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# PROJECTS

## MIRROR



**Event Special**

**ROAD CONNECTS TO DEVELOPMENT**

**CII EXCON**  
 12-16 DEC. 2023  
 Bangalore International Exhibition Centre (BIEC), Bengaluru, India

<b>INTERVIEW</b>	<b>INTERVIEW</b>	<b>GUEST ARTICLE</b>	<b>PRESS RELEASE</b>	<b>PRESS RELEASE</b>
				
Mr. Sunil Kumar Agarwal, Director, Kamdhenu Limited	Mr. Ravi Bahakrishnan, Managing Director, aluplast India	Mr. Vijay Vamsara, MD, GKV Infrastructure Private Limited	CASE India to Introduce 6 New Innovative Products at CII EXCON 2023	BKT Tires announces its participation in EXCON 2023

## Face to Face



“Kamdhenu has spearheaded a business model focused on continual growth and expansion, driven by the evolving consumer needs. Our product range achieves a fine balance between affordability and exceptional quality, garnering a widespread acceptance among consumers.”

*Mr. Sunil Kumar Agarwal, Director, Kamdhenu Limited*

**Please brief us on the glorious journey of the Kamdhenu group.**

Established in 1994, Kamdhenu Limited has emerged as the leading brand for TMT Bars in the retail sector within India. Our journey commenced with a sole reinforcement steel bars manufacturing plant in Bhiwadi, Rajasthan. Since then, we have witnessed remarkable growth, boasting over 80 manufacturing units throughout India, thanks to our innovative franchisee-based business model.

What sets us apart from competitors is our distinctive franchise and dealer-driven approach. Operating through a network of over 8,500 dealers and numerous franchises, our brand's influence continues to expand significantly, all while maintaining a lean asset structure. Renowned for delivering top-notch quality products, Kamdhenu Limited solidifies its dedication to excellence and has established a robust brand reputation in the market.

**Please brief us outlook on Infrastructure and Construction Industry.**

The outlook for the Infrastructure and Construction Industry appears promising with a robust commitment from the government towards development. The government's substantial dedication to infrastructure projects in recent years is poised to persist in the foreseeable future. This commitment is expected to catalyse a substantial surge in the demand for crucial construction materials, particularly steel.

Several key factors contribute to the growth of the construction and infrastructure sector. Notable drivers include significant Government investments, the ongoing process of Urbanization, and the increasing pace of Industrialization.

Moreover, India's rapidly growing economy is fuelling an escalating need for industrial infrastructure, including the establishment of factories and power plants. This surge in

industrial demand creates a substantial opportunity for companies in the steel sector. As the nation continues its trajectory of economic expansion, the construction and infrastructure industry stands as a pivotal player, contributing significantly to the country's overall development.

**Please brief us on the role of quality TMT bars in structural safety.**

Thermo-Mechanically Treated (TMT) bars are essential for ensuring the structural integrity and safety of buildings in India. These bars are manufactured using a specialized process that involves quenching and tempering, resulting in a refined microstructure with high strength, superior elongation, and improved ductility.

High-quality TMT bars have exceptional tensile strength, allowing them to withstand heavy loads and extreme stress conditions. They also exhibit excellent ductility and flexibility, which is crucial during seismic events. They are corrosion-resistant, with an outer martensitic layer acting as a protective barrier against moisture and chloride ions. TMT bars are highly weldable, ensuring seamless connections between structural elements. They have a high fire resistance rating, allowing them to withstand extreme temperatures without losing strength and integrity.

The importance of using quality TMT bars lies in their ability to ensure structural integrity, enhance earthquake resistance, extend the lifespan of structures, promote sustainability, and safeguard public safety. By using high-quality TMT bars, builders can protect occupants, public safety, and contribute to the overall sustainability of the construction industry.

**Please brief us on Kamdhenu Ltd Q2 H1 financial performance.**

During H1FY24, our revenues grew of 3% YoY to Rs. 394 crores, EBITDA grew by 5% YoY to Rs.29 crores and PAT grew





## Face to Face



by 22% YoY to Rs. 22 crores. Our profitability has improved on account of increased operating leverage and further driving up cost efficiency. Our total Brand Sales Turnover for H1 FY24 has increased by 17% YoY to ~Rs. 11,935 crores with franchisee volumes growing by 11% YoY for H1FY24. Revenue from Royalty income has gone up by 14% to Rs. 61.5 crores for H1FY24.

In India, the demand for TMT steel bars is on an upward trajectory, spurred by robust construction activities in both urban and rural areas. These bars are favored for their strength and durability, making them essential for infrastructure development and real estate projects. As the nation continues to invest in modernization and building resilient structures, the demand for TMT bars is expected to maintain its strong growth momentum.



We have successfully navigated through short term challenges by leveraging our capabilities while maintaining unwa-

vering efficiency and will continue to do so going forward.

### What is the company's overall business strategy and future outlook?

Kamdhenu has spearheaded a business model focused on continual growth and expansion, driven by the evolving consumer needs. Our product range achieves a fine balance between affordability and exceptional quality, garnering a widespread acceptance among consumers. In response to both current demands and anticipated future growth, we are actively expanding our operations. Furthermore, the government's focus on infrastructure development, coupled with a resurgence in consumer demand, presents a favourable opportunity for our metals and paints business to play a pivotal role in the nation-building process.

In light of an escalating demand for our products, we have strategic plans to augment our capacity, aiming to increase it from 38 lakh MT of TMT steel bars to 50 lakh MT by the end of FY24 through franchisee route. Concurrently, we aspire to clock a brand revenue of Rs 25,000 crore by the end of the current financial year. These initiatives reflect our commitment to meeting the evolving needs of the market and positioning Kamdhenu as a key player in the steel industry.