

THE ACTION TESA TIMES



Ajay Aggarwal (MD - Action TESA)

MD's Message

Dear Partners,

I would like to extend my heartiest thanks to the entire Action **TESA Team, Direct Channel Partners, Indirect Business Partners, Architects, Interiors, PMC, Contractors, Carpenters....** for their outstanding efforts and long-lasting association.

Our sincere admiration for your patronage in constantly keeping us at "India's No. 1 position in Engineered Panel Industry" for the 8th consecutive time (FY 2021-22). Thank you once again for your commitment and invaluable contributions toward helping Action TESA reach its full potential. I would like to extend my sincere thanks to each one of you for your support. It gives me an immense pleasure to share that there's no better way to close the last month of the financial year 2021-22 in such a grand style by achieving highest ever monthly sale which in turn helped us to achieve a **total turnover of**

Rs.1460 Cr. The success of our company is built on the efforts and hard work of all of you in the past year.

We have reached many milestones and enjoyed many successes. Thank you for the dedication and commitment that each one of us has shown in the most difficult times of Covid19. We have come through a filled with both challenges and victories. How reassuring its been to know that we can count on all of you regardless of what faces us. On behalf of TESA Management, please allow me to extend my personal and genuine appreciation to each one of you for your valuable contributions to Action TESA Company. Our countless achievements of the year 2021-22 has made me remember a valuable quote of Helen Keller, **"Alone we can do so little; together we can do so much."**

ACTION TESA CONTINUES TO SCALE NEW HEIGHT - FY 2021-22

45% REVENUE GROWTH



TESA STUDIOS	67
TESA WALL DISPLAYS	818
MEGA CONTRACTOR/ CARPENTER MEET/ ARCHITECT MEET	66
IN SHOP MEETS	746
NO. OF NEW SPECIFICATIONS DONE IN PROJECTS	457
FLEX BOARD INSTALLATION (SQFT)	1881428
SHUTTER PAINTINGS (SQFT)	590885

**VISIT US
OUR STALL AT**



2 June - 6 June 2022

Bangalore International Exhibition Centre
Tumkur Road, Bangalore, India

12th International Trade Fair for Furniture Production Technologies, Woodworking Machinery, Tools, Fittings, Accessories, Raw Materials and Products



INTRODUCED HOLISTIC SECURITY STICKERS WITH QR CODE FOR BOILO AND HDHMR BOARDS TO KEEP FRAUDSTERS AWAY

Action TESA is the first company in the panel industry to launch this technology. The Holistic Security Sticker is a tamper-proof sticker that can be used to check genuineness of **BOILO and HDHMR Boards**. We have noticed that there are some unauthorized sellers who are copying and selling duplicate or sub standard products with Action TESA's name. Hence, it was the need of the hour to launch holistic stickers after the grand success and acceptance of Tesa Boilo and HDHMR boards among Architects, Builders, Interior Designers and Customers.



LAUNCH OF PROJECT **NAYI DISHA** SAP S/4 HANA IMPLEMENTATION



Action Tesa Launched "**NAYI DISHA - SAP S/4 HANA Implementation Project**", which aims to turn our vision into reality with exponential growth for the upcoming decades and become the Global leader in Engineered Wood Panel.



NEW

MIDAS

Premium Collection

HDF LAMINATED FLOORING

AVAILABLE IN 8MM AC4

	
Magical Oak (CT) Code: 3595	Russet Brown Teak (CT) Code: 3596
	
Natural Burn Wood (CT) Code: 3597	Fossil Grey Walnut (CT) Code: 3598
	
White Wood Ruff (CT) Code: 3599	Hash Brown Teak (CT) Code: 3600

NATIONAL SAFETY WEEK 2022

Sitarganj - Uttarakhand

बालाजी एक्शन बिल्डवेल सितारंगज युनिट में 51वां राष्ट्रीय सुरक्षा सप्ताह 4 मार्च 2022 से प्रारम्भ हुआ, इसमें प्रबंधन एवं सैकड़ों की संख्या में कर्मचारियों ने साथ मिलकर कार्यक्रम को सफल बनाने का संकल्प लिया।



