



Press Release

Artison Agrotech Showcases World's FIRST Sustainable & Eco-friendly Processed Engineered Bamboo Board Based Furniture & Housing Materials

- To Set Up Experience Centre In Kolkata -

Kolkata, 13th April, 2022: Artison Agrotech, world's First **Processed Engineered Bamboo Board (PEBB)** based Home Builder and Furniture Manufacturer today showcased their unique initiative on Building Green Sustainable Economy. Artison Agrotech through its agro-forestry project with **Bambusa Bambo** manufactures eco-friendly furniture and housing materials. **Mr Debopam Mukherjee, Founder & Director, Artison Agrotech Pvt Ltd** along with **Dr Nitesh Kumar, MD & CEO, Emami Realty** were present for the occasion.

The Indore headquartered organisation, which started its commercial operations in 2020, has robust plans for the year 2022 - 23 and beyond to farther their presence primarily in the B2B segment as well as the B2C segment. **After an initial investment, Rs 200 crore, Artison Agrotech will be investing Rs 700 crore this fiscal. The company which has Experience Centres in Indore will be unveiling their Experience Centre in Kolkata, later this year. The company also has plans to come up with Experience Centres in Ahmedabad and Nagpur. Their Online Sales too would start from this year. So far, Artison has generated up to 9,000 employment opportunities with an aim to create 1,50,000 new direct and indirect job openings in the next 5 years.**

With a mission to replace timber and fight climate change, Artison Agrotech has built the world's first Processed Engineered Bamboo Board (PEBB) factory in Madhya Pradesh for making furniture and housing materials. **Artison has also made World's first PEBB based home in Madhya Pradesh. Couple of bamboo-based homes are likely to come up in West Bengal this year. The company has constructed the first ever bamboo bridge in Bhopal and is also building a sustainable city in Dubai. To meet the demand, the company has started extensive bamboo plantation in Madhya Pradesh, Maharashtra, Gujrat and in the middle of the desert in Dubai. In 2023, the company will be coming up with the World's first factory in Dhamnod (Madhya Pradesh) which will manufacture Particle Board and MDF from 100% Bamboo.**

"Keeping the Make In India concept in mind, in our mission to build a sustainable green economy, we, at Artison, aim to fuel a bamboo revolution in India. Bamboo plantation helps regenerate unused and degraded land and we at Artison have restored 50,000+ acres of degraded land so far. Through this initiative, we not only endeavour to save ecology, replace timber and save forests in return, but also strive to enhance the income of the farmers associated with our initiative. Currently, we procure Bambusa Bamboos from 30,000+ farmers, the plantation of which is done in the agro-forestry model. Farmers associated with us plant seedlings from Artison's very own nursery and also gets to sign a 40-year guaranteed buy-back contract. Going a step further, Artison also shares 24% of its profits as a bonus with farmers annually, providing economic stability and security. We have faith to reach out to more and more people with our concept in near future and this exhibition in Kolkata is a step towards that", said **Mr Debopam Mukherjee, Founder & Director, Artison Agrotech Pvt Ltd.**

PEBB reduces the use of timber in several industries from furniture manufacturing to construction thus preserving traditional forests. For this project, Artison solely used Bambusa Bamboos which is considered world's highest density bamboo that restricts soil erosion significantly and absorbs 32% more CO₂ than any other plant. Bambusa Bamboos enjoys high levels of adaptability - it grows on deserts of Arabia or in forests of India with equal ease. Easily grown on rugged terrain or arid lands, this particular species of bamboo can significantly improve land utilization. PEBB made from Bambusa Bamboo is more durable than teak and stronger than steel. Furthermore, furniture and housing material thus made are termite proof, waterproof and fire retardant. The products manufactured also cost 18% - 20% less than that of teak-based products.

"We work closely with Self Help Groups to bring more participation from women and increase opportunities for them. Two-third of our workers in our factory are women. This has spurred a mini-revolution in the



neighbouring villages. Thus, many farmers and their families are opening new ventures and expanding their horizons. We work with Industrial Training Institutes to ensure skilling of rural workers. So far, up to 6,000

employment opportunities have been created in 32 village units. Additionally, more rural employment is being created through bamboo-based value added products. By 2024, we aim to plant 1 crore Bambusa Bambos saplings across India”, added **Mr Mukherjee**.

Artison Agrotech showcased a 2-day exhibition of furniture manufactured from the eco-friendly, sustainable material of Processed Engineered Bamboo Board (PEBB) in Kolkata at **Kolkata Centre for Creativity (KCC)**, which concluded today.

About Artisan Agrotech

Artison Agrotech was conceptualised by Debopam Mukherjee in 2008. From 2009 - 2012, he spent these years in research and development in Germany. The first nursery came in in Khandwa in Madhya Pradesh in 2013 and in the following year Artison Agrotech was officially registered. In 2015, plantation of Bamboo saplings across Central India commenced. In 2020 Artison Agrotech built the World's first PROCESSED ENGINEERED BAMBOO BOARD (PEBB) factory in Dewas in Madhya Pradesh and started making PEBB based furnitures. In 2022 the company came up with first pre-fabricated house.

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