

Ispat Sandesh

Satyamev Jayate

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Kamdhenu Ispat Limited, today, is a renowned company to provide and manufacture high quality construction material. Apart from this, Kamdhenu is now all set to mark its presence on the global platform via foraying into Nepal market.

This First International Venture Programme of Kamdhenu was held officially in "Hotel Yak & Yeti" in Kathmandu on June 20, 2008. Several senior bureaucrats and delegates from the Nepal ministry were present on this auspicious occasion. This new business venture is a conglomeration of Kamdhenu Ispat Limited of India and Maruti Nandan Rolling Mills Pvt. Ltd. of Nepal. Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal,

Kamdhenu Eyes on SAARC Nations Starts off with Nepal

Director, Mr. Anil Tandon, VP, Marketing, Mr. S.B. Sharma, SrGM and Mr. V.K. Srivastava, GM from Kamdhenu Ispat Limited

actively participated in the



Mr. Satish Agarwal, CMD, addressing the press conference in Kathmandu, Nepal

Press Conference, Zone wise Dealer Meet and Architect

Meet were also occurred along with the Launch ceremony on the occasion. The programme was initiated with the Pres Conference in the afternoon, which was attended by 80 people approximately with full eagerness. It was followed by the Dealer Meet which lasted for around two hours and was attended by approximately 120 people. After a short interval there was the Architect Meet, in which there were around 80 people. Finally the launch campaign began in which around 400 people were involved.

Along with India, construction segment is growing rapidly in Nepal as well. This will open up profitable business opportunities for Kamdhenu in Nepal. While discussing about the motive and principles of the company,



From R to L: Mr. Jeevan Kumar Agarwal, Chairman, Maruti Nandan Rolling Mills Pvt. Ltd., KIL Dir. Mr. Sunil Agarwal and CMD Mr. Satish Agarwal, Mr. Ashok Baid, MD, Maruti Nandan and Mr. Anil Tandon, VP, KIL

Kamdhenu Tightens Its Grip in Udaipur

Considering the revolution in metal industry positively, Kamdhenu Ispat Limited is expanding itself to every nook and corner of the country. Kamdhenu's Dealer Meet was held on May 31, 2008 in Hotel India International in Udaipur.

During the dealer meet, Kamdhenu CMD Mr. Satish Agarwal and Directors Mr. Sunil Agarwal, Mr. Saurabh Agarwal & Mr. Sachin Agarwal made their presence. Addressing dealers and distributors, Mr. Satish Agarwal said, "Rajasthan is one of the major business centres of Kamdhenu and it has always returned lucrative results and has witnessed an appreciable opportunities for growth." While following these policies, Kamdhenu positively positioned itself on an International platform as well. Through its Franchisee Association Model, the company has the plans to present itself on a global platter.



Addressing the dealer meet Mr. Sunil Agarwal, Dir, KIL, along with CMD Mr. Satish Agarwal and Directors Mr. Saurabh Agarwal & Mr. Sachin Agarwal and others

Discussing on technical and quality oriented parameters, Mr. Sachin Agarwal, Director, said, "Kamdhenu has always kept quality as its prime concern. It's only because of our unmatched quality that we have been able to establish a strong hold in construction industry throughout the country. Rajasthan is a testimony to our success story." While considering marketing point of view, Mr. Sunil Agarwal, Director, said, "Today

Kamdhenu consists of a wide network of dealers and distributors. Even in domestic market, we constantly try to improvise ourselves by keeping track of all contemporary policies and thus keep ourselves abreast with modernization. Kamdhenu Ispat Limited is performing well in construction industry through its visionary approach and developmental plans."

All the products of the company are performing extremely well in the revolutionary phase of Housing Projects, Infrastructure Development and Commercial & Residential Sectors.

Kamdhenu has carved a place for itself in Plywood segment. Kamdhenu Plywood is made available in Delhi, Haryana, Uttar Pradesh, Punjab, Rajasthan, Gujarat and Andhra Pradesh. Apart from this, Kamdhenu Paints would be soon introduced in the market.

Kamdhenu all set to color up market with its paint

To bless the auspicious venture of Kamdhenu Paints into success, a Pujan Ceremony was held at Kamdhenu's Paint Plant located at Chopanki in Bhiwadi, Rajasthan. Mr. Satish Agarwal, CMD and Mr. Sunil Agarwal, Mr. Sachin Agarwal & Mr. Saurabh Agarwal, Directors from Kamdhenu Ispat Limited attended this blissful occasion.

Mr. Satish Agarwal, CMD, Kamdhenu Ispat Limited, explained, "We decided to diversify ourselves into paints while keeping in view the rising Housing Sector. We will

come up with more and more depots in different states which will make the services smooth and would prove beneficial for the customers."

This plant at Chopanki holds a production capacity of 12000 MT per annum for Dry Powder Paints & 30,000 KL per annum for Liquid Paints.

"The material will be released from the factory soon.", said Mr. Saurabh Agarwal, Director, Kamdhenu Paints.



