



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE AMULYA TIMES

Vol. 26th Edition | January 2022

HAPPY
NEW YEAR

COMMITMENT
2022

*Quality performance starts
with a positive attitude*

 **AAO MILEY
MIL KAR
AAGE BADHE**

 **LAKSHYA
100K**

Ghar Sajaye Saath Nibhaye

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SPOT LIGHT



Imperial Premium Laminate Collection Launched by the Legendary Cricketer Harbhajan Singh

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FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

Season's Greetings! Wishing you, your family, and friends a very happy and prosperous 2022!

Last calendar year 2021, begun with lot of hope by every nation, thinking that Covid-19 which had crippled many economies in 2020 shall be able to recover in 2021. However, the first quarter of 2021 started giving indications that more bad time is yet to come. Covid-19 appeared to have revisited last year with vendetta, and I feel that the number of families affected by Covid-19 were much more. Many families known to me personally have lost more than one member from the family due to Covid-19. Year 2021 has been bad for students, and many children never got to go to school and yet they got promoted. I feel these children may suffer from long term psychological issues and if this trend continues their inter-personal skills and health may be affected.

For India, by end of year 2021, we saw one of the biggest tragedies, in the annals of Defense Forces that we've lost the Chief of Defense in harness. We lost Gen. Bipin Rawat and 12 officers and other ranks (OR) alongwith Gen Rawat. In the tragic accident we lost even the first lady of the Armed Forces Mrs. Rawat. I salute to all the departed souls and pray to God for the salvation of the departed souls and give strength to all the bereaved families to bear this irreplaceable loss. This was a rare peace time tragedy in which the finest members of the Defense forces were lost.

Year 2021 had some good times too for the country. India stands amongst nations which can pride itself that more than 50% of adult population is fully vaccinated. Converting in number terms, it is 474.06 mn people, against 197.07 Mn in US, 136.83 Mn in Brazil and UK where only 46.49 Mn are fully immunized against Covid 19 so far. This makes all Indian proud and thanks to the Government for such determined and planned immunization programme they have undertaken. It should serve as a motivator to us, that whatever be the task. If one determines and puts in dedicated efforts anything and everything is possible.

Year 2021 may have not been a year of rejoice, but for India this year has been historical, and many records were created. It's been for the first time, that in Tokyo Olympics India won 14 medals in total, and since nations ranking is done based on gold medals hence India was ranked 48th but if it was based on total medal tally India would have ranked 33rd. India's performance has been best in 40 years in Olympic. India's performance in Para Olympics was much better, India having won 19 medals and was 23rd in world ranking.

Before the year ended, the country had one more feather to its cap, and the daughter of the nation made the country proud by winning the Miss Universe title. Ms. Harnaaz Sandhu from Chandigarh won this title after a gap of 21 years.

End of the last calendar year has created another history. Our beloved PM Modi has done one more big achievement for the nation by recreating the past glory of Varanasi by constructing the Vishwanath Corridor. Anyone who has witnessed the old Varanasi could have never imagined that construction of such a corridor and widening of streets, building of infrastructure was possible in a city which was bursting at its seams and inclusive of tourist had the highest density of population in each square kilometer area.

Let's welcome 2022 and hope that this new year shall give new impetus to the business, overall economy. Convey my wishes to your families and friends too!

R. Agarwal

Rakesh Agarwal

CORPORATE SOCIAL RESPONSIBILITY

Giving back to the Society



Amulya Mica Celebrates 17 years of hard work and achievements. We celebrated this day with Blood Donation Camp, helping divyang person by distributing Prosthesis & Cycle, Sundarkhand Path, Maha Prasad. This camp was organized in the presence of Ms. Nimabhen Acharya (First woman Speaker of the Gujarat Assembly) Ms. Maltibhen Maheshwari (Gandhidham MLA) at our Amulya Mica Plant, Bhimasar.

The Tree Plantation request booth at the New Delhi Lakshya 100K event was a major Success. In total, people contributed towards 10,000 trees. The major highlight was Mr. Harbhajan Singh Contributed towards 250 trees.



Amulya Mica in association with Gujarat State AIDS Control Society, Ahmedabad worked towards the containment of AIDS/HIV and was recognised for their efforts.



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AWARDS & ACCOLADES

HARD WORK GETTING RECOGNIZED



Through this platform we are pleased to share a proud moment that Mr. Rakesh Agarwal, MD. Amulya Mica has been recognized as the Promising Entrepreneurs of the India by Economic Times. This recognition is given each year across specific business sectors to recognize entrepreneurs who are hidden pillars of Indian Economy who have and making our Nation proud nationally and globally.

