

# THE ACTION TESA TIMES

## ACTION TESA IS EMPOWERING CONSUMERS WITH QUALITY CHOICES & TRUSTED OFFERINGS

Our customers have gained significant exposure to Action TESA's communication efforts, enabling them to better understand our offerings. This achievement is a result of our commitment to delivering high-quality products with unparalleled consistency, tailored to meet their specific needs. To gain deeper insights, we conducted a localized survey to understand commonalities among consumers choosing Action TESA products. Our findings revealed that consumers are willing to invest even more if products meet their expectations. Here, we present a snapshot of some of our satisfied end-users, a trusted distributor who firmly believes in our company's innovations, and a prominent furniture manufacturer (OEM).

**Ms. Rajni Sharma**, a homemaker and a busy mother, has a great taste for life. Her family built their first home last year, meticulously selecting every element to enhance its appearance. From design elements to material and color choices, their selections were just great. Ms. Rajni has a compelling story to share with us.

*"We were seeking a solution that would protect our wardrobes from borers and termites, maintain aesthetic appeal, and remain cost-effective. After careful consideration, we made an intelligent choice: Boilo for the backside of wardrobes to combat borers, and Action TESA HDHMR for the front side, allowing for desired CNC designs,"*



**Ms. Rajni Sharma**  
Homemaker

**Mr. Hariom Mittal**, a businessman, is a self-made individual who values hard work and prioritizes serving customers with a smile. Recently, the Mittal family relocated to their new home and chose BOILO for their furniture needs over other available options.

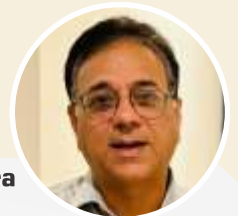
*"After carefully reviewing all available choices and consulting our architect and close friends, we ultimately selected BOILO. If you're looking to combat borer and termite issues, BOILO proves to be an excellent choice."*



**Mr. Hariom Mittal**,  
Businessman

**Aroras**, as they proudly call themselves, renovated their home completely for their son's marriage. They are relying on a carpenter from the era of solid wood for all kinds of woodworking. During discussions about the entire project and tight timelines, the carpenter suggested Action TESA HDHMR as an ideal choice and asked them to trust it fully.

*"We were in a hurry and wanted to upgrade our home quickly. Choosing Action TESA HDHMR Pre-Laminated boards was a great decision. We were able to complete everything on time and with a better finish."*



**Mr. Sanjay Arora**  
Consultant



**Mr. Shiv Kumar**, proprietor of Shakthi Products, commenced his business crafting TV cabinets during the illustrious days of RAMAYANA in 1987. In 2010, he was introduced to Action TESA, and since then, Shakthi Products has exclusively associated with TESA. Even his retail partners display only Action TESA shade cards for selling Shakthi Products.

*"I've had the privilege of meeting Mr. Ajay Aggarwal, MD of Action TESA, on only 4-5 occasions. When I visited Delhi to meet him, he graciously devoted ample time to discuss various topics. Sometimes, he even calls me to inquire if I have any complaints, which is truly remarkable. I'm always aware that I hold a special place in his heart."*



Scan the QR code to watch  
Mr. Shiv Kumar, proprietor of Shakthi Products  
point of view on Team Action TESA

**Dhanuka Enterprises Pvt. Ltd.** commenced its operations in 2003 when they relocated from Bihar to Bengaluru. This was during the nascent phase of the IT industry's expansion in the city, followed by a booming real estate business. Their focus was on the furniture segment, especially modular furniture where MDF served as a key ingredient. Consequently, Dhanuka Enterprises swiftly established itself as a highly trusted brand in Bengaluru's select market segment. Subsequently, they chose to partner with Action TESA to strengthen their position, and to date, they continue to advance alongside Action TESA.



Scan the QR code to watch  
Mr. Amit, Dhanuka Enterprises Pvt. Ltd.,  
on his Winning Journey from the scratch





## COVER THE SKY

### A unique Plantation Drive by Action TESA

Action TESA has already distributed over 55 lakh tree saplings in support of its vision. The company runs a comprehensive program that enables farmers to participate without hesitation, as the program also offers a buy-back guarantee.

**Yes! It is Possible**

## Action TESA Winning Hearts at India Wood Exhibition 2024

We at Action TESA are delighted to share our achievements at the India Wood Exhibition 2024. The event was held at the Bengaluru International Exhibition Center (BIEC). Over 2,000 enthusiastic attendees including architects, vendors, students, business owners, distributors, OEMs, and interior designers along with common people visited our stall recognizing our dedication to innovation and excellence. We are overwhelmed by the response we received on the floor throughout the event. Many orders got filled and valuable relationships were built.

