



AAO GHAR SAVARREN

ASIS INDIA

AT THE PINNACLE OF THE BUSINESS SINCE 1993

ASIS has made a mark in the industry since 1993 by giving the Indian furnishing industry its widest range of products. Asis India is one of India's leading wood-based interior furnishing solution provider catering an array of wood-based panel products by manufacturing and distributing them across India and abroad. The company, in just a short span of time, has achieved a commendable stance in the market boasting of more than 12000 dealers & sub-dealers, 400 distributors, 15 marketing offices and a 35% share in the MDF & Particle Boards segment.

MADE TO
IMPRESS.



THE ASIS ADVANTAGE

- Award-winning Products
- International Quality Standards
- Vast Product Range
- Highly Durable Products
- Robust Manufacturing Facility
- Strong Network spanning across the World
- ISO 9001:2015, ECO Mark & ISI, FSC, IGBI, GREENGUARD Certifications
- High distributor & vendor retention rate
- Plant with the latest Technology
- Multi-layer value addition at the same location
- Proven and scalable systems to achieve operational edge and efficiency

THE FIRSTS OF ASIS

- Largest Investment in wood based industry at one go till the year 2007
- Unique business model involving widest range of product at one single location
- Amongst first to receive permission to set-up MDF and Particle Board Plant in India
- First in bar-coded format for entire range in production and sales
- First wood-based company in India to implement SAP
- First to appoint Big 4 audit firms as its statutory auditor
- Highest sales growth in first few years of commencing production

THE VISIONARIES OF **ASIS** INDIA



MANAGING DIRECTOR

MR. RAKESH KUMAR AGARWAL

After a humble beginning as a Senior employee in the Ministry of Industry, Government of India on being selected through UPSC, Mr. Rakesh Agarwal resigned and started the journey of ASIS group in the year 1992. With leadership foresight and strategic management, Rakesh Agarwal has carved out an unprecedented growth path for ASIS group. He was responsible for taking bold decisions making ASIS to be featured amongst first in setting the trends which were followed by others. He has vast experience in understanding Legal, Import, Export, Customs, and Taxation related matters. Before commencing production he was also an Advisor to many leading corporate groups in India. Mr. Agarwal is also a Chairman of All India Panel Board Manufacturers Association. He is highly respected due to his leadership quality and dedicated approach. His humble and grounded nature makes him approachable by the peers as well as his employees in the organization. He is a man of Ethics and commitment.



DIRECTOR

MR. SARVESH AGARWAL

Mr. Sarvesh Agarwal, who is known for his out of the box solutions, joined the ASIS Group and gained experience at a very early age. He initiated imports of MDF Boards and particle boards in the ASIS Group and independently handled the entire purchase, inventory management, sales, and distribution of such products. He takes care of the marketing, brand promotion, sales, distribution, and collection of all items manufactured by the company. He leads multi-location operations of the company and is responsible for coordination between sales and production to meet customer requirements. With his multi-faceted experience and industry knowledge, he intends to take the business to new heights.



VICE PRESIDENT

MR. GAURAV AGARWAL

After completing his Bachelors in Business Administration (B.B.A) from Indiana, USA, Mr. Gaurav Agarwal started his journey with Shirdi Industries Limited in the year 2010. He gained an in-depth understanding of all facets of the industry and products from the grass-root level. After a few years, he got involved in the management and operations coordination of the flagship Rudrapur plant, which is a huge one catering a variety of products. Being based in Mumbai at the Head Office, he also got an extensive overview of the banking, finance, and strategic activities associated with the company in the later years of his work. This gave him holistic learning and experience of the organization. Thus in the period of last 10 years, he has worked on various aspects involving business right from manufacturing to strategic planning and beyond. His entire focus and mission is to make ASIS a brand leader in its category, and one of the best places to work.



DIRECTOR OF PLANT & OPERATIONS

MR. B. V. RAO

Mr. B.V. Rao, the Director of Plant & Operations forms the backbone of the organization. He drives cross-functional teams across procurement and production of the final product. He holds Master's Degree in Science in applied organic chemistry. He has experience of more than 35 years in the activities related to manufacturing of particle boards and plywood and has been with ASIS group from the year 2005. Prior to joining the company, he was a Vice President (Operations) of M/s Bakelite Hylem Limited. With his multi-faceted experience in the past organizations such as Eco Board Industries Limited, Novopan Industries Limited and Kitply Industries Limited; he intends to take the business to new heights.



