



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE AMULYA TIMES

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Let's plan a great financial year ahead together

Ghar Sajaye Saath Nibhaye

www.amulyamica.com



Amulya Mica Launched the new Imperial Laminate Collection.
This new collection is the most innovative & finest 1.25 MM range of Amulya Mica.
We are ready to add charm to your abode!



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FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

Wishing you all a wonderful, prosperous and a great Financial Year ahead.

Experts are projecting a boost in the Indian economy. The data I see are varying and since I'm not an economist, I shall not risk commenting on any figure, but I have been witnessing a boom in India, in areas of infrastructure, construction, automobile, consumer product etc. Couple of my farmer friends are talking positive about their productivity and returns. These ground activities are heartening and encouraging to all Indians. We are witnessing a turnaround of the country.

Since our product are closely related to construction industry, boom in that sector, it is good news for manufacturers like us who are next in line post the consumer purchases a residence or office or commercial space.

Financial year 2023-24 is bringing Amulyamica Group of Companies have been able to grow at 15% which is double of the last year whereas industry grew at 6% bringing us closer to our target of the 500 Cr mark. The preparation for the set benchmark had begun three years back and this year we shall be summing up each of the initiative undertaken. Infrastructural we are ready and during the FY 2023-24 we intend to strengthen our resources in every aspect and our focus shall be towards their development. We intend to have extensive training at all levels and prepare both our teams as well as business associates, responsible for promoting Amulyamica range of products, for the 500 Cr. mark.

During the last quarter, I'm glad that the sales team was aggressive in organizing meets for the influencers as well as channel partners and the outcome of the contact programmes were quite encouraging. I would urge all my colleagues in sales to continue the same efforts in each of the coming month. As part of the Annual Operating Plan (AOP) each member of the field force at every level should take up targets for the contact programmes and besides the sales and revenue performance evaluation, these targets shall also be part of the performance review. A special initiative is being proposed to train and develop team members of the business associates whose contribution in developing our business is immense.

A resource development programme, "Gurukul" which was initiated five years back was put in back burner during Covid shall be revived with plans to have a minimum of 20 hours training for each employee across the function and a minimum of 12 hours training for channel partner and their teams during the current financial year. Our plan is to "invest" in the people in this F.Y., and during last quarter of the previous F.Y., the beginning has been done, by way of the programme, "Sambandh" was launched, in which tie-up with business associates has been started.

Besides incentive for the channel partners, we plan to introduce contest giving them recognition as well as rewards, which was our practice pre-covid is being intensified during the current F.Y.

New product introduction as well as new catalogue which is trademark of Amulyamica Group of companies shall continue and you will be receiving support in business from increased promotional activity planned across various platforms, which are popular across different consumer.

Shop-in-shop, an initiative which started three years back shall be promoted aggressively during the current F.Y., and we target to have at least one store in five towns across the country, which shall showcase the complete range of Amulyamica Group of Companies. These S-I-S shall serve as hub for the influencer as well as users.

I wish you all once again a great 2023-24!!!

With warm regards,

Rakesh Agarwal

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AWARDS & CSR

Awards & Tree Plantation



Amulya Mica has been felicitated as **“India's Most Trusted Brand – 2023** by Team Marksmen network, Mumbai. Mr. Suresh Saini DY. RSM, Mumbai Amulya Mica received the trophy and certificate from Mr. Sharad Gupta, CEO of Team marksmen Network, and Ms. Neha Sharma Bollywood actress on 24th March/2023 at Sahara Star Hotel, Mumbai in midst of many other big brands of India like Reliance Township, Kaya, Muthoot Finance, Tata Motors, Google, Kotak Mahindra bank, Hitachi, etc.

India's Most Trusted Brand - 2023 criteria are based on research conducted by team marksmen network research team upon parameters such as advocacy, brand Loyalty, Brand identity, Consumer perception & reciprocity.

Amulya Mica won Assocham's 9th MSME Excellence Award in the category of **Most Socially Responsible Company of the year.**

Amulya Mica received the award on 21-03-23 from Mr. B.B. Swain, Secretary Minister of MSME, Govt. of India at Shangri La, New Delhi in midst of Hon'ble MSME Minister, Govt. of India Mr. Narayan Tatu Rane, Hon'ble State MSME Minister, Govt. of India Mr. Bhanu Pratap Singh Verma, and other big corporates both public & private, etc.



During the launch of the Imperial Laminate Collection; the invited Dealers also participated enthusiastically in tree Plantation.

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Imperial Laminate Collection Launched



Amulya Mica organized the launch of its Imperial catalogue along with new dealers at Holiday Village Resort, Gandhidham on the 18th of February 2023. The meet was inaugurated by MD Shri Rakesh Agarwal along with Ms. Shailja Agarwal, Director Marketing, Director Mr. Abhishek Agarwal, VP Mr. Tarun Agarwal & VP Rajagopal Pillai by lighting the lamp & Ganesh Vandana followed by a patriotic dance performance by the dance troop in the opening session, MD Shri Rakesh Agarwal spoke about the journey of Amulya Mica and welcomed all the Channel Partners who were present there along with their spouses and spoke of Rann of Kutch as Amulya Mica had planned a trip the next day to Rann of Kutch for all the channel partners along with their families.

The Imperial Catalogue was launched by Ms. Shailja Agarwal, Mr. Abhishek Agarwal, Mr. Subir Palit, Mr. Mukesh Agarwal, Mr. Rajagopal Pillai & Mr. Surender Tharad. Ms. Shailja later took to the stage to tell more about the Imperial Catalogue. She further explained in detail about the key features of the catalogue and the new addition of designs in this catalogue and why they were so special designs.

