



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

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THE

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# AMULYA

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TIMES

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Vol. 27th Edition | April 2022



Ghar Sajaye Saath Nibhaye

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



The Launch of Covid Book Learning and Precautions authored by Mr. Rakesh Agarwal, MD Amulya Mica.





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## FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

We have closed the financial year and considering the challenges faced by the second wave of Corona, the performance was not disappointing, although it was away from the desired levels. I congratulate all the members of Amulya Group for putting in their best.

The year gone by had seen unprecedented hike in raw material prices, particularly due to two reasons; shortage of raw materials and increase in the container and shipping cost. Companies like us having a substantial share of imports had a tough time maintaining lines, since the scope of increase in sales price is always limited.

During the year gone by, Amulya Group has been able to add couple of feathers to our hat. Our Corporate Office was

revamped and refurbished with adding space to be able to accommodate senior officials and increased manpower. We added an innovative product – “Door Choukhat” (Door frame) fabricated from WPC, this product was conceived, designed, and developed inhouse, which is a matter of pride for all of us. Our efforts on adding Amulya Gallery went unabated and as of today we are present in 30 towns. One of the galleries at Ludhiana has been designed with a new theme and is getting appreciation from all corners.

Besides, our other activities towards developing and strengthening our sales efforts continued, which involved participation in national exhibition, social media campaigns and above all we launched an innovative scheme for the Retailer, “Lakshya 100 K” and we have received encouraging responses nationally.

I sincerely pay my homage to Lata Mangeshkar, “the nightingale of Bollywood” & Bappi Lahiri, affectionately known as “Bappi Da” both an irreparable loss. Bharat Ratna, Lataji was a much-loved Indian national and international figure whose songs provided the backdrop to the lives of millions for seven decades and Bappi Da was known for his disco and pop songs & he created more than 9,000 songs. Both will be missed always.

I give credit to the Indian Government for adapting non-partisan approach in the war and as per latest news India's action is being appreciated world-wide and by most nations and world leaders. World leaders are reaching out to Indian Government, and it's expected India may play a pivotal role in resolving the issues at Europe.

Leadership in India is facing challenges from multiple quarters and their role in wading through such difficult times, certainly deserves credit and appreciation to them. In spite of non-conducive international market, India's export was to the tune of \$ 400 billion. Advance tax collection increased by 41% and even Direct taxes collection during the FY 21-22 grew by 48%. These all signs are indicative of the economy's health is towards improvement.

I feel that these achievements of the Government should be a lesson for us. I'm inspired by these achievements that in spite of recessionary trends world over, India's performance is improving. I feel that desire to succeed and the focus on the objective makes a winner and that's what we as an organization should do in the next financial year.

I wish you all a great year ahead. Year after year since past couple of years we pick up a theme for the entire organization and this year our theme is “Udaan Kamyabi Ki”. Let's gear up and achieve greater heights.

Warm Regards,  
Rakesh Agarwal

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# CORPORATE SOCIAL RESPONSIBILITY

Giving Back to the Society

**Target  
100,000 Trees  
Achieved**



**THIS IS HOW WE CARE ABOUT  
SUSTAINABLE LIVING**

S. No.	Year	No. of Tree	Location
1	2015	5000	Gujarat
2	2016	5000	West Bengal
3	2017	6000	Karnataka
4	2018	6000	Karnataka
5	2019	23000	GJ & HM
6	2020-21	40281	RJ & GJ
7	2022	15000	Bassi (Raj.)
<b>Total</b>		<b>1,00,281</b>	

