



Distribution of education, confidence in the shape of nourishment, bags, uniform, stationary, sanitary pads, sports articles is a small step towards building a better nation.

We are able to reach Girls of following institutions, recently.

- Govt Upper Primary School, Sitarganj.
- Kasturba Gandhi Girls Hostel, Sitarganj
- Govt Primary School Gorikheda, Sitarganj
- Govt Primary School Mazra thaggu, Sitarganj
- Govt Primary School Sidhgarbayan, Sitarganj



## CONTEST!

### Why Boilo is an ideal option for the Kitchen Furniture?

Do surprise us with simplicity, wittiness or may be the **most accurate answer & win exciting prizes.**



send answers at [digimktg@actiontesa.com](mailto:digimktg@actiontesa.com) OR simply write on the form, click a pic and share at: 9311401995

**Important:** 1. The decision of Steering Committee will be final and binding to all. 2. Member of Steering Committee can participate but not entitled for any gift. 3. At least, one entry from each branch is a must and you may go for n number of answers. 4. Will declare winner in every consecutive 'Action TESA Times' edition with photograph

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# THE ACTION TESA TIMES

Dear Team Action TESA,

*HAPPY NEW YEAR*

It's always a great feeling to deliver good news or congratulate colleagues or share information on new milestones, but each day, all the months and every span of time always has its own plusses and lessons to learn. 2022 was different from previous years as it started with a cautious state of mind after two consecutive pandemic hit years and with a new normal life. It was actually time to test the waters once again but each team member of Action TESA team i.e. our Distributors, dealers, contractors, carpenters and all the employees moved together shoulder to shoulder and results were all time great. The saying all's well that ends well is correct for the year 2022. It was largely a

great year for the Action TESA. We created new milestones and were able to surpass them within 30 days many times. It made us more determined to remain focused and always a customer-centric company.

In a way, January is a gateway to the whole year and thus it is very important for us to plan it better,

*“Let us aim for higher market share as we are definitely better equipt to cater the market in the best possible way”*

**N.K. Aggarwal**

execute with expertise, reach new geographies and be ready to go to the extra mile. If we start well and take an early lead, I am sure 2023 will turn out to be even better.

HDHMR & Boilo emerged as real differentiators in the market place and we decided to keep focusing on marketing both aggressively. We will continue to strengthen the 360 marketing program i.e. Television, Digital, Direct Contact program etc. Let us aim for higher market share as we are definitely capable of catering to the market the better way. Feel free to reach me, your senior colleagues with new ideas & let us create magic this year.

◀ **Shri N. K. Aggarwal**  
Chairman



**DEHI 2023 WOOD**

**2-5 March 2023**  
India Expo Centre & Mart  
Greater Noida, India

**HALL - 9,  
STALL NO. K-202**



Customer Care Number  
**1800 3090 707**





## HDHMR emerged as the most preferred board for Carpenters.

HDHMR boards have been widely accepted by our Carpenters for both the home and office furniture segments. Almost everyone raised their hand when asked at one of the Carpenters Mega Meets. They narrated their stories and nicely described the advantages of using HDHMR boards. The mass Media campaign on leading National and Regional channels, Social Media, at the Carpenters Meets, In-shop get-to-gathers contributed a lot in educating and move from plywood to HDHMR.



### Events



Action TESA Star 2.0 a Carpenter App. is running successfully. Our Carpenter brothers are our pillars of strength and they already achieved many milestones. Almost every day they visit Head office, Branch offices to collect the rewards.



**Event:** Certificate Distribution at plant

**Theme:** Innovation and Impact

December witnessed a huge participation. As many as 39 nominations were received from different departments and certificates were distributed on a common platform.



## Why is laminate flooring always going to be in trend?

If you like cozier and more relaxing surroundings, wood flooring can be a great option for both your home and office. Laminate flooring can give a desired welcoming impact to the spaces. While long, vertical lines, lighter shades can make rooms appear bigger, darker shades of wooden flooring can make your rooms look cozier.

### Laminate flooring is a Value for Money option:

Laminate flooring is stylish and adds a royal look to the interiors. On the contrary, it is significantly less expensive and easier to install.

### Installation of laminate flooring is Easy:

Laminate flooring can be installed over existing surfaces. Simply think of giving a different look to the spaces & it is done in no time. Don't forget to add soft foam in between and give better treatment to joints.

### Advantage Laminate Flooring:

Action TESA laminate flooring is extremely comfortable underfoot, especially when the weather is really cold.

Go for laminate flooring, polish it and enjoy the same new look again and again.

PRODUCT  
WINDOW

## Why you must consider **BOILO** twice before initiating the Kitchen furnishing?

There will never be a single day when we won't enter kitchen. The day starts here, by default. It is our usual hang out place. We have liberty to taste the hot food almost instantly when days are cold and eating ice-cream is always a fun by standing the fridge. It is actually social hub for the entire family. You certainly consider it as heart of the home though it has everything to do with your stomach. But even though it is heart of home, we often see that the Cabinet doors and drawers crack, warp or simply fall off and it actually reduces the feeling of great satisfaction. It do happens because Kitchen is different for other parts of home where enemy called MOISTURE always lives in with furniture. In addition to that its furniture usage is comparatively higher.

### Boilo is Born Tough. It is Boiling Water Proof & FR both.

It is designed to cater the specific needs of Kitchen. Its density is above 1000 kg/m<sup>3</sup> which makes it tough to face all the weathers and its great screw holding capacity keep cabinet functioning smooth many plus years. Boilo is Fire Retardant and it stands great against various National and International standards to ensure better safety in Kitchen.



*Choose Boilo or keep worrying.*