DIRECTOR OF MARKETING

MR. A. K. PATTNAYAK

30+ years of experience as a Marketing leader with the ability to lead marketing team and develop, execute and improve original marketing campaigns. He holds degree in B.A., PGDMS from IIPM (Delhi) and PGDM from YMCA (Delhi). Mr. Pattanayak has experience of more than 30 years in the activities related to sales and marketing of MDF, Particle Boards, Laminates and other related products and has been with ASIS group since past 13 years. He has been looking after cross-functional teams across sales, supply chain, trade & marketing. He is responsible for providing direction, guidance and leadership to the marketing department. His zeal to explore new domains has made him a prominent member of the organization.

OUR PRODUCTS

A SYMBOL OF EXCELLENCE THAT STAYS ON
YOUR FURNITURE, FOREVER

Asis India has been known as the symbol of excellence by the customers, distributors and vendors alike since inception and we take pride in the fact that most of them are still with us along our journey spanning more than 2 decades.

ELEGANT



PARTICLE BOARDS

With a wide applicability on almost all types of interior surfaces, ASIS' Particle Boards are highly versatile. At ASIS, we produce the best quality of pre-laminated and plain particle boards that suit your varied requirements. Our Grade I boards are best suited for applications where humidity is high while our Grade II boards are suited well for interior use. Thanks to our expertise and the use of latest European Technology, we are able to cater to various size and application requirements with great finesse. Our sophisticated impregnation line along with our in-house resin manufacturing helps make our boards far more superior to the rest. Our particle boards conform to BIS standards and bear the ECO MARK of quality.

ASIS Particle Boards are available in custom sizes if ordered in bulk.

DURABLE



FEATURES



Vast Applicability



Versatile



BIS-Mark Standard



Eco-Mark Standard



Free from Warpage
and Peeling



Superior Quality



Excellent Bonding

APPLICATION

Interior application

Panel doors and flush doors, Flooring, Wall Paneling, Exhibitions

Industrial

Television, display board and dash boards

Furniture

Wardrobe, sofa sets, computer table, book shelves

MDF BOARDS

Medium Density Fiberboard (MDF) is a comparatively new entrant in the wood panel industry. Made of wood and other lignocelluloses materials, MDF boards are then refined into fibers and reconstituted with a resin binder which is carried out at elevated temperature and pressure. Further, the boards are sanded to obtain a uniform and precise thickness to get the best quality plain and pre-laminated MDF boards. At ASIS, our range of MDF boards and products conform to the BIS standards and bear the Eco Mark of Quality.

BEAUTIFUL

FEATURES



Precision Thickness



Best Quality



Eco-Mark Standard



BIS-Mark Standard

THE PRODUCT RANGE

Thickness : 9mm, 12mm, 15mm, 18mm & 25mm

Size : 8' x 4'

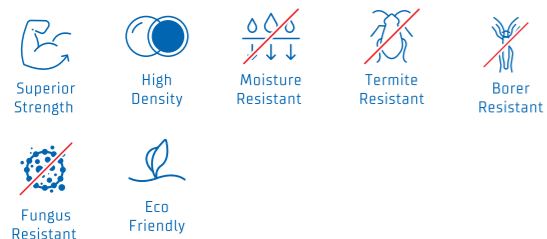
Available Grades : Grade I – Exterior Grade
Grade II – Interior Grade

Types : IS 12406: Plain MDF & IS 14587: Prelaminated MDF

ASIS EXTERIOR GRADE MDF

Engineered for superior strength and high density, ASIS Exterior Grade MDFs offer uniform thickness and a homogeneous structure. These boards are high on moisture resistance, termite resistance, borer and fungus resistance also. These boards are eco-friendly and possess very low levels of formaldehyde emissions, making them safe for your loved ones too.

