

EDITOR'S MESSAGE



Vidhi Agarwal
Chief Marketing Officer

Shirdi Industries Limited is a pioneer organization that took the great initiative of starting an in-house journal to inform, educate & communicate with the members of ASIS PARIVAAR, vendors, distributors and all other stakeholders. While it was discontinued for the past few years, we take immense pleasure in restarting this initiative which was well appreciated by all the members and was missed for the past few years. As it's rightly said - Success is not final, Failure is not fatal: It is the courage to continue that counts. - Winston Churchill

With the change in times & upgradation of technology, the medium of communication has also evolved. Due to development in digital & social media, we felt the need to come up with a virtual form of ASIS VAARTA to again interact with our members & stakeholders. We plan to release ASIS VAARTA quarterly so that the members get regular information on new developments & future plans of the organization.

We also want to express our gratitude to the management of ASIS for their support to relaunch ASIS VAARTA.

JOURNEY IN THE TIMES OF PANDEMIC

The ongoing COVID - 19 pandemic has thrown up unforeseen challenges for the whole world, and has affected every one of us in many ways. The old adage of 'Health is Wealth' has acquired a new meaning and our focus is now on caring for ourselves & our families.

Working & doing business too has changed with the new trends of Work From Home, resolving issues through video conferencing, making the system flexible & robust, and taking care of people by helping stake holders sustain during the lockdowns.

At Shirdi Industries too, the pandemic added to the existing challenges of financial constraints of the past few years. However, the company not only avoided taking any harsh decisions which could have adversely affected our stake holders (workmen/employees, vendors, etc), but took several initiatives towards innovative cost-cutting, launch of new products, such as PVC Boards, diversification of existing products emphasis on R&D, resin formulation, recommencing production of Particle Boards, etc. The company also obtained a number of certifications during this period - Anti-Viral & Anti-Bacterial, CE Mark, Green Guard Council, etc - with the aim of aggressively entering the export markets. And all this was achieved without raising any additional loans from banks!

FROM THE DIRECTOR'S DESK

Dear ASIS family, channel partners and patrons! It gives immense pleasure in sharing the achievements and challenges with you from time to time and seek valuable guidance. Vidhi in the Central Marketing Office has been assigned on task of remaining in contact with all and keep updating on new initiatives. She has done commendable work with limited resources and in least time. We have passed through very tough times caused by COVID-19 and the journey is continuing even now. I hope all is well in the family and wish healthy and safe time to all.



VOICE FROM THE PLANT

The plant of Shirdi Industries Limited is located at Pantnagar in the state of Uttarakhand. During Pandemic time Pantnagar was in Red Zone. There were restrictions on exit, entry and movement. Considering the fact that Pantnagar is a tier 2 city, the medical facilities were also not at par.

The operations at the plant of the company were made with sufficient human care & health care by following COVID-19 protocol. The company took a decision of not operating in such a situation which required large manpower to operate.

Several initiatives were taken to prevent physical touching of surface. The company was not running 4ft. wide particle board session due to some bottleneck. Now the Plant has already commenced production. After stabilisation of 4ft. line, we will consider the option to restart other sections of the plant which are not functional as of now.

RESTARTING THE MANUFACTURING OF PARTICLE BOARDS

The company has introduced Particle Board & Pre-Laminated Particle Board in the size of 8 sq ft. x 4 sq ft. in various thickness starting from 8 mm to 25 mm.

LAUNCH OF PVC BOARDS

The company has also launched PVC Board which is entirely new product. Presently PVC Board offered by company are available in 1220 mm x 1440 mm size and thickness ranging from 1 mm to 30 mm. The quality of the Board offered by the company meets international standards.

