

THE ACTION TESA TIMES

*Special
Edition*





K O I N A H I A I S A

We're always by your side

THE

ACTION TESA TIMES



KOI NAHI AISA

Action TESA continues to set new standards in the wood panel industry with its unwavering commitment to innovation, quality, and customer satisfaction. The brand's philosophy, embodied in the powerful slogan 'KOI NAHI AISA,' reflects a unique approach to delivering exceptional products and experiences. At the core of Action TESA's success is a relentless drive to challenge the status quo, push boundaries, and create solutions that stand apart from the competition.

The Thought behind 'KOI NAHI AISA'

From its inception, Action TESA has been driven by a simple yet powerful goal—delivering best-in-class products that combine innovation, quality, and reliability. 'KOI NAHI AISA' isn't just a tagline; it's a reflection of the brand's work ethos. It doesn't merely compete; it sets new industry standards. Whether it's HDHMR boards, renowned for their moisture resistance, or BOILO, crafted for extreme environments, the goal remains to offer unmatched solutions to customers. The slogan is a tribute to everyone who has been part of this journey.

Meeting Customer expectations through Innovation and Quality

Action TESA's commitment to innovation has revolutionized the engineered wood market. The introduction of HDHMR ten years ago was a game-changer, helping engineered wood secure a significant share of the Plywood and MDF market. Today, the brand continues to expand its product range, from Particle Boards to the advanced Moist Master, catering to a wide variety of needs.

Marvel Studio-on-Wheels (SOW) BUS: Connecting with Customers, Redefining Experience

As a testament to the 'KOI NAHI AISA' philosophy, Action TESA has launched a groundbreaking concept—the Marvel Studio-on-Wheels (SOW) BUS. This mobile studio, showcasing the full range of Action TESA products, is designed to bring innovations directly to customers. The SOW BUS initiative offers a one-of-a-kind opportunity for consumers to experience the products firsthand, all in the comfort of their own city.

“

Ajay Aggarwal (MD - Action TESA)

As we step into 2025, I extend my heartfelt wishes for a prosperous and joyous year. Guided by our philosophy, "Koi Nahi Aisa," we achieved significant milestones this past year, including innovations like Studio on Wheels, TESA CONNECT, and TESA SALAAM.

Your trust and support are the foundation of our success, and we look forward to another year of remarkable achievements together.

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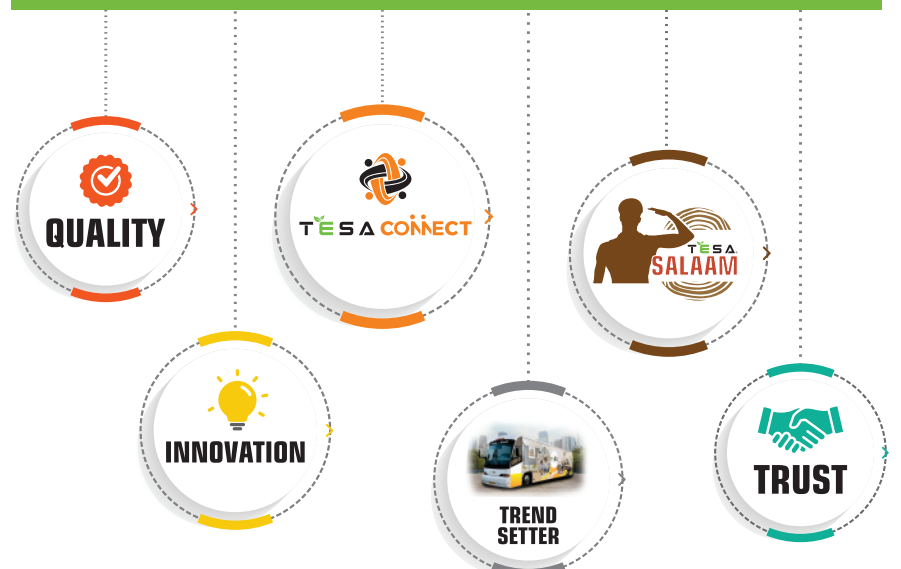
Balancing Growth with Sustainability

Sustainability at Action TESA is a two-step journey: replenishing what is taken from the Earth and inspiring others to amplify the movement. Action TESA has not only set up a state-of-the-art Clonal Production Center (CPC) at Sitarganj to produce 70 lakh high-yielding eucalyptus clones annually but also facilitates farmers by guiding them in field preparation, maintenance, harvesting, and offering a buy-back scheme, ensuring the success of their plantation objectives and contributing to the preservation of the National Forest Reserve.

