



# Ispat Sandesh

Satyamev Jayate

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“Colour Dreamz”, the paint division of Kamdhenu Ispat Limited (KIL) is making its strong presence felt in the land of

this move of the company Mr. Sunil Agarwal, Director, KIL comments, “Before launching Kamdhenu Paints in these markets we conducted thorough test marketing for months together. This

make Kamdhenu Paint products available in these regions.” From among other officials of Kamdhenu Ispat Limited Mr. H.N. Modi along with dealers associated with Kamdhenu Steels were present at the event.

During the Channel Partners Meet, companies, dealers and members of Kamdhenu Paints were honored for their

## Rajasthan Gets Colorful With Kamdhenu Paint

colors, Rajasthan, with its new product – ‘Kamdhenu Paints Designer Finishes’. In the pink city of Jaipur a special “Channel Partners Meet” was organized on March 4 where this latest product of Kamdhenu Paint was introduced among the consumers of Rajasthan and amidst the presence of around 500 dealers and distributors.

Addressing the dealers at this occasion, Mr. Saurabh Agarwal, Director, KIL said, “this meet is a golden opportunity to know and understand our associates in a much better way. We are absolutely aware of the significance of our dealers, without the support of whom it would not have been possible to take Kamdhenu Paints (Colour Dreamz) to every potential consumer in such big states of Rajasthan and Gujarat”. On

experimental session received enough positive response for which we decided to

exemplary performance.

M/s Fine Colour Point, Jaipur was awarded for the “Record of highest sales” of Kamdhenu Paints in Rajasthan and entire country between August 2008 to January 2009. In the same category the dealer of Pali, M/s Rathi Paint Agency was given the award for second best sales achiever in Rajasthan while the position for the third best sales achiever in Rajasthan was secured by M/s Lakshmi Paint House, Jaipur. In the individual felicitation category, Mr. Ajay Gupta, DSM, Rajasthan & Gujarat received the award for the ‘Best All India Divisional Manager’.



Presenting the products of “Colour Dreamz” Mr. Sunil Agarwal, Mr. Saurabh Agarwal, Mr. Sachin Agarwal, Directors KIL, Mr. Subroto Upadhyaya, DGM, Mr. Shant Agarwal, Mr. Vineet Agarwal, G.M. – Accounts among others



Comedian Jitesh Chawla of ‘Laughter Challenge’ and Dancers entertaining the guests present at the event

**Kamdhenu Super Cement** is one of the specialty products of the Kamdhenu Brand. The consumers of Delhi and Haryana have been recently made aware of its 'Super Strength'. Meeting the demand of Kamdhenu Super Cement in this region a franchisee unit has been established in the Bawal area of Haryana. On 6 March '09 the first lot of Kamdhenu Super Cement was processed from this manufacturing division.

At this occasion, Mr. Anil Tandon (V.P. Marketing) along with Mr. Sunil Singh, Mr. Amit Soni and Mr. Nitin Pratap Singh from Kamdhenu Ispat Limited flagged off the first loaded truck from the plant by showing it the flag of Kamdhenu Super Cement. The Director, Dr. Puneet Ghai of this franchisee unit, M/s Sainik Finance

## Kamdhenu Super Cement from 'Bawal' plant



During the product dispatch Mr. Anil Tandon, V.P. Mktg., Mr. Sunil Singh, G.M. Cement & Mr. Nitin Pratap Singh of Kamdhenu Ispat Limited, Dr. Puneet Ghai, Director of Sainik Finance & Industries Ltd., Mr. Satish Yadav, Mr. Tyagi, Mr. Tiwari and others

& Industries Limited, along with Mr. Satish Yadav, Mr. Tyagi & Mr. Tiwari were also present at the function.

