

Ispat Sandesh

Satyamev Jayate

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KAMDHENU Brand "PVC Pipes" and "Super Cement" are now available to the consumers of Punjab. On January 28, an official launch ceremony was organized at hotel 'Maharaja Regency' in Ludhiana where these two products of the company were introduced to

of PVC Pipes in the market but the customers do not rely much on them. In contrary the consumers have full faith on the brand Kamdhenu. This is the reason why Kamdhenu PVC Pipes even before entering into the market has already started creating space in the

superior from other PVC brands. On the basis of their usefulness Kamdhenu PVC Pipes are available in various forms that include Rigid Pipes & Fittings, Agricultural Pipes, Casting Pipes, ASTM Pipes & Fittings, SWR Pipes and HDP Pipes among the significant ones".

Kamdhenu PVC Pipes & Cement Now In Punjab



During the occasion President of Kamdhenu Ispat Limited, Mr. Pankaj Agarwal, Vice President, Mr. Anil Tandon, GM, Mr. Vinod Kumar Gahlot, AGM (Cement Division), Mr. Sunil Singh and other honorable guests

the customers. On this occasion the President of Kamdhenu Ispat Limited, Mr. Pankaj Agarwal, Vice President, Mr. Anil Tandon, Senior G.M., Mr. S.B. Sharma, G.M., Mr. Vinodh Kumar Gahlot, AGM (Cement Division), Mr. Sunil Singh made their presence.

Giving opinion on these Kamdhenu products the President, Mr. Pankaj Agarwal said that Kamdhenu PVC Pipes and Super Cement have earned much popularity among the customers of Jammu, West Bengal and Maharashtra in a short span of time. Knowing the superb quality of these products the customers of Punjab have been eagerly awaiting them. Taking into account this keenness the company has studied the details of the Punjab market and thereby decided to launch the two products in this region.

Although there are other brands

heart of people.

Informing of the premium quality of Kamdhenu PVC Pipes Mr. Sunil Agarwal – Director (KIL) said that "these products have been manufactured using advanced technology and only after passing through stringent quality



Addressing the Event President, Kamdhenu Ispat Ltd., Mr. Pankaj Agarwal

parameters they are made available to the customers. Hence, no question arises on their superlative quality. Their world-class quality sets them apart and

Commenting on the specifications of Kamdhenu Super Cement Mr. Sunil Singh, AGM (KIL) said that it contains a mixture of many useful elements that gives every construction the toughness of rock. Prepared from advanced technology, Kamdhenu Super Cement has a definite ratio of hi-grade Limestone, Calcium Oxide, Aluminum, Iron Oxide and Silica that makes it immensely strong. "Calcareous" and "Argillaceous" are special components that are mixed to lend it international quality benchmark. Kamdhenu Super Cement has the property to clasp mortar tightly rendering it high durability. They are obtainable in the market in the forms of Ordinary Portland Cement, Portland Pozolana Cement and Portland Slag Cement.

Kamdhenu Structural Steel 'Strengthening Every Construction'

KAMDHENU Ispat Limited (KIL) is one of the prominent producers of Structural Steel in India. There are many brands in this segment but could not stand competition in the market and mind of the consumers owing to the immense popularity of Kamdhenu Structural Steel.

The company has been manufacturing high performance structural steel products in collaboration with its franchisee associations. Currently Kamdhenu has a production capacity of 3 lakh metric tonnes per annum with the aim to scale it up to meet the increasing demand of the Construction Industry. With operation spread over Maharashtra, Chattishgarh and Punjab, KIL has all

plans to expand across the country in equal intensity.

Kamdhenu Ispat Limited churns out a multitude of special contoured



structural steel products namely—angles, channels, beams and flats. Made with certain set standards of chemical composition and strength Kamdhenu Structural Steel passes through highly advanced quality monitoring system to

ensure premium quality output.

