

Ispat Sandesh

Satyamev Jayate

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Kamdhenu Ispat Ltd. formally registered its presence in India's 49 billion paint market, with the launch of its brand 'Color Dreamz' in the segment. For that the Company has set up its own state-of-the-art paints manufacturing unit in Chopanki, Rajasthan.

The first ever transaction of the paint consignment was made on 13th July from the Chopanki unit amidst the presence of top Kamdhenu management - Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal, Director, Mr. Saurabh Agarwal, Director, Mr. Sachin Agarwal, Director, Mrs. Radha Agarwal and other dignitaries.

On the occasion, Mr. Satish Agarwal, said, "Kamdhenu Ispat Ltd. has entered the paint segment with its ambition to be a single window infrastructure company. We are in housing segment and have long producing products for constructions. With the launch of Color Dreamz, we believe that our products offering will get become even more impressive. In fact it's the good news for our consumers."

The launch of new product has

been in line with Kamdhenu's ongoing business drive to project as one stop infrastructure destination. The Company would be offering Exterior & Interior Emulsions, Cement Paints, Water based Primers, Acrylic

regions of the country, a sales depot of Kamdhenu Paints has been set up in Faridabad, Haryana. Another sales depot was inaugurated on 4th July in New Delhi. During this event many leading

builders, architects were present along with Kamdhenu management including Mr. Saurabh Agarwal, Director of Kamdhenu Paints, Mr. Sachin Agarwal, Director, Mr. Subroto Upadhyaya, Regional Sales Manager - Paints, Mr. Rajkumar Srivastava, Mr. Anil Raj, Mr. Vipin Kumar, Mr. Rajesh Singh, Mr. C.K. Uppal, Mr. Himesh Mathur, Mr. L.C. Yadav, Mr. Amit Soni along with several staff from Kamdhenu Ispat Ltd. In the times to come, the Company will be setting up its sales depots in Punjab and Rajasthan as well and expand its network in western and eastern parts of the country.

Kamdhenu paints are suited for home, group housing, multistoried & High-rise buildings

and office furnishing needs. With wide variants and number of shades to choose from, Color Dreamz is all set to become India's own choice in case of paints.

COLOUR DREAMZ Brightening the Corporate Ambitions



During the function CMD, Mr. Satish Agarwal, Director, Mr. Sunil Agarwal, Chairperson, Kamdhenu Jeevandhara, Mrs. Radha Agarwal, Director, Mr. Saurabh Agarwal, Mr. Sachin Agarwal and other dignitaries.

Distempers, Synthetic & GP Enamel, Solvent Based Primers, Wood Finishes, and Aluminum Paints along with Textured & Designer Finishes in its first phase of operation.

Initially focusing on the northern

KAMDHENU JEEVANDHARA INITIATING LITERACY

Among the Underprivileged

Kamdhenu Ispat Ltd. is committed to its corporate social responsibility. The Company has taken up the task of providing education to the underprivileged section of children near Guugaon. For this activity, one local NGO has been associated with the Company's own social wing – Kamdhenu Jeevandhara.

Recently Kamdhenu Jeevandhara enrolled several poor children in the 3rd and 5th standard classes. The results too have been quite encouraging as the children were able to score good percentage in the examinations that were held. They were awarded certificates of merit for their achievements. In order to make their schooling more comfortable, Kamdhenu Jeevandhara set up water coolers in one of the schools of Rewari.

Driving this social activity with

full empathy, Kamdhenu Jeevandhara not only ensures the good education to these marginalized children, but also provide them with necessary supports in keeping their motivational level high towards literacy.

These students are provided mid-day meals as an incentive to study.

They are also being provided with basic computer literacy, so that they are in sync with the growth and demands of the modern world. Kamdhenu Jeevandhara



is working towards making these children on the edge to be a part of the mainstream and earn their living with pride and equal opportunity.

The members of Kamdhenu Ispat Ltd. and those with the Company's associate groups made an exciting trip to the tourist heaven of Switzerland. It was

A Panoramic Journey to Switzerland



more than just a tourist expedition; the trip was made to study the construction sector and the technology involved in the field.

The team for this tour comprised Mr. Satish Agarwal, CMD, Kamdhenu Ispat Ltd. his wife Mrs. Radha Agarwal, along with director of the Company's franchisee associate Ashiana Ispat Ltd. - Mr. Neeraj Jain and his better half Mrs. Vandana Jain, Director of Ghaziabad based Grover Rolling Mill - Mr. Bal Kishan Atal and his wife Mrs. Rajni Atal, Director of Ghaziabad based Advance Impex - Mr. Pawan Garg and his wife Sangita Garg and the GM-Marketing & Sales of Kamdhenu Group Mr. Rajiv Sharma.

All the participants enjoyed this trip to maximum. The panoramic view of Zurich and Luisiana overwhelmed the group. The expedition to the Mount Jungfrauoch and Mount Titlis was full of excitement and joy. The Jungfrau region offered some of them most memorable scenic beauty with its loveliest mountain valley



in Europe. Expressing his elation Mr. Satish Agarwal said, "the nature's beauty that we witnessed in Switzerland was something that is beyond expression. It was fantastic." Similarly as the most picturesque destination of Switzerland, Mt. Titlis offered its Glacier cave and the ice flyer chairlift.

