

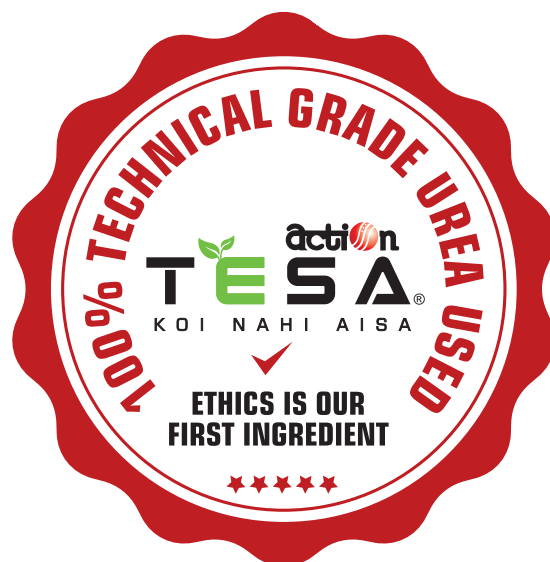


THE ACTION TESA TIMES

*Special
Edition*
Vol -2



ACTION TESA PRODUCT RANGE : •Pre-Laminated & Plain Particle Board, MDF & HDHMR Board •BOILO - BWP FR HDF Board •Ornamatte - Matte Finish •Moist Master - HMR Particle Board •Abraze - Highly Scratch Resistant Pre-Laminated MDF Board •Moistro Door •HDHMR Door •HDF Laminated Flooring •Embossed HDF Board •High Gloss UV Board •High Gloss Acrylic Board



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THE ACTION TESA TIMES

ACTION TESA: SPREADING WINGS FROM FOOTHILLS OF NAINITAL TO THE EASTERN GHATS

It was shared earlier too that how a humble beginning of a company turned in to thought leadership position in a short span of 15 years and how it initiated a balanced approach to doing business with greater responsibility towards society and making circumstances favourable.

THE MOTTO: Serve Consumers with Better Understanding. Ditch the Mundane & Lead with Meaningful Innovation.



Action TESA began manufacturing engineered wood boards in 2010 and immediately moved beyond the ordinary. Instead of following conventional

paths, the brand chose innovation as its foundation. Very soon, Action TESA HDHMR was introduced, an advancement that reshaped the entire industry. What was once a market dominated by MDF swiftly shifted to HDHMR, marking a decisive change in consumer expectations and industry standards.

Since then, Action TESA has consistently ditched the mundane by developing meaningful solutions tailored to real needs. Breakthrough offerings such as Boilo (Boiling Waterproof and Fire-Resistant Boards), Moist Master (a price-less innovation), and Moistro Doors (engineered for extra strength and optimal performance) expanded the possibilities of



engineered wood. Each innovation addressed a genuine market gap and helped the industry evolve with responsibility and purpose.

The extension of the manufacturing facility beyond Sitarganj was part of Action TESA's vision to reduce the time required to cater to the southern and neighbouring regions more effectively. For this, a strategically located site and ease of doing business were the prime factors. The present drive of Swarna Andhra and the vision under the capable leadership of the Hon'ble Chief Minister of Andhra Pradesh, Shri Nara Chandrababu Naidu, proved to be a perfect match.

Accordingly, we zeroed in on the AP SEZ zone at Rambilli, Atchutapuram, Anakapalli district. As anticipated, Action TESA received strong support from the state leadership, district administration, and local authorities.

The occasion was graced by Shri Nara Chandrababu Naidu, Hon'ble Chief Minister of Andhra Pradesh (Virtual); Shri Kollu Ravindra, Hon'ble District In-Charge Minister and Minister for Mines & Geology and Excise, Government of Andhra Pradesh; Smt. Vangalapudi Anitha, Hon'ble Minister for Home Affairs & Disaster Management; Shri Sundarapu Vijay Kumar, Hon'ble Member of Legislative Assembly, Yelamanchili; and Smt. Vijaya Krishnan, I.A.S., Collector & District Magistrate, Anakapalli district.

