

THE
ACTION T E S A TIMES

A NEW ERA BEGINS

Two Brands, One Unstoppable Mission!

We are proud to announce Bollywood superstar Ajay Devgn as our brand ambassador. This partnership echoes Action TESA legacy of innovation and excellence, aligning with Devgn's iconic stature and widespread appeal.

Ajay Devgn and Our 'Koi Nahi Aisa' Philosophy

Ajay Devgn also represents our 'Koi Nahi Aisa' philosophy with the way he has intelligently innovated his films and performances, leading the way for the past three decades. Our 'Koi Nahi Aisa' resonates perfectly with Ajay, reflecting his unique ability to push boundaries and set new standards in the industry. This was another major reason to choose Ajay Devgn as our brand ambassador, as his spirit mirrors Action TESA commitment to delivering unmatched quality and innovation.

“We are thrilled to welcome Ajay Devgn to the Action TESA family,” said Mr. Ajay Aggarwal, MD at Action TESA. “His iconic presence and values mirror our brand's ethos. With Ajay Devgn, we aim to inspire confidence and showcase the unmatched quality of our products, especially BOILO, to every household in India and neighboring countries.”

Why Ajay Devgn?

Fuelled by our passion for innovation, we developed BOILO, the ultimate boiling waterproof and fire-retardant board, which we also patented to ensure its unique quality remains unmatched. BOILO embodies strength, resilience, and reliability, qualities that resonate deeply with Ajay Devgn's persona. We considered others too, but none came closer to embodying BOILO's exceptional features like Ajay Devgn. His commanding presence, unwavering authenticity, and ability to connect with millions make him the perfect ambassador to represent Action TESA and our revolutionary, patented BOILO board.

To mark this collaboration, Action TESA is set to launch a multi-media campaign featuring Ajay Devgn. This larger-than-life campaign will bring the magic of BOILO to screens nationwide. In this landmark union, two giants are coming together to create unshakable trust in the brand Action TESA, inspiring homes across India to choose our products, showcasing strength, innovation, and reliability in every piece of wood.



INTRODUCING 7 HMR PARTICLE BOARD WITH DENSITY > 700 KG/M³ SEAL OF CONFIDENCE

At Action TESA, we're proud to introduce Moist Master, an innovative engineered wood product designed for craftsmen, builders, and eco-conscious creators. Combining superior performance with environmental responsibility, Moist Master is a highly effective moisture-resistant board in the particle board price category, reflecting our commitment to quality and sustainability.

Why Moist Master Stands Out

- **Exceptional Strength and Stability:** With a high density (>700 kg/m³), Moist Master offers robust durability for demanding applications.
- **Built to Last:** Engineered with borer and termite resistance, it ensures long-lasting performance, protecting creations from common wood pests.
- **Moisture-Resistant:** Unlike conventional particle boards, Moist Master resists warping and swelling in humid conditions, ensuring consistent quality.
- **Eco-Friendly Innovation:** Manufactured with environmentally conscious processes, it aligns with Action TESA's vision for sustainable manufacturing.



Ideal for Diverse Applications

From modular furniture and cabinetry to office interiors and retail spaces, Moist Master delivers versatility and reliability, especially in humid and coastal regions. Its low-odour composition improves the workspace environment, making it a preferred choice for professionals. Moist Master reflects Action TESA's dedication to innovation, quality, and environmental stewardship. We invite partners and customers to explore its potential and share feedback as we continue to refine solutions for tomorrow's needs.



TOMORROW BELONGS TO THE SKILLED CARPENTERS



Carpenter Academy Launched in Association with MSME

The Carpenter Academy came alive with a heartwarming launch of its Certificate Program in Wood Panel Processing Techniques, a deeply inspiring CSR initiative that touches the soul of our community. Welcoming its first batch of 30 eager dreamers, this heartfelt project-materialised through a powerful partnership with MSME and became a beacon of hope for aspiring carpenters. **The joyous inauguration was graced by Mr. Vivek Jain, MD, Mr. A.K. Singh, President and senior HODs, alongwith the MSME Head, the event radiated pride and promise.**

With a mission to empower hearts and hands, the Academy is dedicated to self-reliance, presenting new opportunities for meaningful livelihoods, and nurturing sustainable growth. By equipping budding carpenters with transformative skills, we're not just creating technician but are also uplifting communities, and creating a legacy of skilled carpenters for generations.



5 PILLARS

OF ACTION TESA - KOI NAHI AISA

Action TESA stands tall on five foundational pillars: Intelligence, Inside, Trust, Connect, and Salaam. Each pillar represents a core value that drives our mission to deliver world-class engineered panels. This article introduces them, providing a deep dive into TESA Intelligence. In the upcoming newsletters, we will delve into each pillar in detail, showcasing how Action TESA redefines excellence.

This is a series dedicated to raising awareness about our five pillars. In this edition, we will discuss TESA Intelligence in detail. In the upcoming newsletters, we will cover one pillar in each edition.

True growth has to be multi-dimensional. Believing in this philosophy, Action TESA rose to market leadership position based on five foundational pillars.



REDEFINING EXCELLENCE IN ENGINEERED WOOD

The first pillar, TESA Intelligence, drives innovation with a first-mover advantage. Action TESA has consistently redefined the engineered wood industry through groundbreaking products like Action TESA HDHMR (High-Density High Moisture Resistance) Boards, which became so iconic that they are now generically referred to as "Hara Board." Another milestone is the Boilo BWP FR Boards, the world's first boiling, waterproof and fire-retardant engineered wood solution, now a patented innovation. Beyond products, the company introduced India's first Thin MDF, HDF Laminated Flooring, and UV High-Gloss Boards. To bring innovation directly to consumers, Action TESA launched Studio-on-Wheels (SOW), a mobile showroom that has travelled over 40,000 miles, reaching Tier 2 and 3 towns. Additionally, in-house glue production ensures consistent quality across all products.

