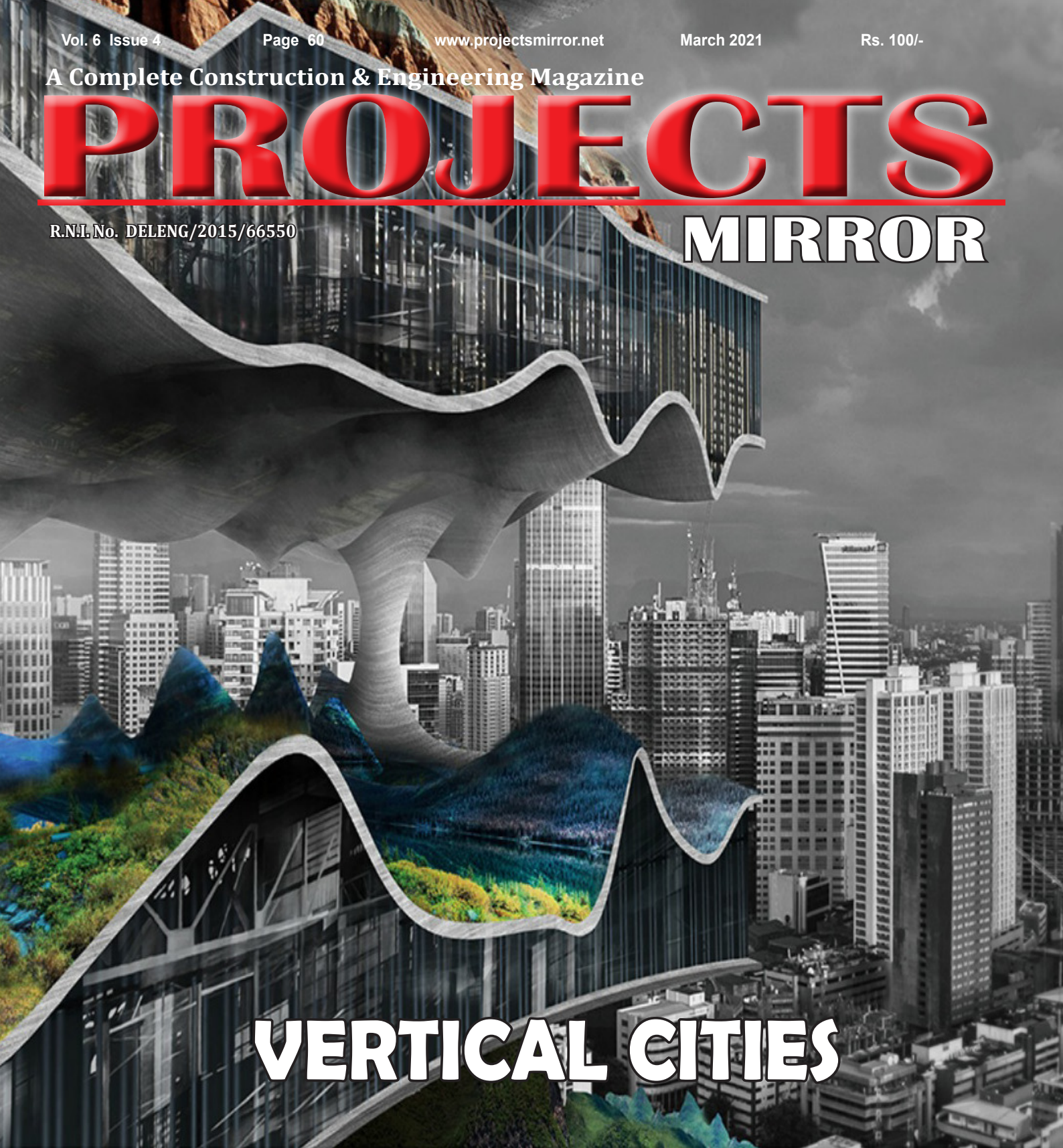


A Complete Construction & Engineering Magazine

# PROJECTS

R.N.I.No. DELENG/2015/66550

# MIRROR



# VERTICAL CITIES

## INTERVIEW



Mr. Saravanan Panneer Selvam, General Manager, INDO Region, Grundfos India

## INTERVIEW



Mr. Satish Kumar Agarwal, CMD, Kamdhenu Group

## ARTICLE



Mr. Pragun Jindal Khaitan, Vice-Chairman and Managing Director at Jindal Aluminium Limited.