A major highlight was the launching of Moist Master and the complete range of Ornamatte. These products are the result of extensive research and years of efforts to excel in quality and variety for our customers.

Our MD Mr. Ajay Aggarwal also graced the event and met Action TESA Partners and discussed various aspects of the business and spread more smiles.

During the event, three of our displayed products truly caught everyone's attention Boilo, HDHMR, and Ornamatte. Almost everyone who visited the stall praised their premium textures, longevity, and sturdiness.

We're deeply grateful to all who stopped by, showing interest in our products and business offerings. The positivity of those who visited will continue to motivate us to keep innovating, to persist delivering only the finest TESA products.

At the India Wood Exhibition 2024, we celebrated our progress with satisfaction and gratitude.



Scan the QR code  
To see the glimpse of the India Wood.





# REVAMP YOUR SPACES IN JUST 4 HOURS WITH ACTION TESA FLOORING

Action TESA has been a pioneer in introducing its HDF laminated wooden flooring range nearly 14 years ago, having laid over 100 million sq.ft. of flooring across India since then. Nowadays, it's become a norm for most homes to install Wooden Flooring, especially in bedrooms, due to its human-friendly nature. Action TESA flooring offers High Impact, Termite, and Fungus resistance, allowing for quick transformations of spaces in under 4 hours. Moreover, all Action TESA products are equipped with Antiviro Technology, ensuring the elimination of 99.99% of viruses, bacteria, and microbes, thereby promoting a healthier indoor environment.

## Get Elegant Floors in a Day with Ease and Style!

Action TESA Wooden flooring is widely preferred for its easy installation, simple cleaning and maintenance, resistance to stains, and incredibly durable surface. Featuring a uniquely designed Isometric Locking System, it offers a seamless CLICK mechanism for achieving a perfect fit effortlessly. The standard 10'x10' space flooring can be installed in just 4 hours, making it the perfect solution for customers who want to transform their spaces quickly and without any hassle.

## Five reasons to opt only the Action TESA Wooden Flooring

**A wear-resistant surface layer:** This layer comprises an aluminum oxide-coated tissue, providing laminate flooring with resistance to impact, scratches, burns, and stains. This layer is crucial for determining the lifespan of laminate flooring.

**A printed decorative paper layer:** This layer gives the flooring its decorative wood grain or patterned appearance.

**The Core:** Made up of HDF (High-Density Fiberboard) available in 8mm and 12mm thicknesses.

**Balancing paper:** This layer adds balance to the construction, preventing warping.

All 4 profiles of Action TESA Flooring are fortified with a **molten wax sealant**, safeguarding against moisture seepage.



## HIGH MOISTURE RESISTANCE PARTICLE BOARD



Presenting "**MOIST MASTER**" another master stroke from Action TESA, a revolutionary solution that goes beyond the ordinary particle boards. Designed for those who demand more from their materials, it offers enhanced strength, improved screw grip, increased resistance to termites and borers, and superior moisture resistance. Elevate your creations with the power of Moist Master.

- HIGH DENSITY > 700 • BORER RESISTANCE & TERMITE RESISTANCE
- GOOD SCREW HOLDING CAPACITY • ENVIRONMENT FRIENDLY
- LOW FORMALDEHYDE EMISSION

# At Action TESA SAFETY is not an option but a COMMITMENT



The idea of following safety standards and processes is not just about filling a few sheets and completing some rule books, it is far beyond this, the idea is to safeguard life and property and ensure the workplace provides complete safety to the employees.

During Safety Week, Action TESA organized a meticulously planned event featuring various activities. This included all departments taking a safety pledge collectively, conducting safety training drills at the shop floor level, organizing a quiz competition, and holding competitions for poster designing and slogan writing. Additionally, the management shared important safety messages with the entire team.

*Congratulations!*

**BOILO CUBICLE CONTEST WINNERS!**



Anand  
Delhi



Ramlutawan  
Gurugram



Rupendra  
Gurugram

We're delighted to unveil the winners of the **Boilo Cubicle Quiz**. **Congratulations** to **Mr. Anand** for securing the **1st position**, **Mr. Ramlutawan** for claiming the **2nd spot**, and **Mr. Rupendra** for a commendable **3rd place**.



## WHY MOIST MASTER IS A BETTER CHOICE?

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

send answers at [digimktg@actiontesa.com](mailto: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



## HEALTH IS WEALTH

The world's greatest wealth is health, and it must be earned by following the right exercise schedule, eating proper food, and maintaining happiness. Action TESA motivated its team to participate in and run a marathon alongside fitness icons Milind Soman and Mandira Bedi. A 50-member TESA squad participated in the IIFL JITO Ahimsa Run 2.0, and Mr. Amit Singhal received a trophy on behalf of Team Action TESA.



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