

Publication	Echo of India	Date	9-7-2017	Page No.	08
Client Name	Kamdhenu	Edition	Kolkata		

Kamdhenu Ltd Launches 'Kamdhenu NXT' in Kolkata

EOI CORRESPONDENT

KOLKATA, JULY 8/--/ Kamdhenu Ltd has launched next generation high-end interlock steel TMT bar 'Kamdhenu NXT' in the city. Sunil Agarwal, Director, Kamdhenu Limited along with the Directors of Alaknanda Sponge & Iron Ltd. (A u t h o r i z e d Manufacturing unit of 'Kamdhenu Brand TMT' under user license agreement), Anand Saraogi, Vishal Saraogi and Mukesh Bharuka launched the brand. More than 400 dealers and distributors from West Bengal were also present on the occasion.

'Kamdhenu NXT' is an innovative product which has the characteristic to make new engineered reinforcement structures and smart architectural concepts more robust by providing 2.5 times stronger concrete & steel interlock. Developed to address the need for steel bar that can form the strongest bond with concrete, 'Kamdhenu NXT' is not only technologically advanced but also meets customers' affordability expectations.

Announcing the launch, Mr Agarwal said, "We are proud to launch 'Kamdhenu NXT' in

Kolkata, the city is on a development spree. Visionary smart city project, expressways, flyovers and high-rise structures are already defining the skyline of the city, and this is creating huge demand for allied industries like steel."

He further added, "Kamdhenu Nxt' is not only an outcome of quality research but also a testament to our commitment to revolutionize industrial practices by developing best in class products. We plan to increase our production capacity to 2 lac MT per annum in the state by next year to cater to the growing demand and are hopeful that 'Kamdhenu NXT' will witness an overwhelming response from individual home builders and developers alike."

Vishal Saroagi said, "Consistent with our philosophy of offering technologically advanced products to our customers, we are happy to announce our partnership/associate ourselves with Kamdhenu Limited. We are impressed by the superior features of 'Kamdhenu Nxt' and look forward to work with Kamdhenu Limited to establish the brand in this exciting category."