FEATURES



APPLICATION

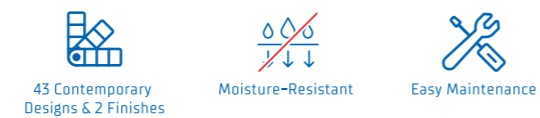
MDF boards are suitable for areas that are prone to high moisture and humidity.

ASIS PRELAMINATED MDF

One of the most easily maintained and scratch-free, moisture-resistant variants of our products is the ASIS Pre-laminated MDF. Available in 43 contemporary designs and colors with 2 distinct finishes namely suede and matte, these MDF boards are beautiful and can add elegance to your spaces.

Available in Grade I (exterior MDF); Grade II (interior MDF); one-side laminated; both-side laminated; one-side bare; both-side balancing variants.

FEATURES



APPLICATION

ASIS Pre-laminated MDF is especially suited for stable areas like Modular furniture, Wardrobes, Wall paneling, Partitions, kitchen cupboards and bathroom cabinets.

HDF

High Density Fibreboard (HDF) is similar to medium-density fiberboard, but is denser and much stronger and harder. It is made out of exploded wood fibers that have been highly compressed. ASIS uses Special Glue to make it Water Resistant Product as per Indian climate.

Hardboard is produced in either a wet or dry process. The wet process, known as the Mason Method, leaves one smooth side and one textured side, while the dry processed hardboard is smooth on both sides. Masonite is produced using the wet process only. There are 2 types of surface finish available- Suede & Matt.

FEATURES



APPLICATION

Furniture where risk of moisture exist Kitchen Shutters, Door Shutters, Shoe Heel, Partitions, Outdoor Fixtures.



PLYWOOD

STATE-OF-THE-ART



Introducing top-quality calibrated plywood manufactured from our state-of-the-art facility at Rudrapur, Uttarakhand. The Plywood we manufacture here at ASIS is made with selected top quality veneer and custom made Synthetic Thermosetting Resins. The plywood plant is equipped with automatic core composers, pre-press and auto-loading & unloading systems to supply the quality products in continuity. All products of ASIS PLY are calibrated for uniform thickness and an excellent surface finish by passing through double-headed sanding machines.

ASIS POWER MR GRADE PLYWOOD

Superior-quality plywood that conforms to IS 303 standards, having high resistance to moisture, termites and borer. MR Grade Plywood is suitable for all interior applications where durability and economy are of equal importance.

FEATURES



ASIS MEGA MARINE GRADE PLYWOOD

A premium variant conforming to IS 710 standards having a density of 0.75 gm/cc. This BWP Grade Plywood is manufactured with selected hardwood veneers. The selected veneers are bonded with highly cross linked super synthetic phenol formaldehyde (SSPF) resin made especially to suit boiling water proof grade. ASIS BWP Grade Plywood offers great structural stability and strength along with excellent screw-holding capacity. It has high resistance towards boiling water.

FEATURES



ASIS LAMIPLY

ASIS Lamiply comes with machine pressed, preferred design of ASIS laminate of 0.8mm at top and bottom layer of Plywood at production plant itself. This application gives freedom to customer from manual pressing of laminate at site which saves time and money.

ASIS SUPER BWR PLYWOOD

High-density, premium-grade structural plywood that conforms BIS: IS 303 quality standard in BWR grades, this plywood is made with selected hardwood veneers and bonded with Phenol formaldehyde resin. It is Calibrated for uniform thickness all over the Plywood that can handle heavier loads. It is CE-certified and emission-free as per the E1 standards. ASIS SUPER PLYWOOD comes with a lifetime guarantee.

FEATURES



ASIS SPECIALITY PLYWOOD

Precision, thickness, calibration with uniform & smooth surface finish. It is especially recommended for construction formwork systems. Manufactured with Pre-Press and TI (Tissue Impregnation) technology, it gives excellent bonding, waterproofing, smoothness & high abrasion resistance.