On a separate occasion, our Chairman, Shri N.K. Aggarwal, met and interacted in person with the Hon'ble Chief Minister, Shri Nara Chandrababu Naidu, along with the Action TESA team.

"The Five Pillars reflect who we are and what we stand for. They guide our decisions, inspire our people, and ensure that we grow with integrity and purpose." **Ajay Aggarwal, MD Action TESA**



KOI NAHI AISA

THE RISE OF ACTION TESA: **POWERED BY FIVE PILLARS**

Action TESA didn't become a trusted name overnight. It earned its leadership by choosing a distinct path - one built on innovation, responsibility, and an unshakeable commitment to the consumer. While unique products like HDHMR, Boilo, Moist Master, and world-class flooring solutions helped redefine the engineered wood segment, it was TESA's Pillars that shaped its identity.



Thinking ahead has always been at the heart of Action TESA. TESA Intelligence channels this mindset, pushing TESA warriors to deliver the best solutions for consumers. Whether it is developing superior engineered wood products, reaching out to aspiring architects and interior designers to educate them on the qualities and applications of engineered wood, or finding innovative ways to market products such as Studio-on-Wheels, this pillar drives purposeful innovation at every level.



In the furniture segment, consumers either buy readymade furniture or purchase wood boards to make furniture. While buying plain wood boards, quality can largely be ensured by purchasing them from authorised Action TESA sellers and closely inspecting the packaging and stickers placed on the boards. However, once these boards are converted into furniture or when selecting pre-laminated boards, it becomes difficult to identify what lies inside.

TESA Inside is built on one clear belief: consumers deserve best-in-class quality, and they deserve to know it. Keeping this in mind, Action TESA has introduced the practice of printing an invisible TESA mark on Pre-Lam Boards. This mark becomes clearly visible under UV light, enabling easy identification of genuine TESA products even after the furniture is made. This initiative will soon extend to the Plain Boards segment as well, further strengthening consumer confidence and trust across all product formats.

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At Action TESA, ethics is our first ingredient, guiding every choice we make, from selecting Technical Grade Urea over cheaper substitutes to upholding our promises, nurturing partnerships, and serving society responsibly. That is the foundation of trust in Action TESA.

Ajay Aggarwal, Managing Director, Action TESA



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TESA Trust is a way of life at Action TESA. It reflects everything the brand stands for: fair business ethics, transparent marketing practices, a strong TESA family culture, and a deep sense of social responsibility.

Trust at Action TESA is built through everyday actions. From consistently using the comparatively costlier Technical Urea to ensure superior quality, to maintaining a genuinely customer-centric approach, TESA Trust begins at home and extends to every stakeholder within the company, across the industry, and throughout the country.



TESA Connect is Action TESA's commitment to move forward together.

It is designed to connect every stakeholder of the business and build stronger, long-term relationships through technology, personal engagement, and continuous dialogue. The objective is simple yet powerful: to grow as one extended TESA family while achieving shared goals with transparency and empathy.

At its core, TESA Connect believes in creating win-win outcomes for all. Today, TESA Connect actively engages TESA Champs (retailers) and TESA Stars (carpenters and contractors) through a dedicated platform and structured programmes. For TESA Champs and TESA Stars, TESA Connect goes beyond digital access - it creates ongoing engagement through learning, recognition, and support systems that help them grow their businesses and reinforce long-term trust. It will extend its ecosystem to architects, interior designers, and end users, further strengthening collaboration across the value chain.

Extending this philosophy beyond business, Kalpa-Taru connects Action TESA with farmers to drive purposeful plantation initiatives. In FY 2024-25 alone, over 64 lakh eucalyptus saplings were distributed and planted in partnership with farmers, reinforcing the belief that growth must be inclusive, responsible, and collective.