Artificial Intelligence is the next big thing for our industry, and its footsteps are already being heard. Action TESA has always welcomed new technology, and we are thrilled to share that we have completed Executive Programme in AI for Business (EPAIB) from IIM Lucknow - a comprehensive training program on the application of AI in our industry.

Keep watching this space for the next Pillars -
TO BE COVERED IN THE NEXT EDITION...



FISHBONE
Premium Collection
HDF LAMINATED FLOORING
PRIME

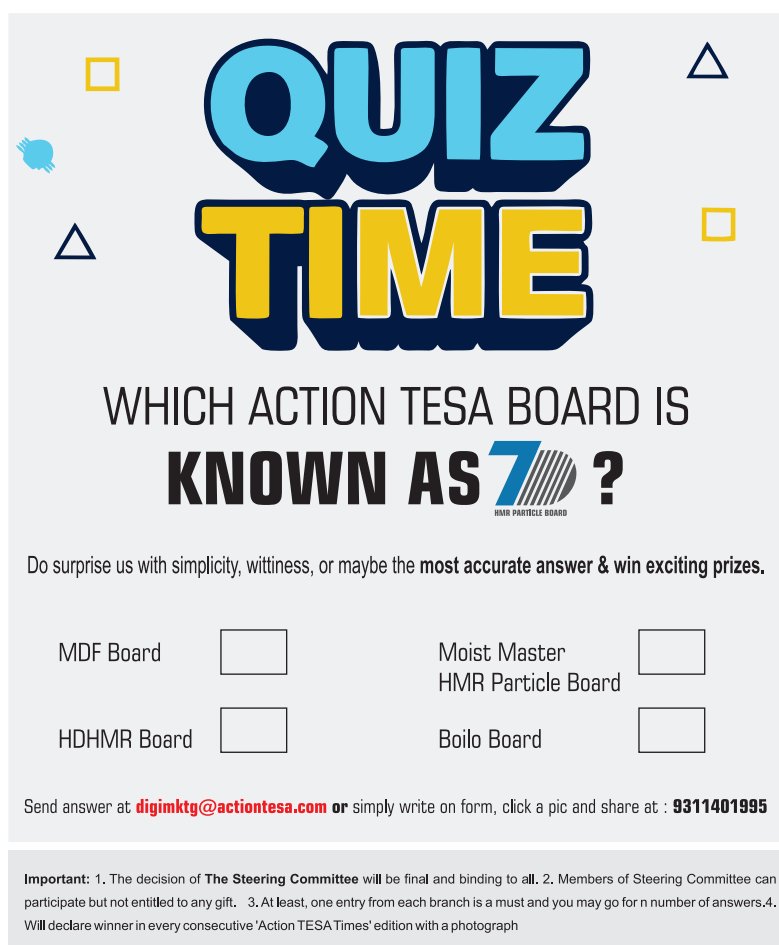
SIZE : (300 MM X 1214MM) 8MM AC4

ACTION TESA BRINGS REFRESHING FISHBONE PATTERN TO YOUR FLOORS

Transform your space with Action TESA stunning Fishbone Pattern HDF Laminated Flooring. This iconic design delivers a bold, chevron-inspired elegance that blends timeless charm with modern craftsmanship. Crafted for durability and style, our flooring ensures lasting beauty and resilience. Elevate your interiors with a sophisticated look that's as unique as you are-perfect for homes that demand distinction.

Specifications:

- **Dimensions:** 300mm x 1214mm
- **Thickness:** 8mm
- **Grade:** AC4 (suitable for heavy residential or moderate commercial use)

QUIZ TIME

WHICH ACTION TESA BOARD IS KNOWN AS **7**?

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

MDF Board	<input type="checkbox"/>	Moist Master HMR Particle Board	<input type="checkbox"/>
HDHMR Board	<input type="checkbox"/>	Boilo Board	<input type="checkbox"/>

Send answer at digimktg@actiontesa.com or simply write on form, click a pic and share at : **9311401995**

Important: 1. The decision of The Steering Committee will be final and binding to all. 2. Members of Steering Committee can participate but not entitled to 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 a photograph

Action TESA Unveils 10x4 FT Boards for Seamless Floor-to-Ceiling Storage

Action TESA is thrilled to announce our new 10x4 FT boards, designed to meet the growing demand for seamless, high-end storage in modern homes and commercial spaces. These larger panels eliminate visible joints, delivering a sleek, uninterrupted finish for wardrobes, cupboards, and built-in units.

Key Benefits :

- **Sleek Aesthetics:** Oversized panels create smooth, premium surfaces without breaks or seams.
- **Versatile Design:** Ideal for architects, designers, and homeowners seeking full-height storage without compromising form or function.
- **Market Leadership:** This launch reinforces Action TESA commitment to innovative building solutions.

Importance of Steel Straighteners For optimal stability with Action TESA 10x4 FT boards, we recommend using steel straighteners, especially for installations

over 8ft. These reinforcements prevent warping and sagging, ensuring long-term durability and structural integrity. For best results, use a level during installation and avoid over-tightening screws. This approach is essential for maintaining both form and function in full-height storage solutions.

Contact us to learn how these boards can elevate your next project.




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BUILDING MATERIAL EXHIBITION

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