

THE ACTION TESA A TIMES

HOW DID BRAND ACTION TESA EMERGE AS A TRENDSETTER IN THE PANEL WOOD INDUSTRY?

Brand Action TESA has emerged as a trendsetter in the panel wood industry due to several key factors:

Innovation: The company's commitment to innovation sets it apart. By continuously identifying consumer needs and investing in the creation of new and improved products, Action TESA stands out from its competitors. Products like HDHMR, BOILO, and ABRAZE were developed with consumer needs in mind, creating a niche in the market. The introduction of new products like the Action TESA Ornamatte series further demonstrates the company's innovative approach.

Quality: Action TESA's focus on quality is a crucial aspect of its success. By producing all products in one location, using high-quality fiber materials, and maintaining in-house production processes, the company ensures consistent and reliable product quality. This reliability builds trust and loyalty among customers.

Efficient Delivery: Timely delivery of products is vital for customer satisfaction. Action TESA utilizes the latest technology to improve its delivery processes, making the entire experience transparent and efficient. This commitment to deliver excellence enhances the brand's reputation and competitiveness.

Customer-Centric Approach: The company's customer-centric approach is exemplified by initiatives like TESA CONNECT. This platform provides partners with various features, including product authenticity verification, design options, business opportunities, event information, and games. These offerings demonstrate Action TESA's

commitment to fostering positive relationships with its customers and partners.

Technology Adoption: The implementation of SAP (Systems, Applications, and Products) is a pivotal step for Action TESA. This comprehensive system integrates various functions such as manufacturing, sales, supply chain management, and financial accounting. This integration enhances the company's ability to provide seamless and transparent services, further contributing to its customer-centric approach.

Positive Relationship Building: Treating customers with respect, compassion, and patience are core objectives for Action TESA. By consistently developing new products, utilizing advanced manufacturing technology, and implementing efficient enterprise resource planning tools, the company enhances its relationship with customers, fostering loyalty and trust.

Transformation and Future Focus: Action TESA's rapid transformation, including the implementation of SAP, positions the company as a more consumer-centric brand. The integration of essential functions allow for seamless services and a strong emphasis on delivering exceptional service in the future.

Overall, the combination of innovation, quality, efficient delivery, Customer-centric initiatives, and technological advancements have propelled Brand Action TESA to become a trendsetter in the panel wood industry. The company's commitment to meeting consumer needs, building strong relationships, and staying ahead of the industry trends have solidified its position as a leader in the market.





**REMAIN
CONNECTED
TO BEST OF
THE OFFERINGS**

It is another step towards company's customer centric approach. **TESA CONNECT** is designed to reach all its partners with something great to offer. It has loads of features i.e. TESA Product Authenticity, Range of designs, More business opportunities, Latest offerings, Event Info and Games.



With the adoption of SAP, TESA is poised to become a more consumer-centric brand in the future.

Fostering a positive relationship with customers is a crucial objective for any business. When customers perceive that they are treated with respect, compassion, and patience, they are more inclined to remain loyal to the organization. Action TESA consistently takes the lead, whether it's in developing new products or leveraging a robust manufacturing-centric approach. TESA technology, or selecting the most effective enterprise resource planning tool.

OrnaMatte

GOLD WITHOUT GLITTER!



Anti Finger-Print



3H Scratch Resistant



Unlimited design combination



Action TESA proudly presents the OrnaMatte Super Matte Pre-Laminated Board, is a supreme solution catering to both furniture and interior requisites. The company's unwavering dedication to research and development is evident through its substantial investments in sourcing cutting-edge technology from global leaders. Boasting a team of industry specialists hailing from Germany and China, we remain resolute in our mission to instill and apply the most current technological expertise for optimal outcomes.

The introduction of the OrnaMatte Super Matte solution stands as a significant landmark in Action TESA'S journey.

The world is aware, colors have a profound impact on human behavior, and OrnaMatte seeks to harness this by providing a range of colors.

WE HAVE ADDED
A NEW CONTIROLL PRODUCTION LINE
TO PUT A

BIGGER SMILE
ON EVERY FACE



Action TESA added one more GEM to its production capacity in a groundbreaking stride. A new Controll Production Line will help us to cater to an ever-increasing demand for great product offerings like Action TESA HDHMR, Action TESA BOILO and other star products. Action TESA extends its heartfelt appreciation to all its esteemed Partners for their unwavering support and help in creating a niche for our products and services. Let us move forward together. **Let us serve the consumers in a better way. Let us shine.**

Action TESA World

We participated in the **Matecia (Building Material Exhibition), Sept' 2023**. The response was overwhelming and we were able to meet partners from all over India. They liked our stall and were largely impressed by the offerings specially our new product Ornamatte. Among all visitors, students from various architecture and interior design institute & made it more viable.





Aayushman Bhavah!

The long-life board

FR (Fire Retardant) Boiling Water Proof Board

-  FUNGAL RESISTANCE
-  HIGHER DENSITY
-  TOUGHER THAN PLYWOOD
-  FIRE RETARDANT
-  TERMITE PROOF
-  SCRAPER PROOF






STEPS TO CREATE A HEALTHY & CIVILIZED SOCIETY

A Blood Donation Camp was organized at the company. A total of 202 individuals generously donated blood, demonstrating their commitment to society.

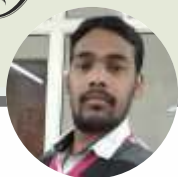
Adopted 5 Schools with a minimum of 1500 students: • Govt Kasturba Gandhi Hostel, Sitarganj • Govt Upper Primary School, Sitarganj • Govt Upper Primary School, Gorikhera • Govt Primary School, Majra Thaggu • Govt Primary School, Sidhrarbayan.



Congratulations!



Hamid Ansari
Gurugram



Harsh Prashad
Kundli



Vineet
Delhi

HDHMR CONTEST WINNERS!

We're delighted to unveil the winners of the **HDHMR Contest**. **Congratulations** to **Mr. Hamid** for securing the **1st position**, **Mr. Harsh** for claiming the **2nd spot**, and **Mr. Vineet** for a commendable **3rd place**. Your remarkable creativity shines through. We're sending your well-deserved awards (silver coins) to the provided address. Keep engaging and participating!



Do surprise us with simplicity, wittiness, or maybe the **most accurate answer & win exciting prizes.**

WHY TESA FLOORING IS DIFERENT FROM TRADITIONAL FLOOR ?

send answers at **digimktg@actiontesa.com** OR simply write on the form, click a pic and share at: **9311401995**

Important: 1. The decision of **The Steering Committee** will be final and binding to all. 2. Members of Steering Committee can participate but not entitled to any gift. 3. At least, one entry from each branch is a must and you may go for n number of answers. 4. Will declare winner in every consecutive 'Action TESA Times' edition with a photograph

TOLL FREE NO: 1800 309 07 07



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