## PRODUCT NEWS



AJAX - Revolutionizing the current construction processes through its Boom Pumps

## PRODUCT NEWS



POWER YOUR PROFITS



Kamdhenu Group is truly a one stop construction material solutions company, manufacturing and supplying a variety of products including but not limited to TMT Bars, Structural Steel, Color Coated Sheets, and Decorative Paints etc. Our wide range of products caters to various kinds of structural, aesthetic and luxury requirements in construction and is growing by doing brisk business”

*Mr. Satish Kumar Agarwal, CMD, Kamdhenu Group*

**Could you please give us a brief about the journey of Kamdhenu Group?**

Kamdhenu group was founded in 1994 with a vision to provide best quality TMT bars in the market at the best price. We began with a single reinforcement steel bars manufacturing plant at Bhiwadi, Rajasthan and today we have around 80 manufacturing units across the country. The Kamdhenu model of decentralised production through strategic alliances, tie-ups with medium sized manufacturing units and provid-

ing technical upgradation, implementation of Quality Management System and effective distribution through the exclusive dealer network has helped the company scale great heights. The transformation from a single unit operation to being regarded among the best in the business of steel bars in the country, is due to the success of our pioneering business model and the high quality affordable products that we offer to the buyers.

In 2008, a paints vertical was launched with an indigenous state-of-the-art

production plant at Chopanki, in Bhiwadi, Rajasthan. Using high precision equipments, latest manufacturing tools and a modern R&D laboratory, Kamdhenu Paints was able to make a name for itself in the market and is today a preferred brand for all types of decorative paints and emulsions.

Today, Kamdhenu TMT is the largest TMT selling brand in India in the retail segment, having more than 11,500 dealers and distributors out of which 7,500 are exclusive for our steel business and 4,000 for paints business.





### Please brief us about your products?

Kamdhenu Group is truly a one stop construction material solutions company, manufacturing and supplying a variety of products including but not limited to TMT Bars, Structural Steel, Color Coated Sheets, and Decorative Paints etc. Our wide range of products caters to various kinds of structural, aesthetic and luxury requirements in construction and is growing by doing brisk business.

From Kamdhenu branded TMT bars to colour coated sheets, structural steel and paint products we have a range of products for all types of building requirements. Kamdhenu PAS 10000, Kamdhenu NXT, Kamdhenu Colourmax - coated PPGI/PPGL sheets are some of our products in steel and Kamodual, Weather Supreme, Kamolite and Kamo Shine are some of our products in the paints vertical.

### What challenges are you facing as a TMT Company?

The TMT steel sector which otherwise is a high potential sector is often constrained by the limited availability and high cost of coking coal. Further, we are now faced with challenges arising out

of the covid-19 pandemic. Though, the economy as a whole is in the recovery phase and we have already returned to pre-pandemic levels of activity, the supply chain constraint and labour related challenges in other parts of the chain have impacted our operations.

### Please brief us about your target customers & strategy to increase your customer base.

At Kamdhenu, the vision is to be the one stop supplier of choice for all building and construction needs. Our target customers include institutional buyers & retail customers such as infrastructure companies, real estate developers on one hand and individual home owners, tenants looking to repair or repaint their homes on the other hand. While a strong and efficient distribution network helps us take our products to the market, it is the affordable quality of our products that helps us sustain growing sales. We are also strengthening our existing dealer network in Tier 1, 2 and 3 cities to further boost our reach and to cater to increasing demand from these areas.

### Please brief us about your recently launched Kamdhenu PAS 10000.

Kamdhenu believes in innovating products, and with this belief, Kamdhenu launched one of its premium type of steel - Power Alloy Steel (PAS 10000) - in Delhi & NCR. PAS 10000 is capable of giving unmatched strength and safety to construction.

Its unique design gives 360 degree locking with the concrete, which gives strength of up to 10,000 psi with the concrete. We have done research in the field of rebar and have presented rebar in its ultimate capability. The research of the company will take the steel industry to the next level. Steel alloy gives a better rust-proof quality and gives this rebar the capability to bear 28% more weight. This apart, it gives double earthquake prevention to the building.

### How do you see this budget for your industry?

The budget 2021 is quite positive for the future with the government being very bullish and focused on building infrastructure in the country in various areas - agriculture, railways, health, roads, housing and affordable housing, etc. Overall there is expected to be a lot of infrastructure building activities in the coming future and all that would increase the requirement of our products including paints. The recovery of our economy will be construction and capex led and we are well prepared to play our role. We are back to our pre covid manufacturing capacity and ready to take on the new opportunities that may come our way and contribute our best to the mission of a \$5 trillion economy and nation building.

### Please brief us about the company's future expansion plans.

With the economy is showing signs of improvement post pandemic, we are expecting a recovery in infrastructure and construction sector as well. Kamdhenu Group is actively looking at expanding its product portfolios and expanding operations through Franchisee route into new territories. Any expansion will have to factor in market dynamics and we are evaluating new areas of expansion as per market demand and supply scenario. [www.kamdhenugroup.com](http://www.kamdhenugroup.com)

