

THE ACTION TESA A TIMES

DELHI WOOD: Launch of ORNAMATTE, A Super Matte Series

Action TESA TEAM has the relentless zeal to develop more and more consumer-friendly products to meet their ever-changing demands. Today, HDHMR emerged as the category leader and became the first choice of professionals i.e. Architects, Interior Decorators and Carpenters and Consumers both. It is not a unique incident, our Thin MDF board & Boilo, BWF & FR are already performing great and trends read that Boilo will also become a synonym of success Very Fast.

ORNAMATTE - Gold without Glitter, is a new series of Super Matte shades. Ornamatte is a touch of Silk. It is an expression of dignity and surely a status symbol. It is actually a beautiful world of Gentle Calmness. Above all, Ornamatte is different. It has fingerprint resistance, it offers an unlimited combination of designs and it is 3H Scratch resistant too.



“We achieved our goals with the utmost commitment and we are leading because our team-work is great”

Ajay Aggarwal - MD - Action TESA

Reaching a pre-decided goal on time is nothing but a great achievement because it is possible only when each one performs as per taken role and that, too, with complete conviction. It is needless to mention that we, the Action TESA TEAM, are one such great team. Be it our Partners who represent us in the marketplace in the best possible manner or the Plant & Coordination Team who provide goods on time and most transparent way. Be it our Marketing team which is always ready to collaborate with the Partners 24x7 or the HR team which facilitates their movement absolutely stress-free.

And while our IT team is working hard to give us a technological edge, the NPD team is busy developing new products to make consumers' lives better. I sincerely want to thank each one of us from the bottom of my heart and I am sure we are going to touch the sky, together.

SAP & Best-of-the-breed Technology will lead the Action TESA'S Tomorrow

Action TESA is moving on SAP for better resource planning and very soon we are coming up with the Best-of-the-Breed People Connect program. It is part of the complete digitalization process to serve consumers best. The Action TESA Connect is designed to reach partners most effectively to share product related information, new launches, related skill development and social connectivity in general.



TESA is chosen as the Great Place to Work again

There is a saying “Happy Employees Ensures Happy Customers” and only a third party on select parameters can measure it scientifically. We are happy to announce that Action TESA is chosen as the Great Place to Work once again.

1800 CRORE IS THE MOST IMPORTANT FEET

24% IT REPORTS HEALTHY GROWTH

6500+ CONTRACTOR'S MEET YES, WE ARE WELL CONNECTED

950+ REACH US. STUDIOS AND WALL DISPLAYS



Customer Care Number
1800 3090 707



A Havan was organized at the Action TESA HO to celebrate Go-Live SAP. It is a big transformation to enhance the productivity, efficient functioning and ease of doing business.

**Go-Live
SAP**
April 6, 2023



Event: Delhi Wood
Action TESA
mini
world

Sh. Mahvir Prasad Garg, Samridhi Decor, on the extreme left, Sh. Satish Wadhwa, MP Plywood, in the middle & Sh. Rakesh Agarwal, Kanwar Prakash Rakesh Kumar, in the extreme right corner, lighted the lamp & inaugurated the Action TESA Stall in the Delhi Wood, 2023.



As usual, Action TESA Partners visited us & interacted with respective teams & Management.



Wooden flooring is in fashion for quite some time now. Our flooring corner was actually the lime-light of the entire Action TESA offering.



ALWAYS INSIST ON GENUINE FLOORING ACCESSORIES MADE FROM HDHMR

Wooden flooring is in fashion for quite some time now and it will stay here for a long. It not only give you a great alternative to stones, marble ceramic tiles, it adds an altogether, beautiful focal point in the home but please remember that the selection of the right wooden flooring is a must.

Choosing Matching Accessories made of the best quality material is actually a win-win combination. It not only enhances the look of rooms and offices, it also safeguards the flooring from moisture.