The journey to Switzerland proved to be among the most memorable foreign trip taken by the Kamdhenu family. They returned to their homeland after this incredibly exciting trip. The directors of Advance Impex and Grover Rolling Mills said such kind of trips are highly rejuvenating and inspire us to contribute better to our objective and mission.

Annual Dealers Meet Held At HP



Addressing the meet, Mr. S. K. Sharma, Director Radiant Casting, Mr. Ashok Raja, MD, Him Alloys & Steels, Mr. Sunil Agarwal, Director Kamdhenu Ispat Ltd., Mr. A. K. Agarwal, Director, Him Alloys & Steels & Rakesh Misri, GM, KIL

Kamdhenu Ispat Ltd. organised a two days Annual Dealers Meet for Himachal Pradesh on 2nd and 3rd August. The event was held in Hotel Combermere in Shimla. From Kamdhenu Ispat Ltd, Sunil Agarwal, Director, Mr. Vivek Maheshwari, AGM, Amit Soui, AGM, BP, Mr. Chandan Goswami, Sr. Manager, BP, Mr. Rakesh Misri, GM, HP unit, Mr. S. K. Sharma, Director of M/s Radiant Casting, and from HIM Alloys - Mr. Ashok Raja, MD, Mr. A.K. Agarwal, Director attended the event. The chief guest of the event was Mr. VK. Misra, Chairman - Indo-China Trade Center. The event was hosted by Mr. Dharendra Tripathi.

In his welcome speech Mr. Ashok Raja, MD-Radiant Casting welcomed all the participating dealers and members of Kamdhenu Ispat Ltd, HIM Alloys, Radiant Casting and the dignitaries.

The annual dealers meet in Shimla was in line with the company's commitment to keep the Kamdhenu fraternity alive and strengthen the rapport between the

of the country. They are there promoting our products and keeping our brand thriving." He thanked all the dealers for their contribution and appealed for the similar cooperation in the future.



Mr. Ashok Raja, MD, Him Alloys & Steels & Mr. Sunil Agarwal, Director Kamdhenu Ispat Ltd., is giving the award for the Super Dealer of the year 2007-08 to Mr. Devendra & Mr. Suresh from Noopur Trading Co., Noopur.

company and the dealers.

Addressing the meet, Mr. Sunil Agarwal said, "Kamdhenu Ispat Ltd. is indebted to its dealers. We consider our dealers to be our invaluable part. They are our brand career in remotest region

The event was attended by over 250 dealers from across Himachal Pradesh & parts of Haryana. The event was an optimum learning platform for all. The dealers were made abreast with the latest development within the company and its associates. There were several insightful learning modules for the dealers to keep them informed of the intricacies of the business and the line of products that Kamdhenu Ispat Ltd.

offered in the market.

Apart from the learnings and business dealings the event was also filled with fun and camaraderie. There were several games and lucky draws to play and win. The dealers enjoyed the meet and learned

Kamdhenu Felicitates Meritorious Students

With its aim to encourage and motivate the students, Kamdhenu Ispat Ltd. organised a colourful event on 1st July in Nanded. During the event several meritorious students of 10th and 12th standard along with the winners of drawing competitions, from different schools were felicitated at Kusum Sabhagriha in Vipload, Nanded. In organizing this event the Company was assisted by its franchisee associate Sri Khatashyam ji Rerolling Mill.

On the occasion over 350 students were present. Mr. Arvind Inmadar, Retd DGP of Maharashtra was the Chief Guest and Mr. D.B Sawant, President of Nanded Chamber



Respected Dignitaries on the dais during "The Award Function".



Mr. Naresh Kapoor, GM, Kamdhenu Ispat Ltd. is giving the Meritorious Student Award.

of Commerce and Industry was the Guest of Honour for the occasion. Among the other dignitaries those present were Mr. Naresh Kapoor, GM-Mktg, Mr. Mahesh K. Joshi,

The students were the real movers and shakers in the event. The high-scorers were felicitated by the chief guest and the guest of honors amid huge round of applause

and praise. The students who won the drawing competitions were also praised and encouraged for their skills. The dignitaries praised the students' efforts and asked to work even harder and be good citizens of the country.

Other than honoring the deserving students and motivating the others to perform even better, Kamdhenu Ispat Ltd. dedicated this event to the fond memories of the late Shri Ram Gopal Gupta, father of Mr. Kamal Gupta and Mr. Naval Gupta, Directors, Sri Khatashyam ji Rerolling Steel. The event proved to be a great success and a platform to motivate the students to work even harder and succeed in phases of their lives.

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**BEST
SUPPORTING
DEALER**
of the Month

Mr. Hemant Bajaj/Mr. Subodh Jindal
M/s Jindal Steels
10/45 A, Barnaby Road,
Kilpauk, Chennai-10
M- 09841426404, 09841123831

Mr. Rajan Dua/ Mr. Ravi
M/s Rajan Traders
Badali, Delhi
M-09811083110

Mr. Sushil Gupta
M/s Green Hardware Store
Raja Road, Dehradun,
Uttarakhand
M- 09897227032

Mr. Krishna Jindal/Mr. Jaspal Gupta
M/s Gupta Iron Store
G.T. Road, Bhatinda (Punjab)
M-09417075100/09855015057