the months and every span of time

different from previous years as it started with a cautious state of

pandemic hit years and with a new

normal life. It was actually time to

each team member of Action TESA

team i.e. our Distributors, dealers,

test the waters once again but

contractors, carpenters and all

the employees moved together

shoulder to shoulder and results

well that ends well is correct for

the year 2022. It was largely a

were all time great. The saying all's

always has its own plusses and

lessons to learn. 2022 was

mind after two consecutive

ACTION TESATIMES



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

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

institutions, recently.



# **CONTEST!** Do surprise us with simplicity,

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



wittiness or may be the most accurate answer & win exciting prizes.

send answers at 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

## CUSTOMER CARE SERVICE: 1800 309 07 07





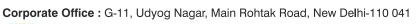






















Dear Team Action TESA, 🗼 great year for the Action TESA. We created new milestones and were HAPPY NEW YEAR 🖺 able to surpass them within 30 It's always a great feeling to deliver days many times. It made us more good news or congratulate determined to remain focused and colleagues or share information on always a customer-centric new milestones, but each day, all

company.

In a way, January is a gateway to the whole year and thus it is very important for us to plan it better, To the most hard-working and dedicated Team Action, I wish success to face upcoming challenges, more experience, more knowledge and more growth. May together we take our company to new heights. Best wishes on New Year to you all.

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



#### 2-5 March 2023

India Expo Centre & Mart Greater Noida, India

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



TESA.

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.









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** 



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 icecream 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/m3 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.