Supporting Communities through Social Responsibility

Action TESA places a strong emphasis on social responsibility, contributing to education, health, and basic needs in a way that focuses on making a positive impact without seeking recognition. The company is committed to helping communities grow and prosper as part of its larger ethos.

With its innovative products and dedication to sustainability, Action TESA is truly living up to its motto – 'KOI NAHI AISA.'





THE TWO BEST WINS THAT TRANSFORMED THE SPECTRUM OF THE INDIAN WOOD MARKET

Action TESA's HDHMR and BOILO have redefined the market with their unmatched attributes. While HDHMR offers superior moisture resistance and strength for heavy-duty applications, BOILO with its perfect density of over 1000 kg/m³, is boiling water-proof, borer-proof, and termite-proof. Together, these products have transformed the industry in ways no other brand could. At Action TESA, we pride ourselves on achieving what others haven't—truly living up to our core philosophy of Koi Nahi Aisa.

How Action TESA HDHMR Emerged as the Category Leader

When Action HDHMR (High-Density High-Moisture Resistance board) was launched in 2014, it revolutionized the engineered wood industry by addressing critical issues of moisture and durability. At that time, engineered wood had a negligible market share. Action TESA initiated product demonstrations for dealers and distributors in the Delhi NCR region, showcasing the HDHMR board's superior density—greater than even "Sal Tree wood." The response was overwhelmingly positive.

With a density over 850 kg/m³, the HDHMR board provided exceptional resistance to borer and termites while delivering higher durability and protection against pests. Branded as the "Hara Board," it quickly gained widespread acceptance, establishing Action TESA as the category leader within just a decade.

Today, HDHMR is widely used across the country and remains the most sought-after product in its category. Despite attempts by competitors to replicate it, Action TESA's HDHMR Hara Board continues to dominate the market as the trusted choice for quality and reliability.

HDHMR

HIGH DENSITY HIGH MOISTER RESISTANCE BOARD



- WATER RESISTANCE**
- BORER & TERMITE RESISTANCE**
- TOUGHER THAN PLYWOOD**
- DENSITY MORE THAN 850 Kg/m³**



WHAT SETS AUTHENTIC ACTION TESA PRODUCTS APART?

Eucalyptus Hardwood Core:

Action TESA HDHMR boards are crafted from high-quality Eucalyptus hardwood grown in the foothills of Nainital. This premium raw material ensures unmatched strength and durability.

Advanced German Technology & Unmatched Expertise:

The uniform density gradient and compact core are achieved through cutting-edge German technology, including MAT formation, eight-cylinder processing, and 18 daylight presses—an innovation unique to India. Additionally, Team TESA has developed specialized skills that make their offerings truly unparalleled.

In-House Glue Manufacturing:

The boards are produced using a special glue manufactured entirely in-house, which significantly enhances their density and moisture resistance, delivering exceptional performance.

Completing the Spectrum: The Emergence of BOILO

While HDHMR revolutionized the market, there remained a need for a product tailored to high-temperature and moisture-prone spaces. Enter BOILO—a game-changer that introduced fire-retardant properties alongside boiling-water-proof strength. Designed specifically for kitchens, washrooms, and other demanding environments, BOILO solidified trust in engineered wood with its exceptional durability and innovative features.

With a density exceeding 1000 kg/m³, BOILO is a Boiling Water Proof, Fire Retardant (FR) HDF Board that stands up to wet conditions, heavy loads, high traffic, and elevated temperatures. Engineered to withstand borer and termite risks, BOILO has been rigorously tested against national and international standards, ensuring unparalleled safety and durability.

Together, HDHMR and BOILO redefined the engineered wood market, setting new benchmarks for quality and reliability. Action TESA's unwavering commitment to innovation continues to pave the way for advancements, reinforcing its leadership in the industry.

Expanding the Horizon with Moist Master

With the success of HDHMR and BOILO setting industry benchmarks, Action TESA is now gearing up to address another critical need with Moist Master. Specifically engineered to withstand challenging weather conditions, this advanced product features 7D power to combat moisture, borers, and termites while delivering exceptional screw-holding capacity.