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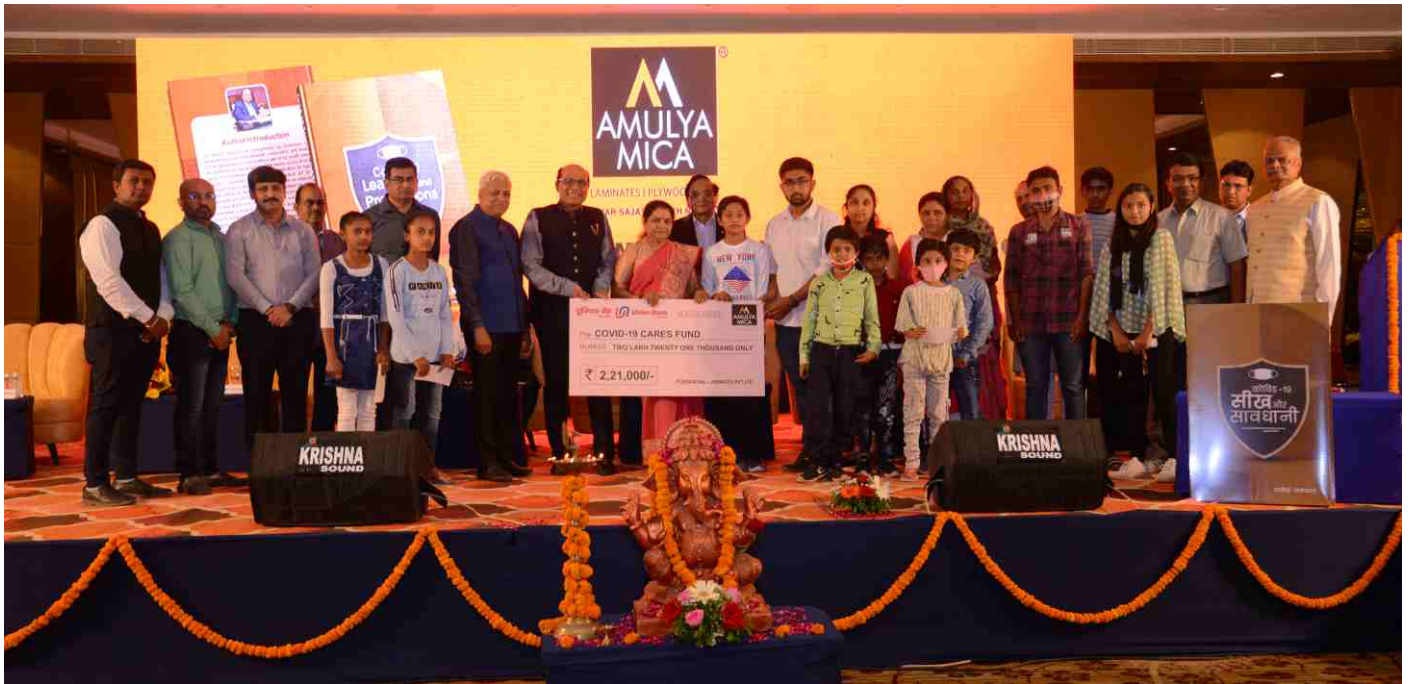
"A tree is the best friend of man on earth." When we use trees respectfully and economically, we have one of the greatest resources on earth. Trees are rightfully called the 'lungs of the earth.' Life on earth would cease to exist in the absence of trees. Trees are responsible for sustaining the environment in several ways.

With this objective in mind Amulya Mica initiated a mission to plant 100,000 Trees today we are proud to announce that with the co-operation of entire, Amulya Mica family we have achieved the target & has been able to plant 100,000 trees by Jan-2022 & the mission goes on.



## CORPORATE SOCIAL RESPONSIBILITY

Helping the COVID affected families



The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating.

Amulya Mica as a responsible citizen of this country tried their bit to help such people. During the launch of covid book. Amulya Mica identified such families whose prime earner was no longer with them due to covid. Such 28 families were given a cheque of Rs. 11000/- each to help them in their time of grief & struggle & also contributed Rs. 2, 21,000/- towards Covid-19 Care Fund.

Amulya Mica Conducted a social awareness programme on making people aware about AIDS & how to avoid it by being responsible at Amulya Plywood plant on 15th March, 2022.

The aim of the HIV/AIDS Awareness Programme is to empower and increase the awareness to participants of HIV/AIDS, its impact, management and availability of support systems. This is to encourage early testing and lifestyle changes that will thereby reduce and prevent further infection.



## ADDING DEPOTS PAN INDIA

### Jaipur Depot Opening



Amulya Mica Depot is now in Jaipur for Plywood & WPC/PVC Boards.



#### **Purbanchal Laminates Private Limited**

Plot No. B-233-A, Road No. 9, Vishwakarma Industrial Area, Jaipur - 302 013

The warehouse has been formally opened for the customers after a ritual of performing Pooja on the auspicious occasion of Vasant Panchami. Mr. Rahul Oza, Regional Manager, Mr. Amar Kataria, Branch Manager, Jaipur, Mr. Manoj Nagarka Dy. BSM, Udaipur and entire Rajasthan team members were present. The warehouse will have ready stock of Plywood & WPC/PVC Boards & Door frame will be readily available to serve the

market in better way now after the opening of Depot at Jaipur. It will ensure prompt supply of material in Rajasthan and expanding businesses there.

Mr. Rakesh Agarwal, Managing Director, Amulya Mica told about the company's plan to open such offices in other cities of India also in the coming days. Amulya's aim is to develop and retain trustworthy relations with its associates, architects, interior designers and every end-users, who have trust and believe in AMULYA products and assures to provide quality products and services always to its users.



## COVID – 19 LEARNING & PRECAUTION



The Launch of Covid Book Learning and Precautions authored by Mr. Rakesh Agarwal, MD Amulya Mica.