TESA Salaam represents Action TESA's culture of gratitude and respect.

It is built on the belief that true growth comes from acknowledging the people who shape the industry every day. Action TESA was the first to formally celebrate Carpenters' Day and Architecture Day, recognising the two strongest forces driving the furniture ecosystem. Carpenters are the backbone of the furniture industry, transforming materials into reality, while architects envision and design better living spaces for society.

Through TESA Salaam, Action TESA honours these contributors not just with words, but with sustained recognition, respect, and inclusion strengthening relationships that go far beyond business.

KOI NAHI AISA

Ajay Devgn Association: A Defining Chapter in Brand Visibility



The association with Mr. Ajay Devgn marked another milestone in Action TESA journey this year. Far beyond a celebrity endorsement, it played a decisive role in elevating brand visibility and reinforcing Action TESA core values of strength, credibility, and meaningful innovation on a national scale.

Mr. Ajay Devgn's persona defined by authenticity, resilience, and consistency is resonated perfectly with the Action TESA philosophy and flagship innovation, BOILO. Building on the brand's proven strength and impactful campaigns, this partnership amplified its message with clarity and confidence, deepening trust and recall among consumers, influencers, and trade partners alike.

In retrospect, this collaboration stands as a compelling example of how the right partnership can transform communication into conviction, making it a landmark chapter in the brand's evolving story. The Ajay Devgn association is yet another example of Action TESA living its positioning - KOI NAHI AISA.

Action TESA Showcases Innovation at Four Exhibitions in **DELHI, BENGALURU, NOIDA, AND NEPAL**



INDIAWOOD 2025 - NOIDA



MATECIA, BENGALURU 2025



NEPAL WOOD - KATHMANDU, NEPAL

Exhibitions are not merely platforms for showcasing products at Action TESA. They function as important touchpoints to collaborate with partners, gain closer insights into consumer needs, and discuss new arrivals and regional priorities. These platforms also enable budding architects, interior designers, and other professionals to better understand the ease and versatility of planning interiors using engineered wood.

In 2025, **Action TESA** marked a strong presence across key industry exhibitions in **Delhi, Bengaluru, and Nepal**. At Matecia, Bengaluru, the company not only participated in the exhibition but also **launched Studio-on-Wheels 3.0**, further strengthening its outreach initiative. One of the major highlights of the Matecia, Delhi, was the announcement of **Mr. Ajay Devgn as the brand ambassador**, a milestone that significantly enhanced brand visibility and engagement during the show.

Action TESA also participated in **INDIAWOOD, Noida**, which turned out to be a highly successful exhibition. The TESA stall attracted strong footfall, with thousands of visitors engaging with the brand, its products, and its application-led solutions, reflecting growing interest and acceptance across the market.

Participating in Nepal Wood is an altogether different and vibrant experience. It is hard to miss the warm hospitality, resilience, and rich traditional lifestyle. The keen interest shown by visitors and their willingness to imagine their projects on the spot make the experience even more engaging.

KOI NAHI AISA

NEW ARRIVALS

The furniture industry is evolving on two critical fronts

One, the need to protect forest reserves by reducing dependence on natural wood. Two, the demand for alternative materials that can meet diverse functional and performance requirements of modern living spaces.

Action TESA has emerged as a frontrunner on both counts. As a leading engineered wood company-one of the most eco-friendly categories in the wood panel industry-it has consistently delivered solutions that balance responsibility with performance.

Innovations such as Action TESA HDHMR redefined the segment by setting new benchmarks in strength and consistency, while advanced offerings like BOILO (BWP & Fire-Retardant boards) addressed the most demanding applications, including kitchens and damp areas. Together, these developments strengthened engineered wood as a credible, future-ready alternative and positioned Action TESA at the forefront of the industry's transformation. At Action TESA, innovating new products is a never ending process.