कम्पनी प्रबन्धन के अध्यक्ष श्री ए०के० सिंह जी एवं उपाध्यक्ष श्री पंकज वर्मा जी ने सभी को सम्बोधित किया और कहा कि सभी लोगों के लिये उनके पूरे जीवन भर सुरक्षा उपायों का अनुसरण करना बहुत ही अच्छा और सुरक्षित है, साथ ही यह भी कहा कि सबको अपने परिवार एवं सहयोगियों के साथ सुरक्षा सम्बन्धी उपायों के विशय में बतायें और उनका पालन करने के लिए उत्साहित करें अपने कार्यस्थल पर सभी सुरक्षा नियमों का पालन करके सुरक्षित रहें एवं इसके पालन से किसी अप्रिय दुर्घटना से बचा जा सकता है।

इसी क्रम में कम्पनी प्रबन्धन ने विभिन्न प्रतियोगिताओं के आयोजन की भी जानकारी दी कि इस पूरे सप्ताह (04 मार्च से 10 मार्च तक) जिसमें सुरक्षा पोस्टर, सुरक्षा स्लोगन, सुरक्षा प्रतियोगिता एवं विचार गोश्टी का भी आयोजन किया गया जिसमें कम्पनी प्रबन्धन की तरफ से विजयी प्रतिभागियों को सुरक्षा सप्ताह के समापन दिवस को पुरस्कार वितरण के साथ इस साप्ताहिक कार्यक्रम का समापन किया गया।



पर्यावरण की और एक कदम

टेसा यहां उन सभी किसानों की मदद करने के लिए है जो अपनी जमीन की खेती में वृक्षारोपण का लाभ उठाना चाहते हैं

1. बहुत ही मामूली कीमत पर स्वस्थ क्लोन पौधों की आपूर्ति।
2. वृक्षारोपण के प्रत्येक चरण में तकनीकी मार्गदर्शन प्रदान करना तथा आवश्यकता पड़ने पर विशेषज्ञ की टीम का पूरा सहयोग देना।
3. पेड़ों के परिपक्व होने पर बाजार मूल्य पर पेड़ों की खरीद का आश्रवासन देना।
4. अच्छे वृक्षारोपण स्थलों का दौरा करना और सफल खेतों के साथ ज्ञान साझा करना।



नियम व शर्तें लागू*
Terms and Conditions apply

Exclusive TESA STUDIO

In its effort towards keeping the walk-in and end customers updated with the various innovative products offered by TESA, the company has been installing TESA Studio & Wall display at dealer or distributor points aggressively. Action TESA has already installed **more than 250 Studios & 5000 Wall Display**. These studios and wall display are aesthetically designed to facilitate astounding visual experience of vast and vivid product range offered by Action TESA world to India's aspiring Modern Interior Infrastructure fraternity.





CONTRACTOR/CARPENTER MEET ACROSS INDIA

Aware the product uses and benefit through event

MORE THAN 5,000 CARPENTER MEET ACROSS INDIA

Action TESA has taken initiative towards creating awareness program pertaining to MDF/ Particle Board/ HDHMR/ BOILO-BWP FR HDF Board/ HDHMR Doors and other value added products offered through CCP's (Contractor, Carpenter Contact Programme).

Action Tesa organized **more than 5000 carpenter meets** to aware the new technology product MDF, Particle Board, HDHMR Board, Boilo- BWP HDF Board and other value added product of TESA. These programs helped the contractor and carpenter to learn more about our products, its exclusivity, the technological advancements and how they can use them in their projects. This initiative

has also helped the target audience understand and overcome traditional myths about toughness, longevity and vivid application of the products.

Action Tesa has introduced significant reforms in the panel industry with such strategies. With events like this, we are aiming to change how panels industry is observed. This initiative of ours has brought revolution in the Panel industry as we have been able to succeed in overcoming the traditional myth and pain areas regarding MDF, Particle Board, HDHMR, Boilo BWP FR HDF - Board or any other value added product of ours.



1st TIME IN PANEL INDUSTRY REAL TIME LIVE TRACKING OF TRUCK



Action TESA providing the real time live tracking of trucks dispatched from plant for effectively to enhance your business and earnings. Dealer/Distributors can easily track the material vehicle. Automated link is generate and send via SMS/Whatsapp. After clicking on the link it will provide you with actual location of your truck.



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