Amulya Mica was Shortlisted among 200 top brands basis the Innovation Brand Value, Brand Recall, Consumer Satisfaction, Customer Service & Quality & we were honored with Amulya Mica the promising brand of 2021 award.





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NEW LAUNCHES

Lakshya 100 K

In Pics : The Launch of IPL, Digital Laminate Catalogue & COVID Book



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NEW LAUNCHES



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NEW LAUNCHES

NEW CATALOGUES UNVEILED

Amulya Mica Launches IPL, Lamalog, PVC Digital



Imperial Collection: The most Innovative & Finest 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. Botanical name of the veneer class is mentioned against each of our veneer laminate that indicates the reflection of that species in its design. A collection of veneer laminates which is a perfect alternative to natural veneer and comes at one third of the cost and it comes with matched Edge Banding.

PVC Digital: Amulya Digital PVC laminate is a new and versatile decorating panel having greater longevity and a wide variety of applications. With Digital PVC laminate you may discover new designs and applications that were never possible with traditional decor sheets.

Lamalog: Lamalog Laminate beats ageing & needs practically Zero Maintenance.



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EVENTS GALORE

PARTICIPATING IN EXHIBITION & EVENTS

Amulya Mica Participated in Acetech Delhi 2021



To keep abreast with new products in the industry and interact with all the stakeholders; Amulya Mica Participated in Acetech exhibition 2021 held at Delhi, India from 16th Dec. to 19th Dec. ACETECH is Asia's leading trade fair for architecture, building materials, art and design, the third-of-its-kind in the World.



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CARPENTER MEET

INTERACTION WITH THE CARPENTERS



Balurghat, North Bengal



Pitampura, Delhi



Gaya, Bihar



Jamshedpur, Jharkhand



Begusarai, Bihar



Ranchi, Jharkhand



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CONTRACTOR MEET

INTERACTION WITH THE CONTRACTORS



Bhubaneswar, Orrisa



Jodhpur, Rajasthan



Goniana, Punjab



Guruharshal, Punjab



Guna, Madhya Pradesh

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INTERACTION WITH THE CONTRACTORS & EXHIBITION AT GUWAHATI



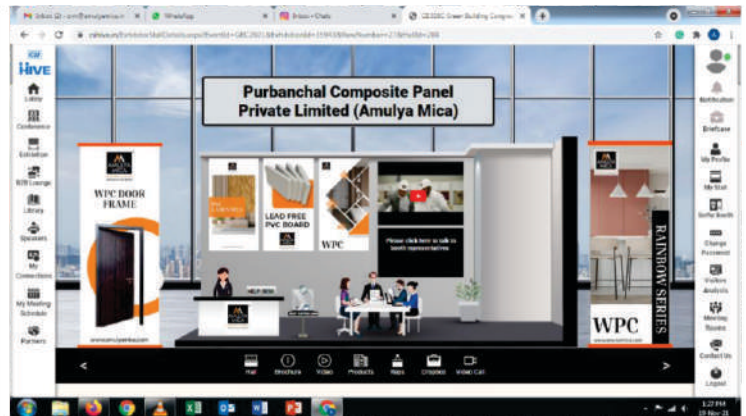
Lodhi, Punjab



Tinsukia, Assam



Exhibition of WPC held at Vivanta Guwahati



Amulya Mica participated in CII IGBC Green Building Congress online event from 18th Nov. to 20th Nov. 2021. 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.



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EVENT GALORE

DEALER MEET & NEW OFFICE INAUGURATION

Amulya Mica Organised Dealer Meet at Indore & Gurugram.



Amulya Mica organised Dealer Meet on 27th November at hotel Marriott, Indore along with New Plywood Center.



Amulya Mica organised Dealer Meet on 27th October at hotel The Westin, Gurugram along with Sunshine Plywood.



Opening Ceremony of newly designed Sales & Marketing office at Gandhidham



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EVENTS GALORE

ARCHITECT & INTERIORS DESIGNERS MEET



Bathinda, Punjab



Kolkata, West Bengal



Roorkee, Uttarakhand



Fatehabad, Haryana



Guna, Madhya Pradesh

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AMULYA CORNER

EVER INCREASING AMULYA MICA SHOPPE

Amulya Mica opens New Shoppe at
Dibrugrah, Hubli, Sambalpur and Tinsukia



NAME : THREE STAR PLY
LOCATION : DIBRUGARH, ASSAM



NAME : BHARAT LAMINATES
LOCATION : HUBLI, KARNATAKA



NAME : GOPAL SAW MILL
LOCATION : SAMBALPUR, ODISHA



NAME : SHREERAM GLASS & DECOR
LOCATION : TINSUKIA, ASSAM

THE GROUP OF COMPANIES



LAMINATES

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WPC & PVC BOARDS

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PLYWOOD

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