PRESENTING MOIST MASTER



MOIST MASTER A STRONGER SOLUTION FOR VALUE-DRIVEN FURNITURE

Today's markets are diverse, shaped by regional preferences, application needs, and varying usage conditions. Addressing this wide spectrum requires not just variety, but a complete and well-structured product range. This is where Action TESA stands apart, offering solutions designed to meet the unique requirements of different regions across the country.

Within this comprehensive portfolio, **Moist Master** is positioned as a strong solution for value-driven furniture applications, where performance and practicality go hand in hand. It caters to manufacturers who have traditionally relied on ordinary plywood, providing them with a technically superior alternative.

What clearly differentiates **Moist Master** is its **higher density of approximately 750 kg/m³**, making it significantly more compact and structurally stronger than **conventional plywood, which typically range up to 550 kg/m³**. This enhanced density results in better load-bearing capacity, stronger screw-holding strength, and improved dimensional stability, critical factors that directly influence the durability and reliability of furniture.

Backed by these tangible performance advantages, Moist Master is witnessing steady acceptance in the market and is emerging as a dependable product within the Action TESA portfolio.





PRESENTING MOISTRO - THE DOORS WITH DUAL POWER

Designed in response to evolving consumer expectations, Moistro addresses the growing demand for door solutions that offer high resistance to moisture, borers, and termites, along with superior screw-holding strength, lightweight construction, and cost efficiency.

Moistro is engineered with a Moist Master core sandwiched between two layers of Action TESA HDHMR, combining the strength, stability, and performance of HDHMR with a comparatively lighter weight - making it an ideal solution for the door segment.

Available in an attractive range of shades, Moistro also comes with a ready-made door base, significantly speeding up installation and reducing on-site effort. This makes Moistro not just a high-performance door solution, but also a smart, time-efficient choice for manufacturers and installers alike.

KOI NAHI AISA

FISH BONE
Premium Collection
HDF LAMINATED FLOORING
PRIME

INTRODUCING NEW FLOORING FISHBONE PREMIUM COLLECTION

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)



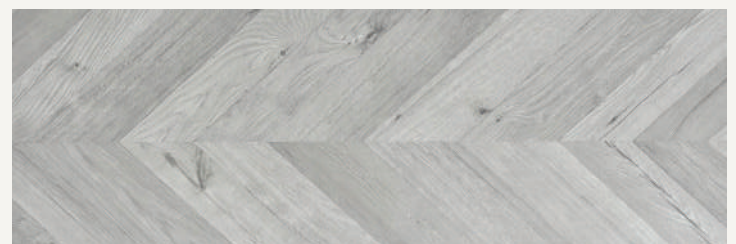
3554 - EVOKE ELEGANCE FINISH - FT 8MM AC4



3555 - MOON LIGHT ELEGANCE FINISH - FT 8MM AC4



3556 - EBONY ELEGANCE FINISH - FT 8MM AC4



3557 - GREY ELEGANCE FINISH - FT 8MM AC4



Studio-on-Wheels

STUDIO ON WHEELS ROLLS BACK INTO BENGALURU

Travelling across India, sharing insights on new arrivals, finishes, and solutions with seasoned professionals, and working closely with trade partners has been a unique experience. Engaging with the next generation, discussing engineered wood as a future-ready solution, and showcasing smart applications across the nation further enriched this journey.

After covering more than **50,000 kilometres** and reaching cities and regions across the country, **Studio-on-Wheels 3.0** is now set to arrive once again, bringing this **experience to your doorstep**.



WORLD ARCHITECTS' & CARPENTERS' DAYS

Celebrated on a Larger Canvas in 2025

What began as a meaningful initiative in 2024 evolved into something far more impactful in 2025. Action TESA's celebration of Carpenters' Day and World Architecture Day moved to a larger, more inclusive scale, reflecting the deep respect that was long due to the true creators of the furniture and built environment ecosystem.