Kamdhenu Ispat Limited CMD Mr. Satish Agarwal, Mr. Sunil Agarwal, Director, Mr. Saurabh Agarwal, Director, Mrs. Radha Agarwal, Chairperson, Kamdhenu Jeevandhara & Mr. Sachin Agarwal, Director during the Pujan Ceremony



The group of dealers and distributors during the trip

'Kamdhenu-Hyderabadis' Explored Singapore and Malaysia

It was time for fun & frill for Kamdhenu dealers and distributors, from Hyderabad, after the successful completion of quarterly targets. Hyderabadis were geared up to witness the splendor of some tourist spots, and this time M/s Binju Metals and Alloys Industries Pvt. Ltd., the franchisee Associate of Kamdhenu Ispat Limited in Andhra Pradesh, came forward to organize a seven days trip to Singapore and Malaysia. Kamdhenu dealers and distributors headed for these two exciting destinations from June 2, 2008 to June 9, 2008. Over 35 dealers from Andhra Pradesh were invited to participate in the trip which proved to be one of the most cherishing events in their lives. Mr. Anil Tandon, VP, Kamdhenu Ispat Limited, Mr. Naresh Kapoor, GM- Marketing, Andhra Pradesh, Mr. Anand Agarwal, Distributor, M/s A.S. Steels, Mr. Pankaj Agarwal- M/s Ambika Iron & Steels Pvt. Ltd. and Mr. Mahesh Balaveoriah- M/s V. Balaveoriah Sons took an opportunity to enjoy this mesmerizing voyage. Everyone witnessed the marvelous natural beauty of Singapore & Malaysia and appreciated the Indian delicacies at various restaurants.

The group reached Singapore at 3'o clock in the afternoon on the very first day of the journey. The dealers also got an

opportunity to enjoy the sensational experience of night safari. The group stayed at the Hotel Grand in Singapore. Next day after having breakfast, they all visited beautiful places of the city. The adventurous journey to Sentosa Island, underwater world was a remarkable and great experience. Next day everyone went to Jarong Bird Park and after that they shopped as per their desires. Everyone was engaged discussing the beauty of Singapore after the day's tour.

Next day the group proceeded to Kuala Lumpur by luxury coach from Singapore. Hotel Pearl International was booked for accommodation. They reached Kuala Lumpur at 2'o clock and had their lunch. In the evening, everyone went for shopping. On the fifth day of the tour, the group proceeded for the city tour and visited the Petrons Twin Tower, one of the biggest buildings in Malaysia. After that they visited Kuala Lumpur eye. On the sixth day, the group moved to Genting Island- one of the fabulous and entertaining hill station in Malaysia. Hotel Theme Park was arranged for the accommodation in Genting Island. On the seventh and last day of the tour, the group moved to Batu Caves. In the afternoon, they had lunch and moved to airport to board the flight for Hyderabad.

Kamdhenu Surpasses its Previous Record by Registering an **Income Growth of 23%**

Kamdhenu Ispat Ltd., one of India's most renowned brands in steel and construction sector, touched the growth of 23 percent in the financial year 2007-08 while achieving a total income of Rs. 35566.95 lakh in comparison to Rs. 29770.31 lakh in the corresponding previous year. The Company has registered a growth of 20%, after tax, in its profit in the FY 2007-08 that figured at Rs. 1378.96 lakhs, up from Rs. 1123.07 lakhs in the corresponding last year. The 4th quarter results show a growth of 69% in Profit after Tax that figured at Rs. 470.26 lakhs in comparison to Rs. 278.15 lakhs in the corresponding last quarter and total income has soared from Rs. 8428.06 lakhs to Rs. 13261.26 lakhs, thus recording a growth of 57% on quarterly basis.

With Franchisee Association Model gaining huge success, Kamdhenu Ispat Limited is widening its network outside India as well. Initially, Kamdhenu is eyeing SAARC nations to showcase itself on a global platter. The company stands out as major player in manufacturing, marketing, distribution and branding of world class construction along with housing material & service

solution provider in Indian market. Mr. Satish Agarwal, CMD, Kamdhenu Ispat Ltd., said, "We have successfully positioned ourselves as a Universal brand in the market. We have stepped into international market by entering foraying into Nepal market. The company will also hit other SAARC member nations because of the blooming opportunities for growth in these countries."

Not only this, Kamdhenu Ispat Limited recently introduced itself in Plywood segment and is showing good results in just a short period of time. Similarly, the company is also venturing into Paint segment. Kamdhenu Ispat Ltd. aims to become a full-fledged construction material provider company that caters to every single need of its consumers. Kamdhenu is known for Quality oriented Reinforcement Steel Bar, Structural Steel, Binding Wire (Kamdhenu Wirebond), Plywood and Housing Projects (Kamdhenu Homz), Paints, UPVC Windows & Doors and other construction materials.



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Mr. Satish Agarwal, CMD said, "We are focusing on SAARC Nations because opportunities for growth and development are better there. These countries require high quality products for good construction. This international venture is a well planned strategical move and we are witnessing new horizons in our business lines. We are also widening our reach keeping the positive aspects of world revolution in construction industry in our mind."

The Dealer Meet was organized by Mr. S.B. Sharma, SrGM and Mr. V.K. Srivastava, GM, Kamdhenu Ispat Limited. Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal, Director and Mr. Anil Tandon, VP, Marketing played an important role in structuring the Dealer Meet.

Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited, said, "We would be catering to the fast growing construction industry in Nepal. With this mutual collaboration, we are all set to create a new benchmark in Nepal's infrastructure segment." Kamdhenu would provide Maruti Nandan with the world class technique to manufacture quality oriented TMT Steel Bars. Presently, Nepal holds a steel demand of more than 5 Lakh MT per annum. Out of this, TMT Steel Bar covers around 3 Lakh MT per annum. Mr. Ashok Vaidya, MD, Maruti Nandan Rolling Mills Pvt. Ltd., said, "This venture with Kamdhenu will enable us to deliver the high quality TMT Steel Bars to the consumers in Nepal."

Kamdhenu has a pan India presence in the respective segment with its 38 high end production units and a wide network of dealers and distributors.

**BEST
SUPPORTING
DEALER**
of the Month



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