FEATURES



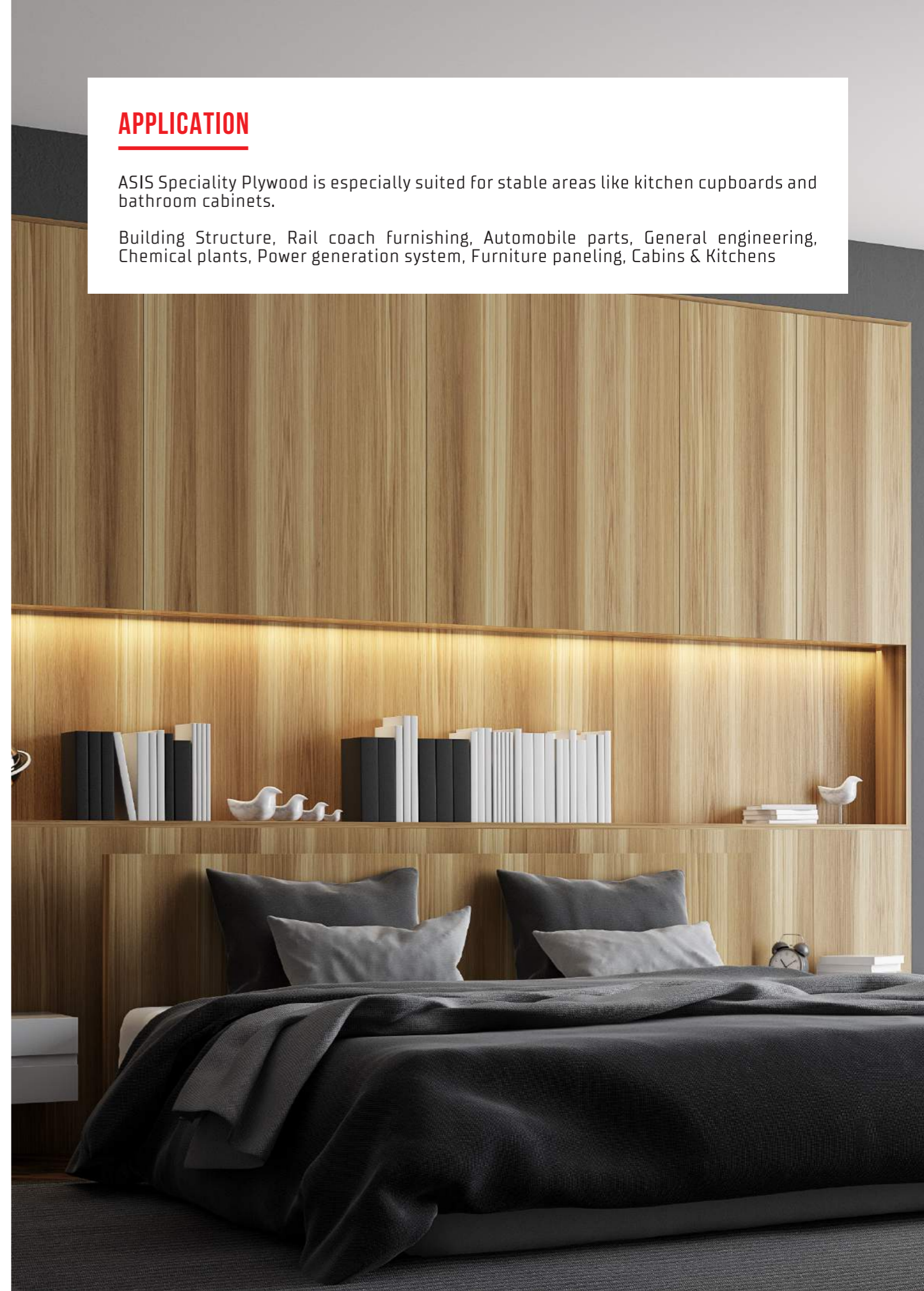
FEATURES



APPLICATION

ASIS Speciality Plywood is especially suited for stable areas like kitchen cupboards and bathroom cabinets.

Building Structure, Rail coach furnishing, Automobile parts, General engineering, Chemical plants, Power generation system, Furniture paneling, Cabins & Kitchens



LAMINATES

Using a unique technology wherein special resins are used to provide extra strength to the laminates, ASIS Laminates are highly scratch and abrasion resistant. The wide and exquisite range of ASIS laminates distinguishes itself with their greater color fastness and best bonding properties as compared to the alternatives available in the market.