OPC-43 Grade Kamdhenu Super Cement is manufactured in this franchisee division, which has a production capacity of 7500 MT per month. Reacting to the first produced

lot of Kamdhenu Super Cement from this plant Mr. Anil Tandon said that "only after the use of Kamdhenu Super Cement, produced by advanced technology, one can understand its 'Super Strength'. Its special proportionate mixture of high quality Limestone, Calcium Oxide, Aluminum, Iron Oxide and Silica gives each construction a surprising robustness. The "Calcareous" and "Argillaceous" present in it multiplies its effectiveness manifold. This world class product with its quality to hold mortar firmly gives your trust the strength of its reliability."

The director of the franchisee unit – Sainik Finance and Industries Limited, Dr. Puneet Ghai spoke with confidence, "Kamdhenu Super Cement will very soon evolve as one of the sturdy links in the Construction Sector of Delhi & NCR".

## Kamdhenu Family Celebrates HOLI

It was 'Holi Hai' for the Kamdhenu Family! On the occasion of the colorful festival of Holi Kamdhenu Family arranged for a grand celebration. More than 500 dealers and distributors of Kamdhenu participated in this get-together, wished happiness and prosperity to each other. Almost all the Directors, President, V.P., GM and other officials of Kamdhenu Ispat Limited

were present at the occasion. Amidst the varied colored gull spread in the air each member was seen offering sweets to the other. Mr. Rajkumar Garg and Mr. Pawan Garg, Directors of M/s Advance Impax, Ghaziabad – one of the franchisee units of Kamdhenu Ispat Limited, also participated in this celebration.

Organized in "Bhai Nattha Singh Vatika" near the Punjabi Bagh Club of Delhi the Holi festivity took off with song performances.

Adding to the liveliness of the Holi party were competitions like Lotpot, Musical Chair, Matki Podh, and Family-Family. The winner of the musical chair competition was



Ms. Shivika Kapil. In the Family-Family contest, Jyoti as Mr. Aaloo, Aarti Sadar as Mrs. Aaloo, Mrs. Neetu Kataria as Baba Aaloo and Ms. Sarita as Baby Aaloo of the Aaloo Family were awarded as winners.



During the Holi get-together of Kamdhenu Ispat Limited CMD, Mr. Satish Agarwal, Director, Mr. Sunil Agarwal along with distributors, Mr. Rajeev Garg, Mr. Sanjay Gupta, V.P. Marketing, Mr. Anil Tandon and others

Kamdhenu Ispat Limited leaves no stone unturned to know their dealers better. Very recently 'Dealers Meet'



Mr. Anil Tandon, VP, Mktg, KIL celebrates 'Dealers Meet' in Nanded with Champagne

for the Kamdhenu TMT Maharashtra Dealers was organized in Nanded.

The event was held on 15 March in Ashish Lawns, Nanded. The occasion saw the presence of distinguished officials of Kamdhenu Ispat Limited that included Mr. Anil Tandon, V.P. Marketing, Mr. Naresh Kapoor, GM Marketing and Mr. Chandan Goswami, Sr. Manager Brand Promotion. All the distributors of Kamdhenu TMT for Nanded and Nagpur along with the directors of the Nanded unit, Mr. Naval Gupta, Mr. Kamal Gupta and Mr. Shyam

Agarwal also attended the Meet. This occasion served as a great opportunity to boost up the enthusiasm of the Kamdhenu TMT dealers of Maharashtra where they came to know more

about the product and understand the supply chain in a much better manner. 'M/s Khatu

Shyamji Re-Rolling (Nanded) Pvt. Ltd.' is the franchisee manufacturing unit for Kamdhenu TMT for the entire state of Maharashtra. It has a production capacity of 7500 MT per month aiming to increase the level up to 10,000 MT. Praising Kamdhenu TMT, Mr. Anil Tandon said, "Kamdhenu TMT Steels bars has certain characteristics that give them an edge over other TMT brands. Their high ductility are said to resist earthquakes of high impact. Hence, used in constructions, Kamdhenu TMT

renders robustness and longevity to every construction."

