

# Ispat Sandesh

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Kamdhenu maintains a close relationship with quality to bind the company with its customers. With the newer generation taking charge of the higher responsibilities the traditional values of the company are getting fuelled up with energy of the youth. Mr. Sachin Agarwal  
Director



## Kamdhenu Ispat Ltd. - Promise of Innovation & Quality, Always

Kamdhenu Ispat Ltd. is an emerging face of generation next of the company. He shares the glorious history, the vivid present and his vision for the bright future of the company.

The flagship company of Kamdhenu Group is Kamdhenu Ispat Limited (KIL) that is one of the largest producers of international quality steel in India. Throwing light on the glorious past of Kamdhenu Mr. Sachin says, "It is the 'Never Compromise' attitude of Kamdhenu, which makes it the first company to be awarded with the prestigious 9001:2000 certification by ABN Quality Evaluation System USA and ISO 9002 by NQA, QSR and Dutch Council of Quality."

Application of highest standards in manufacturing of products has been a tradition at Kamdhenu Ispat Ltd. Adding a new chapter

of success in this endeavor the company brings high class Sulphur (S) and Phosphorus (P) controlled 500D grade TMT which is developed by using ultra modern technology.

With the consistent Research & Development activities conducted at its ultramodern production



facilities, Kamdhenu brings down the combined level of Sulphur and Phosphorus impurities as low as 0.075%. Steel that is manufactured in such a controlled environment is known as 500D grade under the latest Indian Rebar Standards.

Following the stringent control and highest standards at every stage Kamdhenu just reconfirms its claim of being the frontrunner steel company of the country.

From Reinforcement Steel Bars (TMT/HSD), Structural Steel (Angle, Beam, Channel, and Flat) to Binding Wire Kamdhenu has a

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wide array of steel products in its offering which comes out from over 50 state-of-the-art manufacturing units of the company spread countrywide.

Continuing the culture of outstanding quality Kamdhenu has forayed into paints segment with its brand 'Colour Dreamz'. The scintillating spectrum of 'Colour Dreamz' products includes Exterior & Interior Emulsions, Cement Paints, Water based Primers, Wood Finishes,



Aluminum Paints and Textured to Designer Finishes. Also, Kamdhenu has recently launched its Lead free eco-friendly range of water based enamels 'Kamolite'.

Describing the vivid present of Kamdhenu he says, "Today Kamdhenu Paints is one of the most prominent products of the company. Kamdhenu Paints has set up its own ultramodern production plants,

equipped with the latest automatic machines and advanced Research & Development laboratories to bring the colours alive on walls".

"Responsibility of our generation becomes manifolds greater as we not only have to maintain but also take the legacy of excellence initiated by visionary Mr. Satish Agarwal, CMD, Kamdhenu Ispat Ltd. further. We promise that Kamdhenu will continue severing its customers with the most excellent products and hope that they will keep their trust in us", says Mr. Agarwal sharing his vision for the future.



## Kamdhenu Ispat Organizes Dealers' Meet in Shimla

Committed to take its goodwill to new heights Kamdhenu Ispat Ltd. organized a Dealers' Meet at Hotel Combermere in

Shimla. Around 200 dealers attended this meeting.

Addressing to the gathering



Shimla on 27th March, 2010. Senior officials from Kamdhenu Ispat Ltd. namely Mr. Sunil Agarwal Director, Mr. Dilip Mehra Senior GM, Mr. Rakesh Misri GM, Mr. V.K. Gahlot AGM, Mr. Vivek Maheswari AGM and Mr. Amit Soni AGM (Brand Promotion) along with Mr. A.K. Agarwal Director, Him Alloys & Steel and Mr. S.K. Sharma Director, Radiant Steel



has been the prominent guests on this occasion. Around 200 dealers attended this meeting. Addressing to the gathering Mr. Sunil Agarwal said, "This part of India is very important to take us ahead, hence, we all have to be persistently committed towards growth."

Leading performers of the year 2009-10 were also felicitated for their outstanding efforts. M/s Jagdamba Steel of Panipat was awarded with 'Super Dealer Award' for its excellent

performance in the year 2009-10, whereas, M/s Sharma Hardware Store of Rampur Bushar, M/s Saraswati Steel of Panchkula, M/s New Katoch Hardware Store of Recong Peo and M/s Sony Traders of Jwalaji were presented 'Exclusive Dealer Award'.