15TH AUGUST CELEBRATIONS

The day was celebrated at the office where all the ASIS group members were dressed in tri-colour dress code keeping up the patriotic spirit. The office was all decorated in the tri-colour theme & all the members sang the national anthem together which was followed by snacks



CERTIFICATES ACQUIRED - ANTIVIRO & ANTIBACTERIAL, PRELAMINATED BOARDS, EQUIPPED WITH NANO TECHNOLOGY

In today's scenario where mask, sanitization & social distancing is mandatory for minimizing the probability of infection from COVID - 19, one still cannot rule out the chances of coming in contact with the virus at offices & homes. Understanding the gravity of the situation & our responsibility towards our clients, ASIS has launched Antiviro & Antibacterial Pre-laminated Boards.

Understanding the basic requirement, R&D team of ASIS along with the technical expert from Europe, started working on this project & after rigorous test & trial launched ASIS Antiviral & Antibacterial pre-laminated surfaces which are antimicrobial & antiviral made with Nanotechnology, in which nano-particles continuously release ions which is a self-defense mechanism for killing microbes (bacteria, viruses, fungus etc.), By electrostatic attraction these nanoparticles physically ruptures the cell wall & cytoplasmic membrane of the microbes & viruses that come in contact with ASIS Antiviral & Antibacterial surfaces. The nanoparticles are effective throughout the life of the product.

ASIS Antiviral & Antibacterial products have been tested by Biotech Testing Services, Mumbai for antimicrobial activity against JIS Z 2801 test method, result of which shows Microbial kill is 99.99%

ASIS Antiviral & Antibacterial pre-laminated boards are highly recommended for use in furniture items for any establishment having public traffic viz, Hospitals, Health & Spa, Educational Institutions, Malls, Airports, Offices, Hotels, Rest Rooms, etc..



GREENGUARD CERTIFICATION PROGRAM

Indoor air contains a large amount of volatile organic compounds (VOC). Some may produce objectionable odors at low levels, but many have no noticeable smell. Many VOCs are irritants & can cause headaches, eye, nose & throat irritation, & dizziness. Long-term exposure to certain VOCs may lead to chronic diseases or cancer. At high concentrations, some VOCs are toxic.

Here at ASIS we understood that the products that we use to build and furnish our indoor environments can have a significant impact on indoor air pollution levels. And so we have achieved GREENGUARD Certification for our products that are scientifically proven to meet some of the world's most rigorous, third-party chemical emissions standards, helping to reduce indoor air pollution and the risk of chemical exposure, while aiding in the creation of healthier indoor environments.



CE EUROPEAN COUNCIL



The CE marking is the manufacturer's declaration that the product meets EU standards for health, safety, & environmental protection. The CE mark indicates that the product may be sold

freely in any part of the European Economic Area, regardless of its country of origin.

ASIS felt the importance of the CE Certificate as it is well recognized in the international market and is very helpful in generating exports for our products. This was the reason to acquire CE marking as it is recognized worldwide even to the people who are not familiar with the European Economic areas.

WEBSITE REVAMP



Good companies evolve and grow over the years and your website is the best way to showcase who you are. If you use modern website design elements to tell your story, you are more likely to engage your audience and leave a strong impression.

The marketing team at ASIS realised that the website redesign is not a decision to be made lightly as it takes significant time and money. The average lifespan of a well-designed website is 3 to 7 years, but time alone was not the main reason for a redesign. Our decision was based on effectively engaging our audience with our site. Now Our Website asisindia.com is

- Easier to use and navigate
- More informative and systematic
- Mobile and tablet friendly
- Has technical, manufacturing, product & service information
- Has social media integration
- Designed according to the new trends & to give the brand a fresh look.



NEW LOOK OF THE CATALOGUE



With an increase in disposable incomes, increasing awareness of globally available choices & lifestyles due to the vastly improved internet penetration in the country, a shift towards nuclear families and migration for employment, the last decade has seen a more aware consumer demanding quality and aesthetics for their interiors and furniture – and the furniture industry has been self-evolving to meet these demands. While we at ASIS have been at the forefront of innovation and technology for our products, a need was felt that our corporate catalogue too must reflect this to the aspiring consumer! So, a modern, minimalist design was adopted and a viola – our new corporate catalogue with its fresh look and informative content is here!