The Kamdhenu Structural Steel products are known for their high ductility, superior flexibility, weldability and straightness that give better fabrication. Also, they are extremely durable in nature and have the capacity of holding frames of all sizes and proportions. With lower sectional weight and higher strength they turn out to be exceptionally cost-effective as well. Due to these qualities the Kamdhenu Structural

Steel are considered for every type of construction be it setting up of buildings, bridges, transmissions line towers, industrial sheds, automotive vehicles, and ships among others.

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IN the move to promote brand awareness down South Kamdhenu

Steels where Mr. Bhaskar Chowdhary, GM, Marketing, KIL along with

Kamdhenu conducts C.A.P in Kerela

Ispat Limited (KIL) now conducts 'Consumer Awareness Programme' in Kerela. Kamdhenu arranged one C.A.P on February 18 at Food World, Tripunithura, Cochin. The programme was hosted by M/s Priya Iron and

other eminent dealers & distributors of Kamdhenu were present. At the occasion Mr. Bhaskar Chowdhary send across detailed information about Kamdhenu TMT to the audience. Emphasizing on the necessity to make the brand Kamdhenu popular among the people of South India, he said that "the requirement here is to make the consumers aware of the supreme quality of construction materials that Kamdhenu Ispat has been manufacturing."

The second C.A.P was



Mr. K. Madhusudhanan addressing the participants during C.A.P in Pattinattam



Mr. Bhaskar Chowdhary, GM, Marketing, KIL addressing during the C.A.P at Tripunithura

organized on February 19 at Vayapur Bhavan, Pattinattam, Cochin. Mr. K. Madhusudhanan of M/s NKP Traders—franchisee associate of Kamdhenu TMT addressed the occasion and pointed out the need of informing the consumers of South about the brand Kamdhenu and its wide range of products with special focus on TMT.

With these C.A.Ps organized in Kerela, Kamdhenu has opened up huge possibilities to spread brand awareness through word-of-mouth.

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KAMDHENU realizes the massive significance of dealers in their progress and undertakes different ways to keep them in good humor. This time it was the Dealers Meet for the Kamdhenu TMT dealers of Gujarat. The occasion was held in hotel 'Kohinoor Resort' located at the mesmerizing island of Diu.

The distinguished members present

brand and its market in Gujarat has contributed to its success further. All credit goes to the dealers operating in this region whose dedicated and sincere effort has made Kamdhenu TMT a preferred option among consumers over other existing TMT brands. Maintaining proper supply at the required time in appropriate proportion in such a wide expanse is the challenge that our efficient

out from the company's franchisee unit - 'M/s Aashiana Rolling Mills Ltd.'. This production division has the capacity of rolling out 7500 metric tonnes of TMT per month. However, very soon in the future the company aims to increase the production quantity up to 10,000 MT every month.

Kamdhenu TMT Steel bars enjoy a wide popularity among consumers

Kamdhenu Ispat Limited organizes 'TMT Meet' for Gujarat dealers



R to L - Mr. Sushil Chaudhary, GM (Marketing), KIL addressing the event along with Mr. Anil Tandon, VP (Marketing), KIL & Mr. Mukesh Bhai Patel and Mr. Rakesh Bhai Patel, Distributors, KIL

at the event as the ambassadors of Kamdhenu Ispat Limited were Mr. Anil Tandon, VP Marketing, Mr. Sushil Chaudhary GM Marketing and Mr. Chandan Goswami, Sr. Manager B.P. Others attending the Dealers Meet were Mr. Mukesh Bhai Patel & Mr. Rakesh Bhai Patel - the distributors of Kamdhenu TMT for the Saurashtra & Kutch region.

Commenting on the crucial stand of the Gujarat TMT Dealers Meet, Mr. Tandon said that "TMT is one of the major products of the Kamdhenu

TMT Gujarat dealers have successfully met. This meet is to acknowledge and appreciate this hard work shown by them." Indeed, the Kamdhenu TMT Gujarat Dealers Meet can truly be said to be a wonderful attempt to boost up the enthusiasm of the dealers of this zone. Ultimately, it is this handful of people who would make it possible for the Kamdhenu TMT Steel Bars to cut a larger share of the market in Kutch and Saurashtra.

