



# Ispat Sandesh

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**KAMDHENU**  
**COLOUR MAX**  
COLOUR COATED METAL SHEETS

## HIMACHAL DEALER'S MEET

### Dealers Get Every Target

Kamdhenu Limited, one among the top ranking companies in the country manufacturing superior quality products, also stands top in providing friendly environment to the dealers. The company launches new schemes in view to provide better opportunities to the dealers on regular basis. At the same time the Company gives priority to better communication with the dealers and implementation of their suggestions. With the objective to provide a platform to the dealers for sharing their valuable suggestions, Company organizes grand dealer's meet in every state on regular basis. In these meets, dealers extensively discuss the growth possibilities in their areas and also learn tips of new strategies.

This time around, Kamdhenu has organized a grand Meet for the Colourmax Dealers of Himachal Pradesh. More than 70 dealers from all over the state attended this Meet. Mr. Bhaskar Chaudhari, GM, Kamdhenu Limited and Mr. Rakesh Kumar, Marketing executive have represented the Company in this meet. The event was organized in the supervision of Mr. Bhaskar Chaudhari in a very famous hotel of Palampur. Mr. Vijay Agrawal, Mr. Naresh Goyal and Mr. Ritesh Bhandari, the Directors of M/s Torrent Roofing System, the manufacturing company of Kamdhenu Colourmax through license agreement have also made their presence in this event.

During the event, Company Officials have praised the dealer's efforts for the increasing demands of Colourmax sheets in the state. After that Mr. Chaudhari has shared with them some new marketing tips for further increasing market share of Colourmax. He also motivated



the dealers to participate in the important infrastructure development schemes of the State. He explained to the dealers about major schemes related to the Colourmax products. Using a presentation, he informed the dealers about the special innovations which are adopted in Kamdhenu Colourmax to safeguard duplicate. Innovations like voice security pen and multi-colour feature layer provide safety to the product at various levels.

While addressing to the dealers, Mr. Bhaskar Chaudhari said, "Through your efforts the market share of Kamdhenu Colourmax is continuously increasing. Presently our share in the state is 15% but the way you all are performing; it seems that we will achieve 25% of market share easily. You have successfully communicated the advantages of Colourmax products to the consumers and at the same time you gave valuable suggestion to us. These contributions have helped the Company in growth. The present annual production capacity of Kamdhenu Colourmax is 24000 metric tonnes. We appreciate the contribution of our franchise partner for the timely manufacturing and maintaining the supply as per demand. I deeply believe that you dealers can get every target and no target is big in front of you. And with this faith in you, I give my best wishes to you to achieve the new target."

# KAMDHENU REACHES KAZAKHSTAN

One of the most trusted Brand in Iron and Steel, Kamdhenu Limited give priority to the happiness of its Dealers in addition to the satisfaction of the customers. Acknowledging the important role played by the dealers towards making the superior quality Kamdhenu products easily available to the customers in every part of the country, the Company offers beneficial schemes for them on regular intervals.

Recently, Company had given chance of 5-days tour of Almaty in Kazakhstan to the distributors and dealers. Started on 23rd November, 2018 this tour programme was attended by 26 persons, including Mr. Ganesh Agrawal, Director of Hindupur Steel & Alloys Pvt Ltd, the manufacturing company of Kamdhenu TMT under license agreement and 3 Kamdhenu Distributors Mr. Satish Kumar from M/s Pankaj Steel, Mr. Vikas Jain from M/s Ankur Chemicals and Mr. Rahul Aggarwal from M/s Agarwal Ispat in addition to 19 Kamdhenu dealers. Kamdhenu personnel, who also accompanied the team in this Central Asian tour programme, were Mr. Sushil Choudhary - Senior General Manager, Mr. Pravin Kumar and Mr. Suraj Dey.

While staying for 5 days in Almaty, Kazakhstan's largest metropolis, set in the foothills of the picturesque Trans-Ili Alatau Mountains, the team spent very enjoyable time all together. Almaty was the capital of Kazakhstan until 1997 and even today this beautiful city is the trading and cultural hub and the centre of commerce for Kazakhstan, with the stock exchange and all the big banks located there.

Here the touring team visited many world famous tourist destinations, like; Central State Museum, displaying thousands of historic Kazakh artifacts and the Panfilov Park, where the bright-yellow towers of Zenkov Cathedral present a beautiful scene. Everybody in the team strolled in beautiful Panfilov Park, admiring Soviet-era architecture, Zenkov cathedral and WW2 monuments. Later on they also went to Arasan Baths, A large public bathing complex with a magnificent Samarkand style domed pool which is the perfect place to spend a few hours relaxing.

Almaty literally means 'city of apple trees', and like the name it has a wide range of apple trees. This upwardly mobile city has many old era as well as modern time great infrastructures to view and learn. The backdrop of mountains against the taller buildings makes a dramatic and impressive sight, which was admired by all persons on this tour. After having enjoyable time and many valuable learning the team had come back on 27th November 2018. The tour refreshed everyone and all got enthused to achieve bigger targets in the time to come.





