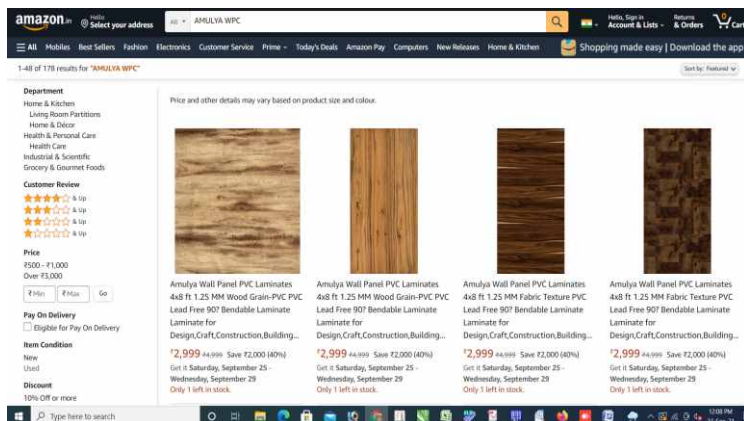
Carpenters are an important pillar of our industry. To reward their efforts we introduced Amulya Bandhan, a mobile app which helps them in having extra income whenever they recommend/ use Amulya Mica Products.

Download the app from Google Playstore



Carpenter App

Amulya Mica on Amazon & Flipkart



Consumer behavior and buying habits are changing. Online buying is the future and will increase gradually. We need to upgrade us so that we are not left out. Also this step is to support and increase secondary sale with last mile solutions provided by local dealer.

EXPERT'S EYE CATALOGUE

Amulya Mica Launched Visually Perfect 1MM Catalogue
at Delhi, Gujarat, Hyderabad & Kolkata



Hyderabad Launch



Gujarat Launch



Delhi Launch



Kolkata Launch

75th Independence Day & Chairman's Birthday



We celebrated our chairman's 75th Birthday as our Nation celebrated its 75th Independence Day.

We & our Dealers Celebrated Independence Day by putting Independence Day Gates in front of our dealer shops that were decorated to celebrate the spirit of our freedom.

We celebrated both the occasion in a very graceful & joyous manner.



INTERACTION WITH THE CONTRACTORS



AJMER



BARMER



BEGUSARAI



FAZILKA



GURUHARSAHAI



KAPURTHALA

INTERACTION WITH THE CONTRACTORS



TRIVANDRUM



KOLKATA



LUDHIANA



NAGPUR



KURUKSHETRA



SURAT

INTERACTION WITH THE CARPENTERS



DEORIA



DELHI



DWARKA



KOTA



LUCKNOW



NADOL

INTERACTION WITH THE CARPENTERS



PATNA



RANCHI



PATNA



VARANASI



VYARA (GUJARAT)

NEW DEPOT & DEALER MEET

Bengaluru Dealer Meet, Architect Meet & Siliguri Depot Opening



Dealer Meet at Bengaluru on 15th Sept 2021 at Ritz Carlton along with the Radhey Shyam Laminates & Decor Pvt Ltd.



Amulya Mica is celebrating continuous growth with the opening of a new depot at Siliguri, West Bengal in association with M/s Neelkanth Sales Agency.

Amulya Mica
Conducted
Architect Meet at
Sirsa (Haryana).



DEALER MEET

Amulya Mica Organised Dealer Meet at Delhi & Ludhiana



Amulya Mica organised Delhi Dealer Meet on 27th September at hotel Oberoi followed by gala dinner & Qawwali by Nizami Bandhu along with Shree Nath Lumber Products Pvt. Ltd.



Amulya Mica organised Dealer Meet at Ludhiana on 25th Sept 2021 at Maharaja Residency.



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AMULYA CORNER

EVER INCREASING AMULYA MICA SHOPPE

Amulya Mica opens 4 New Shoppe at Batala, Begusarai, Jalandhar, and Kurukshetra



Name: - M. H. Enterprises
Location: - Batala, Punjab



Name: - Standard Agencies
Location: - Begusarai, Bihar



Name: - Hari Bol Traders
Location: - Jalandhar, Punjab



Name: - Singla Plywood & Hardware
Location: - Kurukshetra, Punjab

THE GROUP OF COMPANIES



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