

Publication	Public Call	Date	17-04-2018	Page No	03
Client Name	Kamdhenu	Edition	Ahmedabad		

Kamdhenu Limited Organises Channel Partner Meet

Ahmadabad, 16th April 2018: Kamdhenu Limited, a full-scale one stop building materials solutions company organised channel partner meet for Gujarat based dealers. Shri Sunil Agarwal, Director Kamdhenu Limited, Mr. Sushil Chaudhary, Sr. GM Marketing addressed the event held at Hotel The Ananta, Udaipur. Approximately 350 dealers and distributors of the state attended the event. Addressing the channel partner meet Mr. Sunil Agarwal, Director, Kamdhenu Steel Ltd. said, "Kamdhenu TMT' has achieved iconic status in the steel TMT bar segment in Gujarat and this milestone is worth celebrating. We congratulate our channel partners for this achievement and registering strong sales performance in the last financial year. We intend sustain our strong presence in the region in the coming years as well by promoting 'Kamdhenu TMT' even in the remotest markets." Gujarat is a key market for Kamdhenu Limited owing to the robust real estate and infrastructural development in the state. To meet the growing demand of 'Kamdhenu TMT' in the state, the company has rapidly augmented its production capacity to 1,50,000 MT per year by increasing the

number of franchise manufacturing partners to 3. Kamdhenu Limited sells 'Kamdhenu TMT' through its strong network of 350 dealers and distributors spread across Gujarat. Addressing the dealers on the occasion, Mr. Sushil Choudhry, General Manager Marketing, Kamdhenu Limited said, "We recognize the contributions of dealers who have played a major role in boosting the sales of 'Kamdhenu TMT'. We are looking forward to a formidable and beneficial association with our dealers which should be a win-win for both." This meet strengthened the bond between the company and its dealers. During the meet, dealers came forward with suggestions and interacted with company's senior management. Dealers with strong performance were felicitated by the eminent guests and the event concluded with an entertaining evening. 'Kamdhenu TMT's unique designed robust ribs, superior strength and ductility makes it much superior to ordinary steel bars. The distinctive design of 'Kamdhenu TMT' makes it suitable for concrete reinforced structures like bridges, flyovers, dams, thermal and hydel plants, industrial towers, skyline buildings, underground platforms.