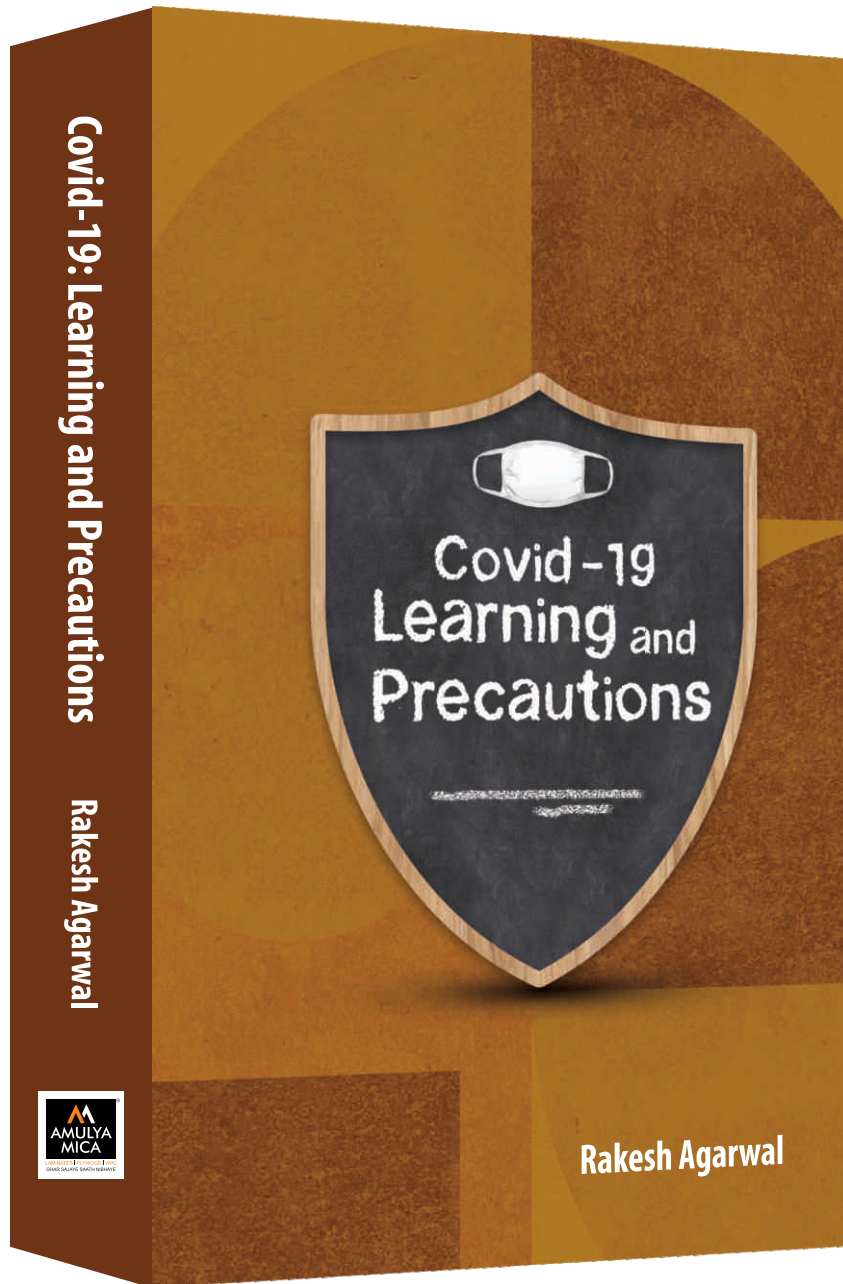
The book was launched by Shrimati Nimaben Acharya the First Lady Speaker of Gujarat Legislative Assembly.

In the presence of other dignitaries & their names included Shri Ramjibhai Dheda, Agrani Pramukh, BJP Dr. Prem Kumar Kannad, Chief District Health Officer Shri Vipul Dodiya, District Child Protection Officer Shri Arvind Rohdiya, Social Protection Officer Brigadier Shyam Sunder Ji Shri Vachonidhi Acharya Ji, Director DAV School.