BOILO

BOILING WATER PROOF FR (FIRE RETARDANT) HDF (HIGH DENSITY FIBER) BOARD



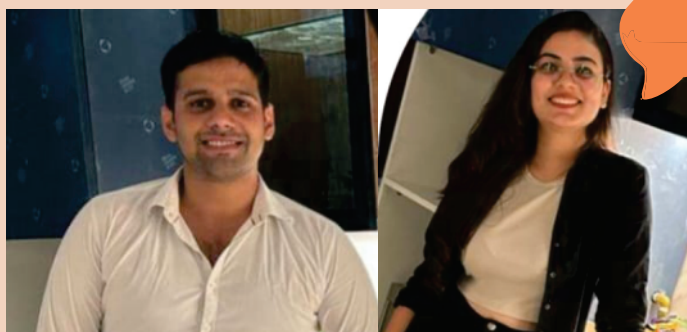
BOILING WATER PROOF BOARD

FIRE RETARDANT

TERMITE & BORER PROOF

DENSITY MORE THAN 1000 Kg/m³

Stay tuned for the next chapter in our story of innovation!



Ankit Bhardwaj and Muskan
Co-Founders of Muskan Modular Kitchen

Mr. Ankit and Ms. Muskan, co-founders of Muskan Kitchens, Delhi, have multiple reasons for switching to BOILO, and they are true testaments to its qualities.

'Initially, my focus was only on IT, and we were late entrants into the kitchen manufacturing business. We started Muskan Kitchens in 2022, but faced many challenges along the way. We couldn't find the right material, as we are committed to a zero-complaint business. Then we met a TESA marketing official, who introduced us to BOILO. Since then, we've been running our business trouble-free.'

KOI NAHI AISA

TREND SETTER



World Architecture Day

Honored Innovation and
Design Excellence on

October 7th, 2024

Action TESA celebrates World Architecture Day, honoring architects' transformative contributions to culture and society,



CELEBRATING CRAFTSMANSHIP AND CREATIVITY:

Action TESA Marks Carpenters' Day and World Architecture Day 2024

Action TESA celebrated Carpenters' Day on September 24 and World Architecture Day on October 7, 2024, with great enthusiasm and style. These events showcased deep gratitude for the skilled artisans and visionary designers who transform ordinary spaces into extraordinary ones.

Carpenters' Day: Honoring the Dream Builders

The celebrations began with Carpenters' Day, where Action TESA launched the unique initiative, 'TESA Salaam'—a heartfelt tribute to carpenters, the dream builders who combine beauty and functionality in every project. Mega Meets were organized in 30 key locations across India, providing carpenters with opportunities to learn about the latest technologies and design trends while fostering stronger industry connections.

Adding to the occasion, a tribute video honoring the invaluable contributions of these unsung heroes was produced and made available in regional languages, ensuring that carpenters nationwide feel recognized and appreciated.

Mr. Ajay Aggarwal, Managing Director of Action TESA, shared his admiration, stating:

"Carpenters are the backbone of our industry. Without them, no one could imagine a more beautiful world."

World Architecture Day: Celebrating Visionaries

Simultaneously, Action TESA joined the global celebration of World Architecture Day on October 7, paying homage to

architects whose creativity and innovation shape the world around us. From iconic monuments to homes that define daily life, architecture is a transformative art that influences culture, history, and society.

Action TESA reaffirmed its commitment to empowering architects by providing high-quality materials that fuel their creativity and bring their vision to life. Whether through modern interior

products or sustainable solutions, Action TESA continues to support architects in their pursuit of excellence, ensuring a future built on innovation and quality craftsmanship.



Scan the QR code to watch the tribute song, **TESA SALAAM**, dedicated to our carpenter brothers.



KOI NAHI AISA

★ BREAK THROUGH IDEA



Studio-on-Wheels 2



Redefining On-the-Go Showrooms

Action TESA elevates product promotion with the launch of Studio-on-Wheels. In 2024, Studio-on-Wheels 2.0 traveled over 37,510 km, covering 14 states.

The upcoming Studio-on-Wheels 3.0, equipped with a new range of products and applications, will hit the road at the start of 2025. You can witness it at Matecia at BIEC, Bengaluru, and IndiaWood at India Expo Center & Mart (IEML), Greater Noida.





KEY HIGHLIGHTS

Explore the Complete Action TESA World:

Now, experience the full Action TESA range at your doorstep. Refresh your interior designs and ignite your imagination for a whole new vision.

Guided Tours: Enjoy a personalized, start-to-finish tour led by a dedicated TESA representative.