M/s Shree Steel Traders (Baddi), M/s Gursharan Singh & Brothers (Mohali), M/s Noorpur Trading Company (Noorpur), M/s Goyal Iron Store (Baltana), M/s Roshan Lal Tej Ram (Dhanotu), M/s Rajiv Iron Traders (Ambala City), M/s Namdhari Udyog (Neerchowk), M/s Radhakrishan & Sons (Sundernagar), M/s Jaiveer Trading Company and M/s Sanjay Iron & Steel Limited (Chandigarh), M/s Vishal Steel Sales (Panchkula), M/s Soni Enterprises (Bhuntar), M/s Shri Chamunda Mata Steel (Dari), M/s Vikram Iron Store (Raja Ka Talab) and M/s Sanjay Iron Store (Chatri) played a significant role in the arrangement of this meeting.



# Kamdhenu Paints Holds Dealers' Meet in Srinagar



With a view to strengthen its distribution and sales network in Jammu & Kashmir, Kamdhenu Paints organized a dealers' meet at "Hotel Lalit Grand Palace" in Srinagar on 17th April, 2010. Senior officials of the company Mr. Sachin Agarwal Director and Mr. Piyush Rawat Vice-President (Sales & Marketing) represented the company on this occasion.

Kamdhenu Paints has recently launched a couple of its ambitious products namely 'Kamolite', the Lead free eco-friendly range of water based enamels and construction chemicals. The company looks forward to make these products easily available in all parts of the country and this region holds a strategic significance from business point of view. Looking

at the bright sales possibilities in this region Kamdhenu Paints has established one of its countrywide 26 depots in this region.

Addressing to the gathering Mr. Sachin Agarwal said, "Looking at the business possibilities, the region of J&K is very important for our company. We see a huge demand coming up for all our paint and construction chemical products from this region and are committed to strengthen our base in this part of the country".

On this occasion Kamdhenu Paints also felicitated top three dealers for their superb performance. M/s Javid & Co. of Sopour in Srinagar secures first position for generating maximum sales followed by M/s G.A. Rather of Pompour in Srinagar and M/s Gulshan Traders

of Srinagar for second and third slot respectively.

Informing about the product profile of the company Mr. Rawat said, "Apart from these two recently launched products

Kamdhenu Paints already has a vast range decorative paint products including Exterior Emulsions, Interior Emulsions, Cement Paints, Putty, Enamels, Texture Paints and Designer finishes. In order to provide customers countless colour choices the company has provided Computerized Tinting Machine Technology at the dealers' outlets. We have equipped our dealers with this latest technology as we are committed to provide our consumers with quality products to match with their aspirations".

Kamdhenu Paints with its existing brand 'Colour Dreamz' has emerged as a preferred brand for its outstanding durability and performance and the company is hopeful of repeating its success with its new products.

# Kamdhenu Ispat takes its Dealers to International Tour

Kamdhenu Ispat Ltd. firmly believes in the principle of collective profit sharing and always ensures that the benefits of company's growth should reach to all. Reconfirming to these values Kamdhenu Ispat took its dealers and distributors of Western U.P., Delhi, Haryana and Rajasthan region on an international tour to the global tourists' hubs namely Dubai, Hong Kong and Bangkok in reward to their impressive performance.

Mr. Sunil Agarwal & Mr. Sachin Agarwal Directors, Kamdhenu Ispat Ltd. also joined this tour with the other company's officials namely Mr. Sushil Bhardwaj, Mr. Amit Surotia and Mr. Pankaj Ajad. The company also

invited its franchisee directors to be a part of this trip. Mr. Purshotam Rathi, Mr. Munna Rathi, Mr. Prateek Rathi and Mr. Bhupesh Rathi represented M/s. Grover Steel Rolling Mills whereas Mr. Rajkumar Garg accompanied the voyage on behalf of company's franchisee Advance Impex (P) Limited.

On this occasion Mr. Sunil Agarwal said, "We will continue to provide the maximum advantages of the company's growth to all our network partners in the similar manner. It really feels great to have some moments of relaxation with Kamdhenu family members".

Around 200 dealers and distributors were taken on this tour. It has been a great experience for all of them. They all thanked Kamdhenu Ispat for the superb arrangements.



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