Mr. Rajagopal Pillai announced the beginning of the cultural event which comprises performances from the different states of India with a live band followed by a galla dinner.

Visit to Rann of Kutch



The Visit at Rann of Kutch & Few of the feedbacks from our channel partners: Deepak Talreja, Aditya Plywood, Nagpur: The journey from Ahmedabad to Gandhidham and back from Gandhidham to Ahmedabad was a bit tiring. But it was worth it as the overall experience was amazing and the white Rann of Kutch experience was great.

Saligram Omprakash, Amit Panesar, Ludhiana: Great Experience, Excellent Service, Everything was good. Yashti Decor, Jitendra Diyora, Surat: Thank you so much for the mesmerizing experience at Rann of Kutch and we hope to have more such trips together with the flourishing business! Thank you for everything





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EVENTS GALORE

Zee Business Telecast & Architects Meet



Scan to View the video
Amulya Mica Featuring on Zee Business

We are thrilled to announce that Amulya Mica has been featured in ZEE BUSINESS

This is a proud moment for us and we are grateful for the recognition. Our commitment to quality and innovation has led us to this milestone, and we are excited to continue pushing boundaries in the industry.

Thank you to our amazing team and valued customers for supporting us on this journey.

Engaging with Architects

Amulya Mica organized an Architects meet in Berhampur & Bhubaneswar to interact with the Architects.



Berhampur, Orissa



Bhubaneswar, Odisha

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NEW LAUNCHES

New Catalogue Unveiled

Imperial Premium Laminate Collection



Imperial Laminate Collection: - Amulya Mica brings innovation to the table yet again by incorporating a 360° view feature in every catalogue to deliver a real-time immersive design experience for its customers.

The concept has matured over the years and has become one of the most preferred choices of decoration for the influencers of the industry. It is the ideal choice for surfaces like living room cabinets, kitchen cabinets, bedroom floors, tabletops, etc. They help to add personality and colour to your interiors.

New Arrivals in Synchronized



NEW ARRIVALS IN 7 WONDERS



Scan to Download the
Imperial Premium
Laminate Catalogue



Scan to
view 360°
Design No.
4129 RE37 BLACK MARMO



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NEW LAUNCHES

New Catalogue Unveiled

Scratch-Ex : Scratch Resistance Laminate



Scratch-Ex: - Amulya Scratch-EX range of Super Gloss and Ultra Matt Laminates offers a high level of resistance to scuff, MAR, and abrasions while maintaining 4 times longer shine and smoothness than any other usual laminate. There is a range of attractive colours to choose from. Amulya Scratch-EX can be customized in wooden & marble designs as well.

"Just use it and be free from worries!"



Scan to Download the
Amulya Scratch Ex
Catalogue

COMPOSITION

MAR GRADE OVERLAY
High grade anti-abrasion layer that uses special technology to protect the laminate from Scuff and MAR.

KRAFT PAPER
Kraft paper impregnated with phenol formaldehyde resin which is naturally antibacterial, and specially modified to improve performance against a variety of microbes.

DECOR PAPER
Special high gloss decorative paper is impregnated in MF resin that has been processed to ensure high gloss finish for the laminate.

SALIENT FEATURES: -

- Impact Resistant
- Heat Resistant
- Exceptional MAR Resistance
- High Abrasion Resistance
- Scratch Resistant
- Super Smooth Matt
- Stain Resistant
- Wide Range
- Color Fast
- Anti-Bacterial
- Superior Gloss Level



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CONTRACTOR MEET

Amulya Mica Contractor Meets



Jodhpur, Rajasthan



Pali, Rajasthan



Panipat, Haryana



Ranchi, Jharkhand



Ranchi, Jharkhand

Ever Increasing Amulya Mica Lounge & Shoppe

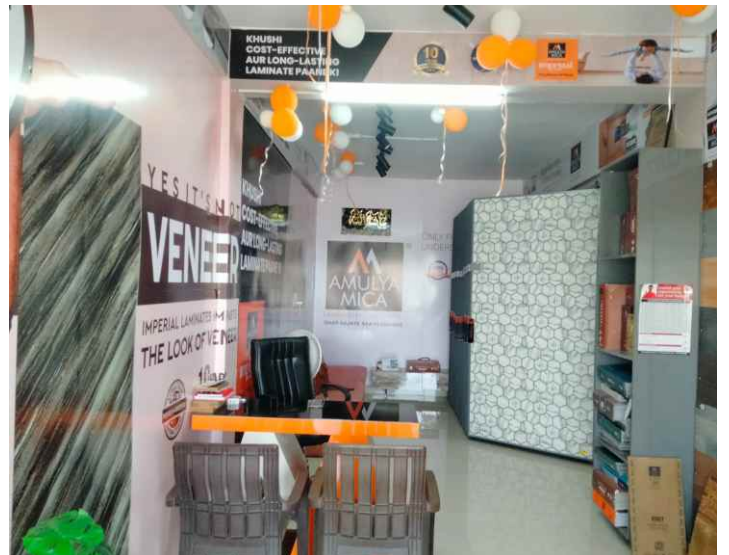
Amulya Mica opens 1 Lounge & 2 Shoppe



Name: - Balaji Steel & Plywood
Location: - Guwahati, Assam



Name: - SNB Home Solution
Location: - Bengaluru, Karnataka



Name: - S S Sons Marketing
Location: - Himatnagar, Gujarat

THE GROUP OF COMPANIES



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