



Vidhi Agarwal
Chief Marketing Officer

EDITOR'S MESSAGE

We take great pleasure in welcoming you to our ASIS VAARTA newsletter, which intends to provide a space for the generation of knowledge, dialogue, information and developments taking place in the organisation. The immediacy of e-based newsletter makes it possible for us all to be fully connected to each other, to the developments in our organisation and to be directly involved in ongoing activities.

Well, 2021 was certainly an interesting year anyway. Like everyone else, I am glad to finally have 2022 in the rearview mirror while looking forward to a better year in 2022. While we are likely facing a "new normal" when we finally have the pandemic behind – it will be nice getting back out and meeting people face-to-face (and without any facemask). With this new year and the new normal, we are glad to have more activities, involvement & celebrations coming our way which not only breaks the monotony but also improves team spirit, brotherhood and unity in the organisation.

As Jack Welch rightly said: "No company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it."

Further, on behalf of the management, I would like to thank all the members of the organization who have contributed in planning and executing the past events and making the celebrations more joyful. Last but not least, I would like to thank the top management for always believing in me and supporting me in carrying out these activities and events.



Mr. B.V. Rao
DIRECTOR OF PLANT & OPERATIONS

Despite all odd situations in wood and decorative panel industries because of unstable raw material's prices, impact of pandemic etc., We at ASIS have still managed to achieve the production and the dispatch targets. This was possible only because of right planning, marketing and combined efforts of management, staff and workmen with their strategic steps. Even though the pandemic made a dent on the confidence and morale of people, the way our team of Managers, Staff and workmen bounced back with more vigour and strength to sustain the operations at Rudrapur plant is exemplary and laudable.

Right planning and procurement of raw materials in such a volatile market along with strong marketing team has made it possible to run the MDF plant to full capacity and generate good number of orders to run efficiently. Full capacity utilization of Particle Board production plant is being done and its quality, productivity and sales are being achieved as targeted. Not only that, now we are planning to start the production of Thin MDF line soon as the present capacities of MDF and Prelaminated Particle Board are fully utilized.

Raw materials prices have been a disturbing factor for decorative laminate industry. The input cost of laminate is highly volatile due to unstable prices of Melamine, Phenol, Methanol, Kraft paper, Base paper etc. through out the year. Despite of these challenges we have been able to perform significantly well with the introduction of value-added products like Exterior grade, Anti-fingerprint, Anti-viral and Anti-bacterial, and Matt finish laminates. This not only helped in achieving sales in the domestic market but also, we are reaching well in the overseas market with repeated orders.

The fight has become tough yet there are possibilities for brave hearts and clear minds. The future lies in big volumes, Pre-finished products, strong channel network and Brand goodwill.

GROWING PROSPECTS FOR ORGANIZED LAMINATE PLAYERS

Organized Laminate players/brands are looking better prospects of their Laminates business, and are going for further expansion in its laminates capacity this year.

Despite all odds during Pandemic, the performance by laminate players have been consistent compared to other surfacing products in interior space acknowledge the industry experts. Despite the disturbances during first and third quarters of FY 2021-22, brands have successfully managed to sail through with better sales revenue and profits. The laminate export business too has reported to support organised brands due to good demand of laminates in Europe, USA and other overseas markets this year.

Despite disturbance of containers shortage, consistent dollar prices have also helped the laminate industry exporters.

Market also reports that the growing demand of premium quality laminates such as Anti Scratch, Super Gloss, Anti Finger, Super Matt, Color Core, Exterior Grade Cladding etc. are adding the value of brands and their profit margins. Year 2022 is visibly not very bullish for unorganised players but sensing the growing momentum, year 2022 and 2023 will be a growth bound spell for branded laminates.



REPUBLIC DAY CELEBRATION

The Republic day in India is bound to echo waves of patriotism throughout the nation. Every year Republic Day is celebrated in India on 26th January. Though it's a National holiday, we at ASIS at our Rudrapur plant celebrate it with full enthusiasm & excitement. It's a Tradition at ASIS that all its members gather for Flag hoisting followed by national anthem and salutation.

Also few patriotic songs are being sung by all the members present there and in the end sweets are being distributed.



WOMEN'S DAY CELEBRATION

Women are strong, powerful and invincible. With thousands of mantras encouraging women's existence every day, a special day is indeed a necessity to celebrate women's achievements in all aspects of life. Women have been making the world a better place with their infinite strength, determination and belief. This International Women's Day, we are celebrating and rejoicing the social, economic and cultural achievements of women by recognising their contribution to the organization's growth and well being. A celebration was organised in the afternoon on 8th March at our ASIS Head-office which included interesting games for all the participating members followed by prize distribution ceremony. The ambiance was set with women dressed up in pink and men in blue for the occasion. Not only that, there was provision for delicious treats to get our members satiated to the brim.



HOLI CELEBRATION

Office festival festivities are an admirable attempt to bring a smile to the faces of the workers and improve productivity further. As such occasions often also serve as ice-breakers that involve the newbies and veterans, thereby boosting the team spirit and morale. This festive spirit pervaded our premises as Holi was played vigorously with organic colors by all members of Shirdi industries, followed by the distribution of sweets and traditional wishes for the occasion.



HOLI CELEBRATION AT THE RUDRAPUR PLANT



GROWTH IN ASIS LAMINATES EXPORT

India is among the top five laminate exporters in the world. In fact, laminate manufacturing is one of the few sectors where Indian players have the potential to move ahead of their Chinese counterparts. A PLI (Production Lead Incentives) scheme boost will go a long way in ensuring its continuous rise.

ASIS also recognized the potential market for Laminates overseas. Understanding the demand, we planned to increase our market share across all categories through continuous innovation, acquiring quality certifications & superior customer service.

Through our dedicated efforts, exports have been growing with a pace of over 15% every month due to initiative taken by the company in meeting requirements of overseas customers.

Understanding the customers' requirements & delighting them with our services in respect of colour matching, new value-added products, timely delivery and prompt response systems have helped us to get new orders as well as repeat orders from overseas customers.

We have been expanding our reach to Middle Eastern and African countries where we have not only received repeated orders but also have joined hands with these overseas clients as exclusive distributors for ASIS Laminates. We are optimistic that these initiatives will translate into an enhanced growth in overseas market leading to greater value for all our stakeholders.

EMPLOYEE REVIEWS

I AM ASIS
AAO GHAR SAVARREN



HARISINGH RAWAT **DEPUTY GENERAL MANAGER**

The healthy and positive work environment at ASIS, along with the unstinted support I have received from the senior management, has been my key driver since I joined the organization in 1992. The organization's continuous evolution and growth are what motivates me on a daily basis to not just perform to the best of my ability but also what rubs off on me as an individual to cause me to self-evolve too!

I AM ASIS
AAO GHAR SAVARREN



VILAS NARINGREKAR **SENIOR MANAGER (EXIM)**

When I joined ASIS India 28 years back, it was my personal goals of providing a better life to my family & good education to my two sons that motivated me most. During the course, while I achieved my personal milestones, my reasons for being a part of the organization changed long back - it was my interactions with our two directors, Shri Rakesh Agarwal & Shri Mukesh Bansal, that became my primary source of motivation - the professional trust they placed in me for handling foreign trade services, the conducive work atmosphere they created giving me a feeling of belonging, & the prompt recognition for a job well done - have transformed me into a confident professional & an integral part of the team!

People are an organization's greatest and most valuable asset! And we at AsisGroup India believe in nurturing, evolving & growing together as a team! Here's a gist of what two of our stalwarts this quarter had to say about it!

