

Ispat Sandesh

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Kamdhenu's Gujarat Tigers Meet Royal Tigers in Jim Corbett

Pvt. Ltd., Rudrapur, Kichha were among the distinguishing guests.

The meeting started with a welcome note by Mr. Mukesh Bhai



Over the period of time Kamdhenu Ispat Ltd. has evolved into a large family and the countrywide network partners of the company hold a distinguishing place in this family. Keeping these family members happy and motivated is one of the top priorities of the company and for the same purpose the Annual Meet of Kamdhenu's dealers of Sourashtra & Kutch region of Gujarat was organized at Jim Corbett National Park in Nainital.

All the dealers and distributors of Kamdhenu in Gujarat were taken on a two days long recreational trip by the company to Jim Corbett National Park on 10th March 2010 from where they returned on 13th March, 2010. A formal Dealers' Meet was also organized during the tour to make the dealers aware of the future business strategies of



the company.

Senior officials of Kamdhenu Ispat Ltd. including Mr. Sunil Agarwal Director, Mr. Sushil Choudhary GM (Marketing), Mr. Chandan Goswami Sr. Manager (Brand Promotion) and Mr. Vivek Tyagi Sr. Manager & Ms. Shivika Kapil Manager (Mkt.) made their presence in the Annual Meeting. Mr. Anshum Goel Director, Ashiana Rolling Mill Pvt. Ltd., Gujarat, Mr. Deepak Goel & Mr. Harsh Goel Directors, Shree Bankey Bihari Ispat

Patel followed by a speech by Mr. Sushil Choudhury. Later the gathering was addressed by Mr. Sunil Agarwal who presented a complete overview of the strategies of the company. Mr. Agarwal appreciated the dealers and distributors by calling them tigers of

Kamdhenu and expected that with their cooperation and support Kamdhenu Ispat Ltd. would gain a position in the market that a tiger has in jungle.

The assembly concluded with a vote of thanks by Mr. Rakesh Bhai Patel. The ceremony was hosted by Mr. Vivek Tyagi. All the dealers and distributor had a great time during the entire tour and thanked the company for making such good arrangements for them.

Contributing to Success- 'Kamdhenu Plywood'

Quality has been a tradition of all the products introduced by Kamdhenu Ispat Ltd. Maintaining the culture of excellence 'Kamdhenu Plywood' is another outstanding product from the company. Being an integral part of modern furnishing, Plywood takes Kamdhenu closer to its ambition of becoming one stop destination for all construction needs.

Now 'Kamdhenu Plywood' has become one of the most trusted brands in Indian plywood industry. 'Kamdhenu Plywood' has been performing better than expected since its launch and it still continues to do so. Premium quality of the product and focused marketing

approach has been the growth drivers for 'Kamdhenu Plywood'. Today 'Kamdhenu Plywood' is a significant part of Kamdhenu's product range and contributing highly to the revenue of the company.

Available in extensive variety and range, 'Kamdhenu Plywood' is manufactured using advanced high-grade technology. Its Supreme strength, weather-shield property and anti-insects qualities (termite-proof) make 'Kamdhenu Plywood' a world class product. Furthermore, its applicability in all kinds of places makes it a darling of carpenters.

Kamdhenu is all set to make its

plywood available all across the country. The company is investing highly in maintaining finest quality and consistent marketing efforts to take 'Kamdhenu Plywood' to new heights of success.



Kamdhenu Paints Organizes Contractors' Meet in Pune



Kamdhenu Paints has been putting consistent efforts to build a distinguishing image for its brand 'Colour Dreamz' in the entire country. As a part of this endeavor the company organized a Contractors' Meet at Hotel Pride Executive in Pune on 20th March, 2010. Almost all 'A' class contractors of the region attended this meeting. Mr. Jayant Unawane



a welcome address and a brief company presentation. It was then followed by the felicitation of Mr. Ramesh Bakre, the senior most contractor of the region. Thereafter Mr. Rajeev Madan DSM, Kamdhenu Paints explained about the Product Profile of the company. For calling higher involvement of the contractors a question-answer session was also

RSM, Kamdhenu Paints started the program with

organized.

Knowing the versatile business line and multi-dimensional activities of the company, the contractors were very impressed and their perception towards Kamdhenu Paints being a small organization changed significantly.

A lucky draw scheme was also organized for the contractors with a minimum subscription of 100 ltrs of Premium Interior or Exterior Emulsions. Five winners of lucky draw were given various gifts. An approx booking of 1500 ltrs was received.

Various gifts were distributed among the participants at the closure of the function with a commitment of introducing an Annual Contractor Scheme. The event was wrapped up with a cocktail & dinner.

