

EDITOR'S MESSAGE



Vidhi Agarwal
Chief Marketing Officer

According to various survey reports and estimates, furniture sector in India is growing at 16% Y-O-Y. Pannel processing sector is the largest contributor to this growth, followed by wooden furniture sector. We at Asis see this upcoming opportunity and we intend to make the most of it. We are very excited about what 2022 has in store for all of us. This will be a year of growth & new opportunities for everyone at ASIS. We appreciate your continued commitment to the company and our growth. We are confident we can make this mutually rewarding.

The company shall be investing in technologically advanced manufacturing in the foreseeable future. Our strong focus on exports shall continue and we endeavour to raise competency level. This is the need of the hour. There is a strong entrepreneurial desire to have finer quality products and increase there reach globally.

To make this a reality, we need to ensure we take special care to meet and exceed these business objectives. In order to achieve this, we shall continue to invest in our existing people, improving our culture and work environment through activities and initiatives, and retain our most important asset- our people.



Mr. Gaurav Agarwal - Vice President

As estimated and expected, India is set to become one of world's largest economies in the coming years. There is evidence of growing furniture demand by the middle class as well as in the premium segment. The consumption in urban areas as well as tier 2, tier 3 cities are actually fueling the need and establishment of small furniture workshops and furniture units across country.

The rising trend in living in nuclear families and jobs outside native places leading to frequent urban migration is rapid and supporting the demand. During the pandemic, people operated in 'Work from Home' model that also directly helped to fuel good living and well crafted furniture requirements. A shift is noted to offer better quality product is actually helping the Indian wood working and furniture machinery sector to offer better equipped models now. This has made it easier to offer these high quality furniture products to overseas market considering their quality standards. There has been a visible growth in our laminates exports in the past 6 months and we are expecting more demand from overseas markets coming our way.

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 markets leading to greater value for all our stakeholders.

WOOD IN ARCHITECTURE & DESIGN CONFERENCE



As India strives to become a manufacturing hub of the world, key initiatives such as 'Make in India' and 'Vocal for Local' have played a huge role in terms of giving a boost to the manufacturing sector, including furniture manufacturing. Wood in Architecture and Design (WAD), a 1-day conference, was held on the 03 June 2022. This conference aims to bring the traditionalists and the modernists on a common platform to explore the versatility, durability and application of wood in architecture and design. Mr Rakesh Agarwal, Managing Director Shirdi Industries Limited, attended this conference along with all the members of the Association of Indian Panel Board Manufacturers (AIPM), and all the major players of the industry were felicitated on the stage. This conference was further followed by the largest exhibition platform for Indian wood industry. i.e. India Wood 2022.

INDIA WOOD 2022



The 12th edition of INDIAWOOD (2nd - 6th June, 2022) once again cemented its position as the most relevant and important forum for the woodworking and furniture manufacturing Industry in India. With country pavilions from Germany, USA, Canada, Turkey, Malaysia, Finland, Estonia, Taiwan, Gabon amongst others, the five day event offered a comprehensive range of innovative products and provided information on the latest technological developments.

INDIAWOOD has been grown significantly over the last few years, in sync with the growth of the industry & 2022 had been an important milestone for the event. The event enhanced significance in present times and emerged as an effective forum for networking, business generation and observing latest trends & innovations.

Spread over 65,000 sq. meters plus area with 5 dedicated themed halls the event attracted a record number of visitors. Visitors from all quarters including furniture manufacturers, kitchen manufacturers, saw millers, board manufacturers fittings and component manufactures, traders, architects, builders and interior designers looked forward to the latest in technologies, material and innovations over the five-day event. The show also attracted visitors from all across the country & neighbouring countries such as Sri Lanka, Bhutan, Bangladesh, Nepal & the Middle East.

BLOOMING MDF SECTOR



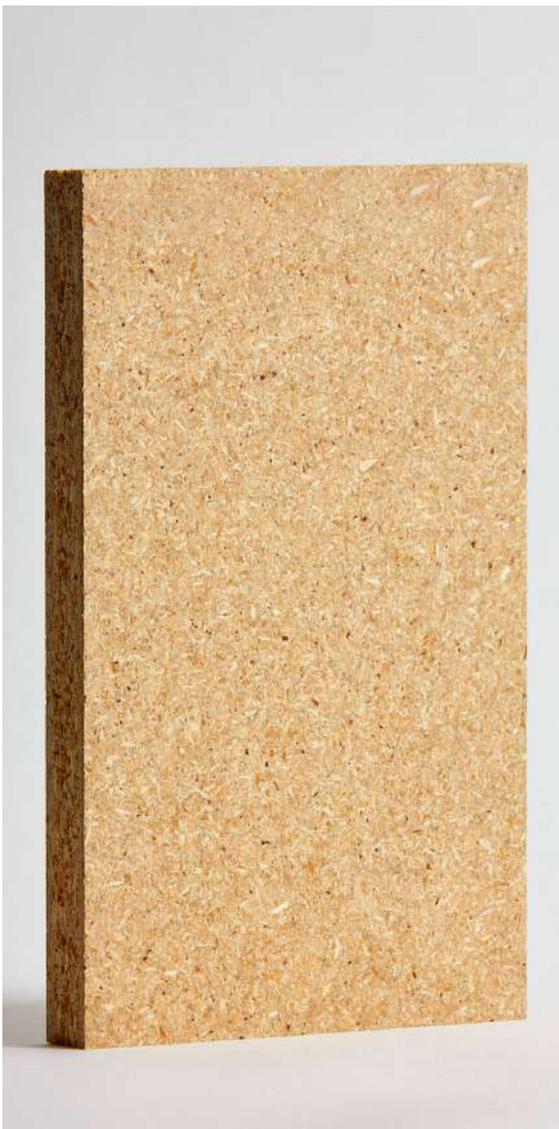
Last two years have been a defining period for the MDF industry and trade. The demand and growth, particularly in the HDXMR category has outshined every material growth during last decade. The demand and craze for using HDXMR variety MDF in every possible application, be it furniture, panelling, doors, wardrobes, kitchens, exterior furnitures etc., has actually become a case study in itself. The new entrants & small capacity companies too are aggressively moving ahead to catch the MDF growth path.