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**NEW LAUNCHES**



This book talks about impact of COVID on economy and people and how to handle this challenge. It also talks about role of discipline, home remedies, fatigue management, health management and recommended exercises to overcome this pandemic. To download refer to the link below. To Get a paper back edition please mail at us [crm@amulyamica.com](mailto:crm@amulyamica.com)

<https://www.amulyamica.com/CatalogueCollection>



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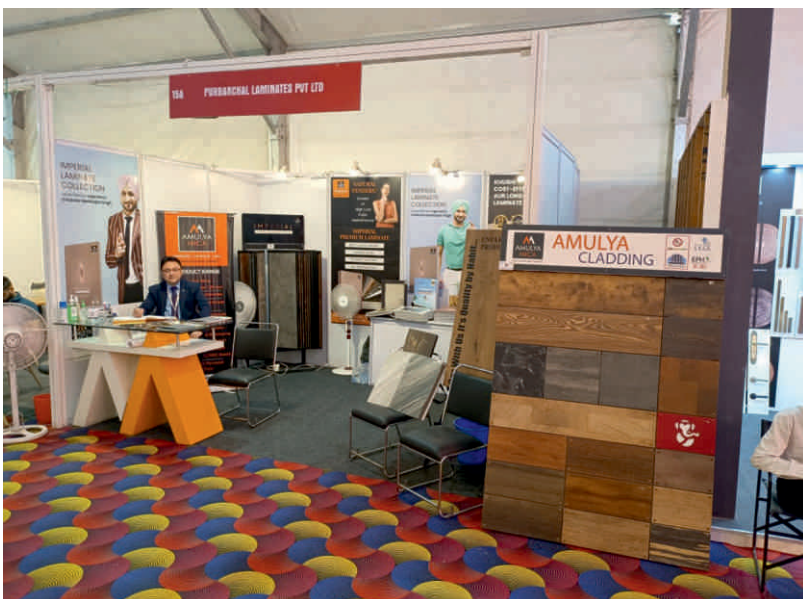
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## PARTICIPATING IN EXHIBITION & EVENTS

Amulya Mica Participated in Archex Chandigarh - 2022



To keep abreast with new products in the industry and interact with all the stakeholders; Amulya Mica Participated in Archex 2022 held at Chandigarh, India from 11th March to 14th March. Apart from leading brands participating in the exhibition Amulya Mica got a very good response from the Architects fraternity.



## INTERACTION WITH THE CARPENTERS



Barmer, Rajasthan



Bikaner, Rajasthan



Gandhidham, Gujarat



Nagaur, Rajasthan



Tirupati, Andhra Pradesh



Udaipur, Rajasthan



## CONDUCTING CONTRACTOR WORKSHOPS



Bhiwani, Haryana



Kurukshetra, Haryana



Patna, Bihar



Ranchi, Jharkhand



Sirsa, Haryana



Udaipur, Rajasthan



## South Gujarat Architects & Interior Designers Visit Amulya Mica Plant



Over 20 architects and interior designers of South Gujarat visited Amulya Mica's Plywood, Laminates & WPC Plant with company's Regional Manager of Gujarat Mr. Rahul Oza and SR. ASM Mr. Hemant Jayswal on 19th February, 2022. All were greeted by Amulya Mica's Vice President Mr. Tarun Agarwal, Amul Boards Vice-President Mr. Narendra Sharma and Amulya WPC Works Manager Mr. Sushil Sharma & Director Marketing Ms. Shailja Agarwal.

Entire process of production was shown to them in each of the factories Laminates, Plywood & WPC. The power point presentation had also presented showing all product ranges of Amulya Mica laminates, Plywood & WPC and its unique features which distinguishes with others in the market. Company's plantation theme also elaborated as they plant 1 tree against 36 pcs of Plywood they manufacture. Till date the company has planted 1,00,000 trees in the different places of India. All architects and interior designers appreciated the design collection of Amulya Mica. Further we introduced our Imperial Laminate Collection being the prominent one & feedback was solicited from the Architects.



## MINI CARPENTER MEET



Amulya Mica Group organized Mini Carpenter Meet (MCM) from 12 Feb 2022 to 16 March 2022 in Modasa, Surat, Pali, Barmer, Bikaner, Nagaur, Jodhpur, Udaipur, Banswara, Bhiwani, Udhampur, Sirsa, Chittorgarh, Durgarpur, Sagwara, Jhalawar, Sangrur. Almost over 911 carpenters attended the MCM. The objective of the carpenter meet is to create brand awareness among the carpenters. The Major focus of the meet was to introduce Amulya Bandhan App to the carpenters & showcasing it's benefits. Amulya Bandhan App is designed to reward the carpenters whenever they use our products.

## EVER INCREASING AMULYA MICA SHOPPE

Amulya Mica opens 2 New Shoppe at Brahmapur & Saharanpur



Name: - KGH PLY N DECOR  
Location: - Brahmapur, Odisha



Name: - Himalaya Plywood  
Location: - Saharanpur, Uttar Pradesh





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**AMULYA CORNER**

## AMULYA MICA LOUNGE

Name: -Salig Ram Om Prakash  
Location: - Ludhiana, Punjab



Amulya Mica has come up with state of the art premium gallery to give customers a next level Shopping Experience.



Scan to Watch  
Amulya Mica Lounge

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# THE GROUP OF COMPANIES



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