Identifying the great growth potential of infrastructure sector in Uttar Pradesh, Super Cement, the cement division of Kamdhenu Ispat Ltd organized a Dealers' Meet at Hotel Taj, Varanasi on 13th March, 2010. High ranked officials from Kamdhenu Ispat Ltd. including Mr. Sunil Agarwal Director, Mr. S.B. Sharma, Senior GM and

compressive strength, super after-hardening & strength, exceptional chemical tolerance, earthquake & fire resistance, negligible leaching & sintering and cost effectiveness make Super Cement truly superb in performance".

Further, admiring the dealers for their cooperation

Mr. Kanodia said, "Varanasi and its adjoining region are witnessing rapid urbanization. A thoroughly chalked out marketing plan dedicated to this particular region would encourage us to fortify company's network in this region".

Super Cement Organizes Dealers' Meet in Varanasi

Mr. Sunil Singh GM, (Super Cement) Kamdhenu said, "Currently,

Mr. Sunil Agarwal said, "Currently,



Many top performers were rewarded out of the 150 dealers of Super Cement from across Uttar Pradesh who attended this function. Those who were awarded include Amrit Enterprises (Balai), Vijay Steel (Gorakhpur), Satguru Traders (Gonda), Balaji Traders (Basti), Sushil Iron Store (Kanpur), Shiven Enterprises (Varanasi), Mahalakshmi Fertilizers (Varanasi),

Ispat Ltd. along with Mr. Vishal Kanodia, Mr. Ashok Kanodia and Mr. Saurabh Agarwal, Directors, M/s Alaknanda Cement Pvt. Ltd, the franchisee associate of Kamdhenu Ispat Ltd. in Varanasi made their presence in the event.

Briefing the dealers about products of the company Mr. Sunil Agarwal said, "Available in varieties of OPC, PPC & PSC Kamdhenu offers a range of choices that consumers, both residential and commercial, can opt from. Properties of high

Super Cement possesses a decent availability in the state with the commendable support of our dealers, for which we are really thankful to them. Although, we face a tough competition in the region, but we are sure to outperform in time ahead in the region with our strong network".

Thanking Kamdhenu for organizing this meet in Varanasi



Shanti Associates (Faizabad), R.M. Traders (Faizabad), Yash Enterprises (Lucknow) and Pintoo Sanjay Associates (Pratapgarh).

KAMDHENU PARTICIPATES IN MES BUILDERS AND CONTRACTORS ASSOCIATION'S PRODUCT DISPLAY FUNCTION

Starting with a venture in steel industry Kamdhenu Ispat Ltd. today stands very close to its objective to become one roof solution for all construction related needs. Innovation in the products while maintaining the highest quality standards has always been one of the major strengths of the company.

This time Kamdhenu takes the opportunity to showcase the superior quality of all its construction related products by participating in Product Display Function organized MES Builders and Contractors Association on 13th February, 2010 in Nagpur.



Apart from Kamdhenu 30 other brands of construction industry also took part in this program.

Officials of Kamdhenu Ispat Ltd. namely Mr. Rahul Hadole Marketing Manager, Nagpur and Mr. Avinish Quality Incharge, Nagpur represented the company on this occasion. They briefed the visitors about the quality of Kamdhenu Structural products in a



very impressive manner.

A large number of builders and contractors visited this exhibition event from across the country. The product gallery of Kamdhenu Ispat Ltd. has been the centre of attraction for all during the entire function.



Kamdhenu Paints Organizes Special Contractors' Meet in Jammu



With a view to make its paint brand 'Colour Dreamz' popular in every part of India Kamdhenu Paints keeps organizing contact programs at different level at various locations of the country. On 16th February Kamdhenu Paints

arranged a Contractors' Meet in Jammu. All high class contractors of the region participated in this event.

Mr. Vinod Kumar Branch Manager, Mr. Sameer Kohli, Mr. Praveen Singh and Mr. Amit represented Kamdhenu Paints in this meeting along with various dealers of Kamdhenu in Jammu. They felicitated the concerned contractors by distributing prizes for their achievements.

Mr. Satpal of Rup Nagar in

Jammu was presented LG LCD in form of award. On the other hand several other contractors received gifts like Refrigerators, Washing Machines, DVDs, Kodak Camera, Pressure Cooker, Hero cycle and Philips Walkman for meeting their targets as per schemes.

On this occasion Mr. Vinod Kumar says, "Kamdhenu Paints has been receiving encouraging response from this market, due to which various schemes have been launched".

During this month Kamdhenu Paints has also introduced its construction chemicals in this market.



Mr. Ramesh Chandra Renwa,
Mr. Mahesh Chandra Renwa
M/s Om Steels
10167-173, Main Road,
Mancherial- 5042080
Ph- 08736-252128

M/s Jay Bharat Steel Agency
Mal Godown,
Mehsana (North Gujarat)
Ph- 02762-250825

Mr. Paman Kr. Jha
C/o Kirit Mondal
S.B. Gorai Road,
Eastern Central Park,
Asansol- 713301
Mob- 9339535061