The Kamdhenu TMT for the whole of Saurashtra and Kutch region is churned

at large. This is due to the certain characteristics that give them an edge over other prevalent TMT brands present in the market. Developed by a unique mill heat treatment technique 'Tempecore' the Kamdhenu TMT has world class quality and delivers premium performance. Moreover, their high ductility is said to resist earthquakes of maximum intensity. Hence, used in constructions the Kamdhenu TMT renders robustness and longevity to every construction.

NEW DEPOT OF KAMDHENU PAINT IN CHANDIGARH

IN order to make the products of Kamdhenu Paint (Colour Dreamz) easily available to the customers of Punjab, Haryana and Himachal Pradesh the company has opened up its new Sales Depot in Chandigarh. With this depot not only the demand of the customers can be met on time but also the company's promise to provide better service in the competitive market can be made strong.

The inauguration ceremony of this new depot of Kamdhenu Paint was held on 1 February at "Hotel Pearl" in Chandigarh. At the occasion the Director

(Ludhiana), Mr. Mr. Bhajanlal, Mr. Lovejeet Singh and Mr. Pradeep Sharma of KIL were present. The President of Chandigarh Paint Association along with the other members of the organization also participated at the event. The Himachal Pradesh Distributor of Kamdhenu Ispat Limited, Mr. Mohan Agarwal and the dealers of Chandigarh & adjacent regions of Mohali and Panchkula enthusiastically participated in the event.

Addressing the occasion, the director of Kamdhenu Ispat Limited, Mr. Sachin

the country like any other product of the Kamdhenu brand.

The CWM of Kamdhenu Paint, Mr. Rajkumar Srivastava told that the consumer reliability of the Kamdhenu brand sets it apart from other brand of its class. This is why Kamdhenu Paint has fast won the hearts of the consumers. The biggest thing is that "Colour Dreamz" has a wide variety of colors that suits the choice of consumers. Moreover, making best quality products available at cost-effective rates adds to the credit of the brand.



During the event the Director of Kamdhenu Ispat Limited, Mr. Sachin Agarwal along with CWM, Mr. Rajkumar Srivastava, DGM, Mr. Subroto Upadhaya, GM (Accounts), Mr. Vineet Agarwal, DSM (Punjab), Mr. Arvind Kapoor, GM (Steels Division), Mr. Rakesh Misri, ASM (Chandigarh), Mr. Manoj Wiz, AM (Chandigarh), Mr. Suresh, C&F (Ludhiana), Mr. Bhajanlal, Mr. Lovejeet Singh, Mr. Pradeep Sharma and others

of Kamdhenu Ispat Limited, Mr. Sachin Agarwal, CWM, Mr. Rajkumar Srivastava, DGM, Mr. Subroto Upadhaya, GM (Accounts), Mr. Vineet Agarwal, DSM (Punjab), Mr. Arvind Kapoor, GM (Steels Division), Mr. Rakesh Misri, ASM (Chandigarh), Mr. Manoj Wiz, AM (Chandigarh), Mr. Suresh, C&F

Agarwal told that with this new depot at Chandigarh the consumers of Punjab, Haryana and Himachal Pradesh will have an easy access to the products of "Colour Dreamz", which will surely benefit the company as well as its dealers and distributors. Our effort is to take Kamdhenu Paints to every consumer of

Throwing light on the large spectrum of "Colour Dreamz" products, the DGM of Kamdhenu Paints, Mr. Subroto Upadhaya said that the product range includes Premium variety of Exterior and Interior Emulsion, Water based Primer, Acrylic Distemper, Aluminum Paints, Textured & Designer Finishes, Synthetic

**BEST
SUPPORTING
DEALER**
of the Month

Bishwajit Gole
HIG -2 # 301
Akshay Park
Gokul Road
Hubli -30, Karnataka
Mob: 09448283733

Jitubhai
Krishna Steel
150, Feet Ring Road
Opp. SBS Bank
Tulsi Park, Rajkot
Mob: 09825548489

Moizbhai
Universal Enterprise
Near Old Bus Station
Opp. H.K. Kumar School
Limbdli
Mob: 09879207674