PVC BOARD LAUNCH

All PVC formulations contain deadly Lead which causes cancer and many other diseases. At Shirdi Industries Ltd. we have removed Lead to produce Lead-Free PVC boards thereby setting new standards in the market. Aptly called Lead-Free boards. These PVC boards are also free from other heavy metals like Cadmium and Mercury.

Our PVC boards contain harmonious mix of PVC and Calcium Carbonate to give you high screw holding capacity and no brittleness. The polyvinyl chloride used to manufacture these boards that are procured from reliable and certified vendors of the industry in accordance with the international standards of quality.

All above advantages along with a life time guarantee against moisture and termite makes its superior & value for money product

Size (mm)	Thickness (mm)	Density (gm/cm ³)
1220 * 2440	1	0.8 - 0.9
	2	0.7 - 0.9
	3 to 5	0.5 - 0.7
	6 to 18	0.4 - 0.7
	19 to 24	0.5 - 0.75
	25 to 30	0.55 - 0.7

KEY FEATURES

- 100% waterproof, termite proof, zero shrinkage & swelling.
- The use of recycled material ensures a sustainable and cost effective material.
- Easy to work with, machine and fabricate
- An independent fire performance test has been carried out under ASTM E84-12 / UL 723 & a Class A classification has been obtained.
- Has also acquired Lead free product certificate which make our PVC Boards eco-friendly.

CHARACTERISTICS



Chemical & Corrosion Resistant



Low Water Absorption



Fine Celled Foam Structure



Suitable For Indoor-Outdoor



Good Thermal Insulation



Good Sound Insulation



Non Toxic



Highly Suitable For Printing & Lacquering



Good Flexural Strength



Thermoformable



Fire Retardant

APPLICATIONS

INTERIOR APPLICATION

- Modular Kitchen
- Partitions
- Wardrobe & Bed
- Home & Office Furniture
- Bathroom Cabinet
- Ceiling Solution
- Wall paneling
- Hospital Furniture
- Laboratory Furniture

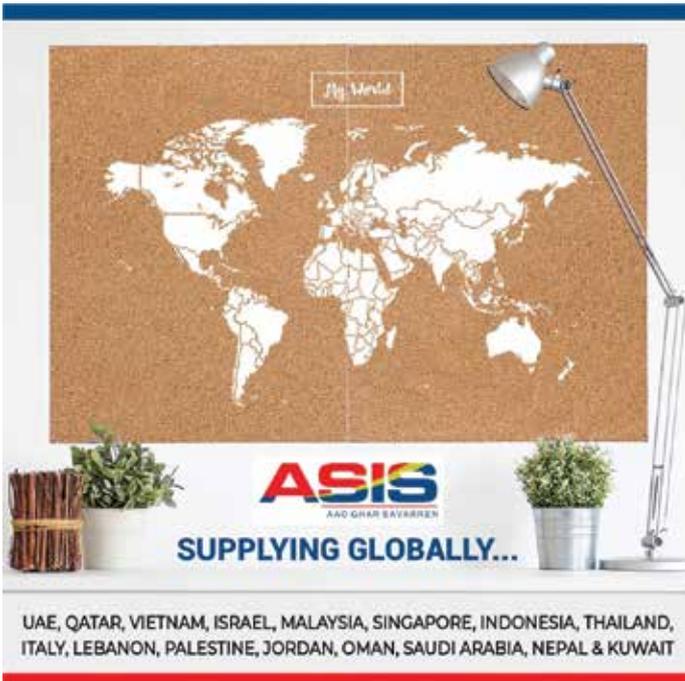


EXTERIOR APPLICATION

- Construction
- Shuttering Boards
- Exterior Wall Cladding
- Garden Furniture & Fencing
- Pre - Fabricated House



ENTERING INTERNATIONAL MARKETS & GLOBAL PRESENCE



The items manufactured by Shirdi Industries Limited enjoy a very high reputation worldwide due to both, the quality of the products & services. Shirdi Industries Limited has been regularly exporting laminates, Ply, MDF etc. to many countries like Nepal, South-East Asia, etc. However, till recently, exports was not a top priority for Shirdi Industries Limited.

