



KNOWLEDGE ENHANCEMENT AWARENESS ABOUT PRODUCT AND BENEFIT THROUGH EVENT

Action TESA CCP (Contractor/Carpenter Contact Programmes) is a drive towards creating awareness and necessity of using products offered by Action

TESA. Through this initiative we have been able to succeed in clarifying the traditional myth regarding MDF/ Particle Board/ HDHMR pertaining to product performance amongst the masses. During the meet we could convince the audience regarding the challenges posed by modern interior infrastructure industry concerning Environment, Aesthetics, Time & Cost and how TESA products can help them. Channel partners across PAN India have welcomed this move of ours.



7TH PROPERTY EXPO Kathmandu, Nepal - 2018

Action Tesa registered its presence at the 7th Property Expo 2018, in Kathmandu, Nepal, organized by Nepal Housing and Land Developers Association an apex body representing housing and land developers in Nepal. The response we got was heartening and inspires us to attain greater heights.



2ND CONSTRUCTION FAIR ORGANIZED BY CONSTRUCTION ASSOCIATION OF BHUTAN

Action TESA participated in the 2nd Construction Fair organized by Construction Association of Bhutan in collaboration with Construction Development Board, Royal Govt. of Bhutan.



FOR ANY INQUIRY CONTACT :



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THE ACTION TESA TIMES



Shri N. K. Aggarwal
Chairman

At the onset of 2nd Quarter of FY 2018-19, we thank all our direct and indirect channel partners towards your efforts, contribution and continual support towards making TESA India's most preferred Brand in Interior Infrastructure Industry in 1st Quarter of FY 2018-19. We sincerely thank you for being our valued customers for years and hope coming year will further strengthen our relationship and our business venture will attain new heights.

HDHMR BOARD WIDELY ACCEPTED BY INDIAN INTERIOR INDUSTRY...

HDHMR "High Density High Moisture Resistant Boards" is the talk of the town. Consistent quality, extra ordinary product applications makes HDHMR a product par excellence which is being widely acclaimed by the Indian Interior Infrastructure fraternity. We at TESA are committed to revolutionize Indian Panel industry by introducing Innovative environment friendly products.

HDHMR boards have been widely accepted by Indian Interior Infrastructure fraternity in both home & office furniture segment. Mass Marketing drive via CCP's, Group Campaigns, Poster Activity, In-Shop meets have contributed a lot in educating the masses towards transforming from the plywood to HDHMR "the ultimate avtar in Panel Industry". Today, HDHMR has secured the top place in Panel Industry and is replacing Plywood rapidly.

HDHMR is being considered as the most reliable product for making furniture. Furniture made on HDHMR are highly durable under extreme climatic conditions be it highly moist or dry. Ease in engraving and routing makes HDHMR the most suitable choice for innovative embellishments.

At TESA it has always been our endeavor in offering Right Product (high quality) at a Right Price (economical) at Right Time (quick dispatch) thus relieving dependency of Indian Interior Infrastructure Industry from low quality indigenous & overseas products. We really appreciate our long lasting relationship built over years on grounds Superior Technology, Un Matched Product Quality, Product Innovations, Prompt Service & Transparent Systems which we feel makes TESA stand out of the crowd.



**ACTION TESA
HDHMR BOARD
IS RIGHT DIRECTION
FOR YOUR BUSINESS**



PRODUCT RANGE : •PRE-LAMINATED & PLAIN PARTICLE BOARD •PRE-LAMINATED & PLAIN MDF & HDHMR BOARD •HDF LAMINATED FLOORING •EMBOSSSED HDF BOARD •UV COATED BOARD •HIGH GLOSS ACRYLIC BOARD •DOOR SKINS



PRODUCT AWARENESS CAMPAIGN

Product Awareness Campaign via In-

Shop Meets, Group

Campaign being conducted across PAN India, is widely acclaimed by Carpenters and Contractors.

This drive have helped us a lot in creating mass

awareness amongst the Carpenters. Through this program we could

overcome the myth regarding MDF/ Particle Boards/ HDHMR

pertaining the vivid application, durability, environment friendly and

economical. We look forward this campaign an eye opener for rural market.



VARIOUS APPLICATION OF TESA BOARD

Action TESA Products are versatile and have myriad of applications. Its strength & longevity makes it the ideal wood substitute for various industries ranging from furniture to panels to even wooden handicrafts industries.



CPWD OFFICIALS APPRECIATE ACTION TESA'S PRODUCTS QUALITY (MEET WITH CPWD)

Action Tesa got a good opportunity by conducting the Group Presentation of products in Nirman Bhawan, where more than 80 officials from all the zones of CPWD from rank of Chief Engineers, Superintending Engineers, Executive Engineers and their staff participated. Audience took deep interest in Tesa's Product, selected the products for various application in different projects.

HDHMR product has been appreciated well as alternate product to existing product portfolio category of Plywood.

Laminated Wooden flooring has been selected in top notch prestigious projects. Various products such as MDF, Particle Boards, etc are regularly being used by different divisions of CPWD almost all officers.

CPWD officials enquired about the quality of



every products produced by Action Tesa, and very much satisfied with the manufacturing process and raw materials using by the company. They are overwhelmed to see the advantages and benefits of new European MDF manufacturing line and technology, which is being installed at Action Tesa. Tesa shown in presentation that Company has installed "Wood De-Barker System" which is latest technology for making MDF boards in world, which removes outer layer of wood logs of slug chips, so that inner wood is clean wood of longer fiber, resulting Finished product demand less consumption of paint & polish. The company has set up the world's best refiner from Sweden, which gives uniform sizes of Fiber resulting in uniform density, better internal bonding and modulus of rupture. These advance technological product got very much choice of senior officials of CPWD and accepted well.

The flooring CORNER

FLOORING INSTALLER MEET DELHI-NCR

Flooring Installer meet was successfully conduct at Delhi. We received overwhelming response from the installers who participated in big numbers. Special focus of the meet was to highlight the differences between TESA flooring and other flooring available in the market. Live demonstration of abrasion test of TESA flooring and other brands was highly applauded as the installers could see that TESA Flooring are real AC3, AC4 & AC5. Emphasis was also laid on the need of wax coating on the edges unique to TESA Flooring which enhance the moisture resistance capacity. Special Tongue and Groove double click locking system in TESA flooring was appreciated by the installers as it ensures perfect joints between the planks thus no irritating noise while walking on the floor. Warranty of 10 Years on AC3, 20 Years on AC4 & 25 Years on AC5 for Wear, Fading & Stain further enhanced the confidence level.



BHAVESH TAHALRAMANI
ARCHITECT (NAGPUR)

ARCHITECT SPEAK

WHAT CUSTOMER THINK ABOUT HDHMR BOARD

Action TESA HDHMR Board is need of the hour in this fast growing Interior Industry. I would want to explain love for this product in couple of simple key reasons. Project delivery ON TIME is most appreciated in our industry. HDHMR's availability in all forms of one side, both sides finished product helps the whole team to deliver much before time as it helps in reducing the most tedious and time consuming job of pasting laminate on both the ends. Finishing is one of the key factor which is ensured as it leaves no strands behind when cut and required very less saw for the same. Density is such that it is a long lasting product and no multiple layers of HDHMR Boards are required for extra strength. High Water Resistance property at the same price is another advantage what HDHMR gives us more over a big reason to suggest this to our clients. All the above factors result in 30% clear saving which keeps our clients satisfied in all aspects. Wonderful product by Action TESA.