Action TESA celebrated **Carpenters' Day on September 24** and **World Architecture Day on October 6**, turning these occasions into powerful expressions of gratitude, recognition, and industry connection. The initiatives went beyond symbolic gestures, reinforcing Action TESA belief that progress in the furniture and interior industry begins with acknowledging the people who shape it every day.

Carpenters' Day: Honouring the Hands That Make Our World More Beautiful

The celebrations commenced with Carpenters' Day, marked by the expansion of TESA Salaam. This year, the initiative scaled up significantly, with Mega Meets organised across 50 key locations in India, creating a platform for carpenters to engage with new technologies, evolving design practices, and emerging industry trends.

These interactions also helped strengthen professional bonds, reinforcing a sense of pride and belonging within the community. The highlight of the celebrations was the extensive national media coverage. Leading English and regional dailies, prominent TV channels, and impactful digital platforms across India covered the initiative, truly making it a nationwide event.



Scan the QR code to watch the Humble Beginnings to a Grand National Event
A celebration of Craftsmanship
TESA SALAAM



World Architecture Day: Celebrating the Visionaries

Action TESA also marked **World Architecture Day on October 6**, paying tribute to architects, the visionaries who imagine, design, and define the spaces in which people live, work, and grow. From iconic landmarks to everyday homes, architecture shapes culture, lifestyle, and progress.

Wood Panel Processing Techniques (WPPT) सर्टिफाइड फ्री कोर्स



ONCE IS AN ACHIEVEMENT.
WPPT DELIVERS
100% PLACEMENT, AGAIN

The Carpenter Academy marked a heartwarming milestone with the launch of its Certificate Program in Wood Panel Processing Techniques, a meaningful CSR initiative introduced in 2025 in association with MSME. Welcoming its first batch of 30 passionate learners, the Academy emerged as a beacon of hope for aspiring carpenters, built on a strong partnership aimed at skill development and empowerment. We are proud to share that **two batches have been successfully completed with 100% placement**, affirming our commitment to uplifting communities and creating a lasting legacy of skilled carpenters for generations to come.



CARING FOR SOCIETY

At Action TESA, giving back is viewed not as an obligation but as a guiding principle. The belief that collective societal growth leads to sustainable progress shapes the organisation's approach, along with the understanding that businesses have a responsibility to support the weaker sections of society. In line with this thinking, Action TESA continuously explores meaningful ways to contribute beyond business, staying closely connected to real lives and real needs. Philanthropy forms an integral part of the organisation's value system, influencing decisions, actions, and the broader definition of success.



Provided 50 mattresses, a water cooler, and other essential items at Netaji Subhash Chandra Bose Balak Aawasiya Chhatrawas.

FOCUSSED EFFORTS AT SITARGANJ TO PROVIDE BETTER ACCESS TO HEALTHCARE, EDUCATION, AND SKILL DEVELOPMENT



FIVE SCHOOLS, ONE MISSION - Creating a Better World by Helping Children Follow Their Dreams

India largely experiences two extreme seasons, summer and winter, which require additional preparation to cope with harsh conditions. Students need suitable clothing to stay prepared and comfortable while attending school.

Action TESA has adopted five government schools to provide essential support such as school bags, books, sports gear, and seasonal clothing, enabling holistic development and helping students pursue their aspirations.



HEALTH IS WEALTH - Construction of CHC Sitarganj

Access to proper healthcare centres is a basic development need, and good health is essential for citizens. With this belief, Action TESA worked hand in hand with local authorities to construct the CHC Sitarganj, a Community Health Centre equipped with modern facilities to serve local families with dignity and care.



SKILL DEVELOPMENT PROGRAMME - 'WPPT' & MSME Sitarganj

Skill development has always been a key focus area for Action TESA. With a vision to empower carpenters and their wards, Team TESA collaborated with the Government-led MSME Sitarganj initiative to launch a three-month skill development programme. The initiative successfully trained 60 students, and the icing on the cake was that all of them secured placements with national brands.