Updates on New Shades and Launches:

The Studio on Wheels showcases the latest designs, beautifully displayed with inspiring setups for kitchens, toilet cubicles, office interiors, and more.

Meet the Local Teams: Discuss everything about Action TESA products, services, and schemes with ease and local expertise.



KOI NAHI AISA

★ TRAILBLAZER



Digital

Transformation:
Replaces Physical Coupons
with **Digital Coupons**



TESA CONNECT



One App, One Nation: Uniting the Industry
TESA CONNECT is not just an app; it's a revolutionary tool that unites carpenters, dealers, and distributors across the country. Action TESA is the only engineered wood brand in India to provide such an integrated digital solution. The app's comprehensive features and ease of use make it a game-changer in the industry.



Always Evolving: Features and Updates on the Go
Committed to innovation, we continually add new features and offers to the TESA CONNECT App, ensuring it stays updated and ahead of the curve.

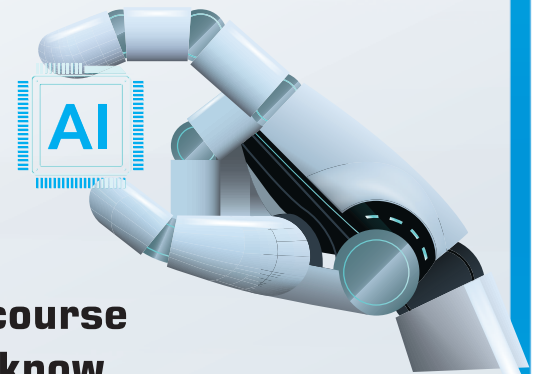


Validation of Trust and Authenticity
The TESA CONNECT App stands as a testament to the authenticity of Action TESA and its products. It's more than just a platform; it's a validation of the trust and transparency that the brand embodies, reinforcing our commitment to excellence and customer satisfaction.



Experience the Future Today! Join the growing community of retailers and carpenters transforming their experience with the TESA CONNECT App. Together, let's build a stronger, more connected industry and take the Action TESA legacy to even greater heights. The TESA CONNECT App is yet another reason how Action TESA truly lives up to its 'Koi Nahi Aisa' philosophy.

Team Action TESA completed a 6-month Artificial Intelligence course from IIM Lucknow.



To keep pace with the ever-changing technology, 12 selected TESA officials not only participated in the 6-month training program on Artificial Intelligence but also passed with flying colors and took several initiatives to improve day-to-day processes. This marks another step towards seeing the world through a different lens and preparing for the future.

After the **successful implementation of SAP**, Action TESA is now gearing up to enhance customer-centric processes by leveraging robust Business Intelligence across production, distribution, and marketing.

With a steadfast belief in adopting modern technology to deliver superior services, Action TESA continues to set new benchmarks. Advanced tools for prediction and forecasting enable us to meet consumer needs with unparalleled efficiency.

But this is just the beginning—stay tuned as we unveil even more innovations designed to elevate customer satisfaction and drive excellence.



Kalpa-Taru Program

Empowering Farmers for Sustainable growth



Sustainability at Action TESA is an ever-evolving journey: Reimagining how we replenish what we take from the Earth and inspiring a movement for global change. Action TESA has been working on this sustainable program for over two years, establishing a state-of-the-art Clonal Production Centre (CPC) and collaborating with leading clonal nurseries across India. This ensures a consistent supply of high-quality eucalyptus clones tailored to specific needs, while providing program benefits such as saplings at the doorstep, comprehensive support for cultivation (including soil testing), and buy-back assurance.

"KALP-TARU: A New Era for Farmers – Launching Soon!"

- **Access to Smart Saplings:** Farmers will soon be able to select and purchase saplings online, calculating the exact number required based on the farming format they choose.
- **Expert Support via the Kalp-Taru App:** The app will assist in calculating costs and profitability, provide expert advice throughout the cultivation period via on-call support, and generate related reports.
- **Plus Plus:** Farmers will gain access to educational resources on related topics, weather forecasts, and updates on various farming-related subjects.



Four Days of Innovation, Collaboration, and Celebration at Matecia 2024

One of the highlights of Matecia 2024 was the musical release of "Action TESA – KOI NAHI AISA: The Anthem." This anthem united Team TESA, its partners, and visitors under a shared vision of innovation and excellence. First unveiled at Matecia, the anthem now resonates across mega meets nationwide, strengthening the bond with stakeholders.

