

WOW MOM'S

MOM'S ARE SIMPLY THE BEST.
We are sharing few WOW moments.

These great MOMS participated in **Mother's Day Contest, 2022** and won 7 Silver Coins.

Vidya Shah

Khushi Kabutarwala

Sajuli Bhattacharya

Shilpa Bansal

Sonali Sasmal Bera

Sudipta Nandy

Indranil Bhattacharya

Events Action TESA at the IID Showcase Insider X 2022

3rd, 4th & 5th June 2022 - HITEX - HYDERABAD

Hyderabad is the fastest growing city with respect to commercial and real estate, and it makes it an ideal for our category. Action TESA participated in one of the prestigious flagship event, IID Showcase Insider X 2022, during 3-5 June at Hitex Exhibition Centre, Hyderabad.

The response was overwhelming and product displayed there were greatly appreciated by all the professionals visited exhibition. It actually boosted our confidence to work smart & meet our growth plan.

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THE ACTION TESA TIMES

Chairman's Message



Shri N. K. Aggarwal
Chairman

Dear all,
Greetings of the day,
Action TESA has emerged as most trustworthy brand in the related category, and the great part is that each one of us worked hard and contributed wholeheartedly to reach this point. It is our joint success and, on behalf of Action TESA Management, I want to thank each one of you for your efforts and support. Let us not miss a very important point, while we are delivering quality products and services to our consumers, we are able to develop a great culture that is ethical, transparent, and dependable.

Action TESA is essentially a customer-centric brand, and being its part, consolidating its presence and reputation should be our prime focus. When largely all the systems are in place, tested and trusted processes are supporting, service with empathy can make a real difference. With unique offerings such as Boilo, HDHMR, and now Abraze, we can certainly cater to our clients in the best possible way. Remember, the only requirement than would be spreading more awareness.

In the coming days, we are adding complete range of HDHMR Flooring Accessories to our services-bouquet. I am sure it will add wings to our flooring team and help matching the desired pace of growth.

We participated in the 12th International Trade Fair, "IndiaWood", Bengaluru, 2022. The response was overwhelming and we were able to meet partners from all over India, plus many of them were from the Middle East & Western World. They liked our stall and largely impressed by the offerings. Live demonstration of Boilo to test its strength against boiling water was clearly the star attraction. Another best was the sight of Abraze abrasion validation. Among all visitors, representatives of the armed forces and students from various architecture and interior design institute made it more viable.

We are currently working on a new product range and planning to strengthen our reach by diversifying our product portfolios. We are also spending heavily on R&D of our existing product range and upgrading them with each passing year in order to meet with the growing customer's demands and thereby confirming on the 1st position in the "Indian Panel Industry".

Best of luck



LONG SERVICES AWARD



I personally want to thank you on behalf of the Management for completing 7 and 10 years of services at the Action TESA. Thank you very much to choose to stay with us. And what all I want to underline is that when we cross such big milestone together, we become family. And afterwards, we can stride to reach the next goals.

Let us join hands and move Action TESA to the next great level. Keep working hard, shine and never stop inspiring us.

Ajay Aggarwal



It is not difficult to put smile on people's faces.

Systematic donations thru NGO's can be a very useful but somehow it restricts you to understand the classified needs of the weaker section of society. We experienced that they face many problems apart from basic meals and to understand same, we need to meet people in routine. It enables you to understand them better. The need set may vary from distribution of food to medical assistance or books to School fee etc. and without meeting them you might end up sending them unwanted material.

Recently, we carried our routine exercise to help poor people at three states, Punjab, UP and Haryana. Hope, we may carry on doing good work with same zeal and will reach to more & more deprived people, efficiently.



THE STRONGEST PEOPLE IN WORLD DO FIGHT BATTLES BUT ONLY TO EMERGE AS LEADER.



PRESENTING ACTION TESA ABRAZE

An ideal product for little more busy areas i.e. hospitals, health and spa centers, educational institutions, malls, hotels etc. It has no match as it can sustain over 999+ abrasions/ rotations against the next best product available in market, that manage to pass the abrasion test with 450 rotations only. It makes us clear leader in the category.

And it is needless to mention that it will be unmatched, if used inside homes.

How to Win the Customers & Market Place, both?

Action TESA ABRAZE can be a flagship product as it has all the potential to give a real edge. Rely on its USP and spread a word around on its superiority. Educating dealers/ distributors, carpenters can incline them and consumers' interest towards Action TESA products, services. A great team work can surely deliver the magical sales figure.

It's all about how you look at these distinctions?

- High WEAR & TEAR Resistant
- STEAM & HEAT Resistant
- READ TO USE Board
- An ANTIVIRO Board
- An ENVIRONMENT FRIENDLY Product
- Made in India.



Join us to make your own Action TESA Times more connected. You can now share your original creativity such as poems, paintings etc. with the Editorial Team. Also share success stories of your kids in case they are able to crack any renowned entrance test or scored extra-ordinary marks in an important examination.

(Selection of content, news etc. will be sole desecration of the Editorial Team. And no separate information will be sent to you in case of rejection)

HOLISTIC SECURITY STICKERS ARE THE FIRST MAJOR STEP TO CURB THE PRODUCT DUPLICACY.

Nearly entire world is indulged manufacturing counterfeit products. Even Delhi has become the hub of counterfeit products as nearly 70 per cent counterfeit products originate here. As you all are aware few dealers are selling duplicate HDHMR, it became important to take stringent actions and we opt for Holistic Security Sticker.

The challenge was to separate Action TESA products duplication with authenticity.

These high-tech stickers are near impossible to crack. Security Stickers will help segregating our products from duplicate boards. Apart from the authenticity test, a multimedia campaign will generate the awareness among out distribution channel & end consumers, both.