Since most of the companies in MDF sector are about to exhaust there entire capacity within the first half of the year itself, almost every existing company is expanding their capacity. The best part is the growth is happening 360 degrees, in terms of volume, quality, profitability, uses and new innovations. The application of MDF have actually impacted the contractors and consumers mind only recently, before that it was just a push. Till 31st March 2022, Indian MDF Sector has an installed capacity of 8000 cbm, with running uses of around 6500 cbm. If the timber scarcity scare is kept under control, there is no looking back for this sector for next 3 years. Thankfully our company has also been able to match up with this growing opportunity and is running our MDF and HDXMR plant in full capacity. We have been able to cater well the increasing demand for both these products with our continuous production and supply in the market. Also we are soon planning to start our production of Thin MDF boards and will add this variety of MDF board in our product line.

GROWTH IN PARTICLE BOARD SECTOR

The Indian Particle Board industry is ready to add further production capacity within the next 2 years. As a number of wood & decorative panel manufacturing companies have been working on cost investment, license & market growth, many new entrants are eager to join the growth run. It is a clear fact that Covid pandemic has made Particle Boards sector fate turned because this sector was struggling before covid due to lesser profitability. The growth of readymade furniture trend & high cost of imported particle boards, have offered opportunities for this sector to improve its profit margin.

Sensing the growth scenario & potential, wood panel entrepreneurs have started to work to invest in this segment which will help the Indian Furniture sector to grow further, because they aspire to get good quality Boards in the coming future. We at ASIS making the most of this opportunity & had started our production of Particle Boards few months back. The production is running at full capacity and we are able to match up to the increasing demand of Particle Boards in the market.



EMPLOYEE REVIEWS

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!

I AM **ASIS**
AAO GHAR SAVARREN

**RAJAN
SHAH**



**REGIONAL
MANAGER**

Having been in the Wood Panel Industry for 11 years, I saw ASIS as a brand grow fast in popularity and aspired to join Shirdi industries Limited to leverage my domain knowledge & experience for faster professional growth. I joined as a Territory Sales Manager in 2008, and thanks to the great work environment & supportive management that constantly motivated me, I have risen to be the Regional Manager-West. An upbeat, supportive work atmosphere, effective & transparent communication at every level of organization, teamwork & a strong leadership are our greatest strengths. We will climb even greater heights in future with our focus on customer service and the innate trust-building!

I AM **ASIS**
AAO GHAR SAVARREN

**RAKESH
AGARWAL**



**GENERAL
MANAGER**

When I joined Shirdi Industries in 2006 as a Deputy Manager, I was looking to leverage my earlier work experience to fulfil my day-to-day responsibilities, and grow professionally. The support that I have received over the years from the management, seniors and colleagues, and the opportunity that I got to serve in every group company, has not just helped me grow professionally to be the General Manager that I am today, but has also resulted in me enjoying the good work environment and good relations with all my colleagues! Opportunity given to the employees to learn, give their best and grow with the organization are the best attributes of our company.

I AM **ASIS**
AAO GHAR SAVARREN

**MANOJ
SINGH**



**VICE
PRESIDENT
(IT)**

I joined Shirdi Industries on 14th July 2000 as an IT administrator and developer. Having had worked in the IT industry for a while, it was the new challenge of taking over a relatively raw IT infrastructure and building it up from there, that motivated me! Successful IT projects executed over the years have fulfilled my professional aspirations and facilitating users with upgraded technology for better functioning of the organization is what keeps me on my toes on a regular basis. Our organization's strength lies in thoroughly understating any new development or implementation and thereafter making an informed and wise decision.

I AM **ASIS**
AAO GHAR SAVARREN

KIRAN



**SENIOR
MANAGER**

Good growth prospects and a safe work environment for women were the deciding factors for me, then a fresher, to join Shirdi industries Ltd in 1997. I consider myself fortunate for having done so, as my professional ambition of learning & growth, and the help & support I have received from the management during the times of personal needs such as my daughter's hospitalization, both are fulfilled on an ongoing basis! The regular guidance and appreciation by the leadership at ASIS group, and the faith reposed in me as a professional act as my daily motivation.

MESSAGES AND EVENTS POSTED IN A QUARTER

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SHUBH AKSHAY TRITIYA

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SHUBH GUDI PADWA & HAPPY NEW YEAR

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SUSTAINABLE DEVELOPMENT IS A NECESSITY, NOT AN OPTION!

WORLD EARTH DAY 22 APRIL

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World Environment Day

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A great man is different from an eminent one in that he is ready to be the servant of the society.

DR. BASABASHEE AMBEDKAR JAYANTI 14 APRIL

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EID MUBARAK

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LABOUR DAY 01 MAY

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नई फसल और नया युवा आपके लिए खुशियां लेकर आए।

HAPPY BSAIKHI - 14 APRIL

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HANUMAN JAYANTI 16 APRIL

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Happy Father's Day 19 June

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INTERNATIONAL YOGA DAY | 21 JUNE

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