EXQUISITE

FEATURES



Extra Strength



Scratch Resistant



Abrasion Resistant



Greater Bonding



Long Durability



Highly Decorative

THE AVAILABLE RANGE OF ASIS LAMINATES COMPRISES -

- 1mm LAMINATES [[Link to brochure](#)]
- 0.8mm LAMINATES [[Link to brochure](#)]
- MONOCORE
- SPECIALTY LAMINATES

ASIS DECORATIVE LAMINATES

ASIS Decorative Laminates are made by giving a hard base to lamination papers with melamine resins and thereby increasing life of the paper which in turn safeguard the colour and brightness of the Paper. Combined with an enviable abrasion resistance, our decorative laminates ensure long durability to the life of the colour and bonding.

ASIS MARKER GRADE LAMINATES

ASIS Marker Grade Laminates provide solution to your Board Room presentations. The white marker grade laminates has excellent properties of stainless writing and rubbing and this ideally replaces the black board, oil painted white boards & acrylic sheets etc. ASIS Marker Grade Laminates can be used extensively in Schools, Colleges, Banks, Railway Stations, Bus Stands, Restaurants, tuition classes and other public places. The writings look very sharp in appearance as compared to other kind of boards. For excellent result white board writing markers are recommended.

ASIS POST FORMING LAMINATES

ASIS Post Forming Laminates are intended to use on interior surface where it is necessary that the laminate rolls in sample radius over the substrate. These can be bent without losing the grain or pattern and with a range of wood grains and solid shades those curves you are looking for will definitely reveal the amazing aesthetics you have planned for. It mainly used for counters, desktop, cabinets and drawer panels.

ASIS COMPACT LAMINATES

ASIS Compact Laminates composition allows drilling, machining, sawing and chiseling. It is ideal for partitions, paneling, Lab furniture, Worktops, modular restroom cubicles and also ideal for both horizontal and vertical applications where the surface should be functional, durable and decorative. The product is produced under strict process control parameters and available in various thicknesses.

ASIS FIRE RETARDANT LAMINATES

ASIS Fire Retardant Laminates are designed for applications requiring flame and smoke resistance. Keeping your interiors safe is one of the most important things to consider while planning them. Not just beautiful, these laminates guarantee a more secured environment. They are treated with imported fire retardant chemicals that delay the temperature rise, making it more resistant to fire. They can be safely utilized on surface on Kitchens, Cinema halls, Malls etc.

ASIS CLADDING EXTERIOR GRADE COMPACT LAMINATES

ASIS Cladding Exterior Grade Compact Laminates has been built with the superior external cladding technology which makes the exteriors enduring to the core and helps it withstand the impact of changing weather conditions. The top of the clad is coated with "highly UV absorber enriched Polyurethane (PU) which absorbs much higher quantity of UV rays as compared to the conventional film pressing clad, keeping intact the color and shade of the laminates. This layer makes it scratch and abrasion resistant making it durable against all weather conditions.

APPLICATION

Home Furniture items, Wall lining, Doors, Shelves, Table Top, Cubicles, Counters, Store fittings, Office partitions, Storage units, Wardrobes



QUALITY IS EVERYTHING



A FUTURE-READY ROBUST INFRASTRUCTURE

Asis India boasts of a robust infrastructure that spans across cities and delivers high quality products on a regular basis and directly employing over 1000 people. We, at Asis India are always striving to increase our production capacity and deliver more innovative products for Indian and international markets alike.

A ROBUST INFRASTRUCTURE WHERE QUALITY COMES FIRST

Asis India follows strict international guidelines and standards to ensure every product is of the highest quality. At Asis, our in-house R&D team constantly innovates new products with the use of newer technologies and keeping the market trends in mind.

- Dedicated team for R&D.
- Proven quality control & assurance systems.
- Latest & Most reliable ERP solutions.
- ISO certification for entire operations.
- Products qualify for ECO mark, FSC , ISI, and other international quality standards.
- Plain and pre-laminated PB & MDF boards confirm to E1/E2 grades.
- Items qualify for 5/6 points in leed certification for Green buildings.
- CDM entitlements for project.
- Supporting social forestry and plantation in non-forest area by farmers.

AWARDS & CERTIFICATES





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Pantnagar**

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