During the period of lock-down the domestic market was adversely affected however in export market demand was continuing. Shirdi Industries Limited developed new export market for the products manufactured by the company & has started exporting to European & African countries as well.

Till recently, our entire production line was sold out in the domestic market. However, presently the exclusive ranges of decorative laminates manufactured by ASIS are in extreme demand across Middle-East & South-East nations. With a similar motive in mind we have recently started exporting our decorative laminates to these countries with the mindset to go global.

Presently, we are a regular exporter to SAARC, Middle-East & South-East nations. Also, to achieve our outstanding goals and meet the demands of our consumers overseas, ASIS has introduced more colors, sizes and grades of decorative laminates along with varied and fine finishing of their products.

The export activity is directly looked after by Mr. Gaurav Agarwal, Vice President of the company. He has been looking after production, cost control, development of new products and new markets. Any enquiry relating to export may be sent to Mr. Gaurav Agarwal on gauravagarwal@asisindia.com.



MESSAGES AND EVENTS POSTED IN A QUARTER

HAPPY WOMAN'S DAY

MAHA SHIVRAITRI

SHIVA TRANSFORMS YOUR LIFE, HE TRANSFORMS YOUR HOME. SHIVA STRENGTHENS YOU, HE STRENGTHENS YOUR HOME INTERIOR.

HAVROZ MUBARAK

LAMINATE THE HAPPINESS IN YOUR LIFE ON THIS PARSII NEW YEAR WITH ASIS.

Happy Holi

MAKE EVERY INCH OF YOUR HOME COLORFUL.

GOOD FRIDAY WISHES

BRING LOVE + HOPE + DREAM TO YOUR HOME WITH ASIS ON THIS GOOD FRIDAY.

THANKS FOR FURNISHING EVERY MOMENT OF OUR LIFE.

ASIS www.asisindia.com

Leading manufacturer of Laminates, MDF Boards, Particle Boards and Plywood.

गुडी पावतो

LET'S START THE NEW YEAR WITH NEW DREAMS, NEW THINGS AND NEW FURNITURE WITH ASIS.

बसवळी

LET'S SOAK IN THE COLOURS OF BASAVALI WITH ASIS' RANGE OF FURNISHING SOLUTION.

ASIS

प्रभु श्री राम की तरह अपने घर को एक आदर्श घर बनाए।
राम नवमी की शुभकामनाएं

Leading manufacturer of Laminates, MDF Boards, Particle Boards and Plywood.

HAPPY WORLD EARTH DAY

शुद्धता

PROTECT YOURSELF AND YOUR HOME

इनमान

YOU ARE IMPORTANT TO YOUR FAMILY

HAPPY INTERNATIONAL WORKER'S DAY

Let's Celebrate the labour that built up this great land from field to field, from desk to desk they built in hand to hand.

Happy Mother's Day

Ramadan Mubarak

LET'S GET VACCINATED

INTERNATIONAL YOGA DAY

Leading Manufacturer of Laminates | MDF Boards | Particle Boards | Plywood

Van Mahotsav

Long life products lead to sustainable development.

Rath Yatra

Happy Guru Poornima

The Life-Time Strong Life-Long Bond

Eid Mubarak

World Nature Conservation Day

संस्कृत दिवस

INTERNATIONAL YOUTH DAY

HAPPY GANESH CHATURTHI

More information call us +91 93224 42605

Visit our website www.asisindia.com

Leading Manufacturers of Laminates | MDF Boards | Particle Boards | Plywood

CONGRATULATIONS TO ALL THE WINNERS & THE PARTICIPANTS WHO MADE OUR COUNTRY PROUD

HAPPY JANMASHTIAMI

Freedom from pestilence & poor hygiene!

Happy Independence Day

www.asisindia.com

HAPPY RANSHA BANDHAN

The Bond that Binds For Life!