Action TESA maintains an extensive network serving India and neighboring countries. Exhibitions act as collaborative platforms where Team TESA engages with partners, Architects, Interior Designers, and, most importantly, end consumers from across the nation and beyond. These interactions provide valuable insights into market needs, enabling the development of products and services that consistently exceed expectations.

Matecia 2024 proved to be an unforgettable experience of innovation, partnerships, and progress. Over four days, Action TESA facilitated meaningful discussions, explored new opportunities, and celebrated shared successes.

Opening Ceremony & Performances

Hundreds of partners experienced Action TESA's complete product range, including HDHMR, Boilo, and Ornamatte: Gold Without Glitter. The day featured soulful saxophone performances alongside captivating flute and violin sessions, creating an inspiring and celebratory atmosphere.

An Overwhelming Response

The energy at Matecia 2024 left a lasting impression on everyone present. The anthem KOI NAHI AISA became a crowd favorite, elevating the event and symbolizing Action TESA's commitment to being a category leader. With smiles and inspiring moments shared, Matecia 2024 set the stage for a future of innovation, excellence, and strengthened partnerships.



Scan the QR code to watch
Action TESA Anthem
Koi Nahi Aisa





A grand celebration filled with joy, pride, and a deep sense of family made our Annual Day truly unforgettable and beautiful.

The Action TESA Annual Function 2024, held on 30th November 2024 at the Sitarganj Plant, was a remarkable Celebration of Joy, Unity, and Achievement. Over 15,000 attendees, including Employees, their Families, and Esteemed members of the Organization, Gathered to make this Event truly Historic and Memorable.



An Evening of Devotion, Culture, Magic, and Celebration

A Soulful Bhajan Sandhya by Uttarakhand's renowned Singers Ms. Khushi Joshi and Mr. Gagan Grover, captivating the audience with divine melodies.

A Mesmerizing Shiv Tandav Performance by a highly professional Cultural Team, leaving everyone spellbound. The Enchanting Barsane Ki Phoolon Ki Holi, performed by a Dedicated Cultural Team, which spread Joy and Vibrancy among the attendees. A Magical evening with a Magician's Performance, Delighting all with stunning illusions.

10 Exciting Games organized for Employees and their Children, ensuring fun and entertainment for all age groups. A Sumptuous feast featuring the Special 56 Bhog, Offering a rich culinary experience to all attendees.

The event also spotlighted Action TESA's CSR initiatives, as students from the computer training institute, which aims to educate and empower underprivileged youth from nearby villages, performed the Action TESA Anthem on stage. Their inspiring performance symbolized the company's commitment to community development and nurturing future talent.

A special highlight of the event was the Long Service Awards Ceremony, where 221 Employees who completed 15, 10, and 7 Years of Service were recognized for their dedication and contributions. Each awardee received a TESA Gift Bag containing 10 thoughtfully chosen Gifts, designed for daily use to remind them of their valued contributions to Action TESA.

The presence of Hon'ble Chairman Sh. N.K. Aggarwal & Sh. B.P. Jain, and Managing Director Sh. Vivek Jain, along with other Senior Management Team Members, elevated the significance of the Event. Their active participation demonstrated the Management's Commitment to Creating a Culture of Appreciation and Inclusivity.

The Glorious Vision of Action TESA's Management was evident throughout the Celebration, ensuring Happiness and Pride among Employees and their Families.



KOI NAHI AISA

SUPPORTING COMMUNITIES

CARING FOR SOCIETY

Action TESA is actively involved in meaningful CSR activities. Recently, at a blind school, our regional team distributed mattresses and food items to support the well-being of students in Maharashtra.

Meanwhile, in Rajasthan, the team extended their support to an orphanage by providing essential food supplies and daily necessities to ensure the children have everything they need for their day-to-day lives. These efforts reflect Action TESA's commitment to giving back to society and making a positive impact on those in need.



Action TESA:
Which board has
a density exceeding
1000 kg/m³?

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

MDF Board

Particle Board

HDHMR Board

Boilo Board

Send answers at mktg@actiontesa.com OR simply write on the form, click a pic and share at: 9990466490
digimktg@actiontesa.com

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

21-22-23
FEBRUARY 2025
BIEC, BEGALURU

MATECIA
BUILDING MATERIAL EXHIBITION

HALL-3
STALL NO. H1

6-7-8-9
MARCH 2025
India Expo Centre & Mart
(IEMD), Greater Noida,
Delhi-NCR

INDIA 2025
WOOD

HALL-9
STALL NO.

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