The best dealers in the Maharashtra region were also identified during the Meet, which included K.V. Damam, Nanded, Biyani Electricals & Hardware,

## 'Kamdhenu TMT Dealers Meet' organized in Nanded



L-R Mr. Anil Tandon, V.P. Mktg. KIL, Mr. D.P. Sawant, Chief Guest of the event along with Mr. Naresh Kapoor, G.M. Mktg. KIL and Mr. Naval Gupta, Dir. Nanded Unit

Parli Bajinath, Sawant Steel Barshi, Sholapur, Dhanlaxmi Steel, Ambejogai and Manmohan Agro & Services, Vijapur, Aurangabad.

Kamdhenu Cricket League 2009, started by Kamdhenu Ispat Limited, had its opening match recently held in Jaipur. In this match the Chhattisgarh

Cricket League was played in the Jawaharlal Nehru Stadium at Ghaziabad between the Corporate Team and Ghaziabad Paints Dealers Association of Kamdhenu.



Players with much enthusiasm on the field & Ms. Shant Agarwal presenting award to Mr. Subir Sarkar for best bowling

Team defeated the Corporate Team of Kamdhenu, where the former team gave a tough fight winning the losing match in the last overs. Enthusiasm of the dealers during the match was worth the watch.

The second match of the Kamdhenu

by the Corporate Team of Kamdhenu.

Representing the Ghaziabad Paint Dealers Association their President, Mr. Pradeep Gupta, Vice President, Mr. Rajan Jain, Secretary, Mr. Lakshman Gupta, and Cashier, Mr. Ved Singhal were present throughout the event.



## Game for Kamdhenu Cricket League

This 25-25 overs match was won

Along with the cricket match, drawing competition for children and fun & entertainment programme – 'Tolmol Ke Bol' for females were also arranged here. Participation of both the small ones and the ladies was highly appreciable for they showed all the interest and involvement.

# Annual Dealer's Meet held in Guwahati

North - East India has a large untapped market promising immense business opportunities. Kamdhenu Ispat Limited that has already set its foot here is all geared to benefit the most out of this not-much harnessed consumerism. As a step towards this direction, Kamdhenu has recently organized 'Annual Dealers Meet' for Kamdhenu 'TMT' dealers of Northeast at "Hotel Kanakshree Garden", Guwahati.

The members of Kamdhenu Ispat Limited (KIL) present at the occasion were Mr. Sunil Agarwal, Director, KIL, Mr. Bhaskar Chaudhari, G.M. Marketing and Mr. Amit Soni, AGM, Brand Promotion. Commenting on the good performance of Kamdhenu TMT in the North - East Mr. Sunil Agarwal said, "the entire credit goes to our dealers of this region for the growing popularity of Kamdhenu Steel. We recognize and appreciate your hard work & sincerity and ask to keep up your spirit of performance because the dealers with highest sales margin will win a foreign trip".

The franchisee unit of Kamdhenu



Mr. Bhaskar Choudhary, G.M. Mktg. KIL addressing the 'Dealers Meet' along with Mr. Sunil Agarwal, Director, KIL, Mr. Bajrang Lohia, Mr. Rahul Lohia and Mr. Sagarmal Agarwal, Directors, Meghalaya Steel Ltd.

Ispat in this region, M/s Meghalaya Steel Limited also participated in this programme, which was represented by Mr. Bajrang Lohia, Mr. Rahul Lohia and Mr. Sagarmal Agarwal. Commenting on the occasion Mr. Bajrang Lohia said, "Kamdhenu TMT has earned much

reputation among consumers in the North East because of its superior quality. We are sure that Kamdhenu TMT will capture the North - East market very soon giving tough competition to other existing TMT brand". However, a total of around 125 TMT dealers from the entire North - Eastern region took part in this Annual Dealer's Meet.

Special attention was given for a thorough entertainment of the dealers and other officials attending it. Fabulous music along with dance troupes performing on hi-rhythmic beats and finally the delectable food made the Meet an enjoyable experience for all those present.



Mr. Bajrang Lohia & Mr. Rahul Lohia, Directors, Meghalaya Steel Ltd. welcoming Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited at the 'Dealers Meet'

**BEST  
SUPPORTING  
DEALER**  
of the Month

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