ADVANTAGES • Core Material HDHMR Board • Hot Pressed Product • Thermo Setting Adhesive • High Abrasion Resistance • Water Resistance • Borer Resistance • Termite Resistance • 8 feet Length • Highly Durable • Advance Technology – Heavy Duty Six Head Planer • Uniform Thickness and Profiling

ACTION TESA FLOORING
Accessories
• SKIRTING • PROFILE • BEADING



NEW
ARRIVAL

OrnaMatte

GOLD WITHOUT GLITTER!

ORNAMATTE. A series of Matte finishes that will provide a new dimension to interior design is Action TESA's latest offering. ORNAMATTE comes equipped with a unique Surface Coating Deactivation technology and it allows any design to be converted into a Super Matte Finish.

The world is aware, colors have a profound impact on human behavior, and ORNAMATTE seeks to harness this by providing a range of colors that can stimulate people's appetite, encourage trust, enhance feelings of calmness, and change behavior in countless other ways. Matte finishes are currently trending everywhere, be it interior design charts for walls, furniture, or flooring, and ORNAMATTE seeks to completely transform the look of any space. "ORNAMATTE is not just about good looks, it's a touch of silk and an expression of dignity and status. It's a beautiful world of gentle calmness."

The Three great attributes of ORNAMATE:

Anti-Finger-Print: Close your eyes and feel the ORNAMATTE board a little more gently and then look over the entire range of colors. You will realize while your hands are experiencing a Smooth Satin Finish, its colors are an actual treat to the eyes. What else, it is not going to carry any fingerprints.

The unique Surface Coating Deactivation technology enables us to produce unlimited designs in the different finishes. Now, it is time to give wings to your imagination and go beyond.

3H Scratch Resistant ORNAMATTE has almost zero gloss level. Remain Carefree.



Anti Finger-Print



3H Scratch Resistant



Unlimited design combination



BOILO CONTEST WINNERS!



Amit Avinash Raw - Belgaum

“Boilo in. Moisture out.”



Sushil - Delhi

“Precautions are better than cure.”



Nayara Begum - Bengaluru

“It is good for the Heart of the House”

Congratulations!

We are happy to announce the winners of the Boilo contest, edition Oct-Dec, volume 29. **Congrats: Mr. Amit 1st position, Mr. Sushil 2nd position and Ms Nayara Begum for securing 3rd place.** You guys are real creative brains. We are dispatching your award (**silver coins**) to your shared address. **KEEP PARTICIPATING.**

Action TESA HDHMR BOARD emerged as category leader...

Within no time after establishing itself as the true replacement for plywood. Today, it is considered as the first choice of makers, i.e. Architects, interior decorators and the end users, both. It is an ideal product for both home & office furniture segments.

Action TESA HDHMR, High Density High Moisture Resistant fiber board is the registered trade mark of Balaji Action Buildwell Pvt. Ltd. There are many players who are selling a similar green board which they adapted after its great acceptance of HDHMR in the market and even a few local manufacturers tried copying it but largely failed to match its great properties. To avoid inferior quality products, always insist on buying Action TESA products from an authorized dealer or distributor. To re-ensure the originality, scan the QR Code from a sticker placed on every HDHMR board.

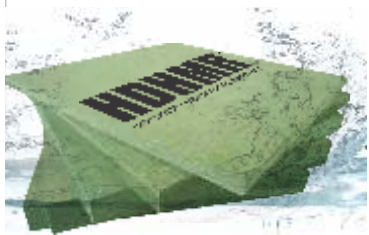
Choose from 130+ fantastic shades and give a desired look at the surroundings.

- KEY APPLICATION AREAS:**
- Cafeteria •Gyms
 - Desk & Lockers Schools & Colleges•Hospital
 - Office & Residential Area •Kitchen Shutter
 - Furniture Where Risk of Moisture •Packing Industry •Partitions Outdoor...



WHY HDHMR IS CONSIDERED AS A SUPERIOR OFFERING?

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



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

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