## KAMDHENU LIMITED WHERE WINNING IS THE WAY OF LIFE

Kamdhenu Limited always contributes in creating healthy business environment with the similar promptness which it displays while manufacturing innovative and superior quality products. The Company admires better performing dealers and gives rewards for their efforts. Additionally, Company gives the special tour packages to motivate the performing dealers and they get chances to visit the world famous tourist destinations situated in India or abroad. These tours help them in freshen up and start their work with renewed energy.

Recently under tour package scheme, Dealers from Delhi got a chance to spend time full of adventures and amusements. Dealers from Delhi went to Ranthambhaur National Park and during this tour they spend some of the most memorable time of their life. Among the senior personnel of Kamdhenu Limited, Mr. Sachin Agarwal, Director, Mr. Sunil Bhardwaj, AGM and Vijay Shankar Singh participated in this 3-days tour. Delhi's Sales Promoter Mr. Rajinder Garg from Saturn Steel Pvt. Ltd. and distributors Mr. Anil Sharda, Mr. Pankaj Garg and Mr. Raman Gupta also went on this fun-filled trip.

Kamdhenu Dealers has enjoyed Jungle Safari during this 3-days long tour and they also visited the world famous Ranthambhaur fort. Company has also organized a award ceremony during this tour and give prizes to the performing dealers who have completed their targets. There was also provision of DJ night for dance and fun. Everybody tapped the feet on music and the dancing and partying kept going till late. Next day the touring team visited to Mehandipur Balaji Temple and did prayer there. Everyone on tour had great time full of fun, adventure and fond memories.

During this tour, Mr. Sachin Agarwal, the Director, Kamdhenu Limited said, "Dealers are the most important part of Kamdhenu Family. The Company has been continuously growing through your contributions. You keep intact the trust of consumers on the company's products. We have a high regard for your restless efforts and we try to provide a platform to recognize and reward your efforts. You all possess passion and perseverance to win and winning becomes your way of life which is worth praising. This tour package is also one way to increase your happiness so that you feel enthusiastic and perform even better."



## GRAND CELEBRATION IN NEW YEAR WITH BAADSHAH KI BEGUM-2

Kamdhenу Paints, one of the top paint companies, is known for its superior decorative paint products across the country. The Company is also known for the magnificent mega-events it organizes for the Kamdhenу Paints Dealers. The Company not only offers better colour options and quality through its Paint products but also continuously tries the betterment of its dealers. Time to time the Company offers new incentives and also gives special opportunities where dealers and their family get chance to meet Bollywood stars.

The Company has initiated a very special event series "Baadshah Ki Begum" as a special gift to the dealers. Its first episode was successfully completed last year. In the Baadshah Ki Begum-1 Dealers had participated enthusiastically and got success. Now this event series has reached to the second episode and its countdown has started as well. Baadshah Ki Begum-2 event is being organized in the beautiful hotel "The Leela Palace, Chennai" with fun-fare and celebration of New Year from 14 to 16 January 2019.

The 500 selected dealers from every parts of the country who have successfully completed their targets are participating in this mega-event. In the 3-days long mega-event the very gorgeous actress of Bollywood **Kareena Kapoor** is going to make her presence and dealers and their family will get

opportunity to click a memorable picture with her. The Raja babu of Bollywood, famous actor **Govinda** is also coming to the event to motivate the dealers and give them awards by his own hand. 'Kyoki Saas Bhi Kabhi Bahu Thi' fame **Karishma Tanna**, the famous actress of TV, will award the wives of Dealers and gift them diamond pendant on behalf of Kamdhenу Paints. During the gala evening all participants will dance on the popular music played by none other than very famous Beni Dayal Band.

Additionally a surprise lucky draw will take place in which winner will get a diamond jewellery and some dealers will be selected for the Devine Pilgrimage and Darshan of Thirupati Balaji. In this mega-event there will be something special for all the participants, they would have celebration of winning, new hopes and everlasting imprint of colours in their memories which will always remind them of this grand celebration.

The Director of Kamdhenу Paint, Mr. Saurabh Agarwal will lead the event and will share the colourful story of this zealous journey which has adorned the Kamdhenу family with new shine and which is perpetually progressing with the determination to decorate this country. Here from Target Ka Baadshah to Baadshah ki Begum all will be seen in the same colour.



Mr. Bajrang Shekhawat  
Mr. Vikram Shekhawat  
**M/s Surya Trading  
Company**

Road No. 03, Jhunjhunu-333001  
MO. 9414080580  
Mob. 9414368268

Mr. Jeetu Bhai Patel  
**M/s Gurukripa Steel  
Trading Corporation**

Dist. Himmat Nagar, Gujarat  
Mob. 9824311761

Mr. Krishna Lal Mortals  
**M/s Gupta & Iron &  
Steel Company**

A-71, Rajouri Garden  
Delhi-110027  
Mob. 011-25934586, 25415614