

Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Kamdhenu Paints Organizes Channel Partners Meet at Hanumangarh

With a view to strengthen its sales and distribution network in North Rajasthan region which comprises of districts namely Sri Ganganagar,

channel partners of Kamdhenu by assuring them of better services as well as elaborate them on the future plans of the company. Encouraging the channel partners Mr. Rawat said, "Being the largest state of India, Rajasthan has a significant place in our strategies. We are looking forward to enhance the consumer base for our paint brand 'Colour Dreamz', in this region. Kamdhenu would require your restive efforts to realize this dream. On behalf of the company I guarantee you that the benefits

going throughout the year Mr. Ajay Sharma announced Annual Scheme for the dealers.

Thanking all the dealers and distributors Mr. Rawat said, "I thank you for your valuable time. I believe that we will continue receiving your trust in the same manner and together we will achieve our collective goals." He also conveyed special gratitude to Divisional Distributor of Kamdhenu Paints- M/s Anil Chhabra & Company for its tremendous efforts towards value addition in sales.



Hanumangarh, Churu and Bikaner, Kamdhenu Paints, a paint division of Kamdhenu Ispat Ltd. organized a Channel Partners Meet at Hotel Royal Paradise of Hanumangarh (Rajasthan) on 5th June, 2010. Mr. Piyush Rawat Vice President (Sales & Marketing) and Mr. Ajay Sharma ASM, represented the company on this occasion.

The main objective of this meeting was to motivate the

of the growth of the company will be distributed equally among all connected with the company."

Recognizing the praiseworthy efforts for achieving highest sales of 'Colour Dreamz' in the division Kamdhenu Paints awarded M/s Malhotra Iron Store of Hanumangarh. The company also presented mementos to top 10 performing dealers. Also, in order to keep the growth momentum

Mr. Anil Chhabra of M/s Anil Chhabra & Company also appreciated the dealers for their huge support and promised the company of better sales of 'Colour Dreamz' and growth from the division. After this all the dealers enjoyed the performances of the Laughter Champion performer who had come from Delhi to entertain the gathering.

IIT BHU RECOGNIZES ACHIEVEMENTS OF MR. SATISH AGARWAL

IIT Banaras Hindu University (IIT BHU), known to produce many great leaders in all walks of life, duly recognizes the accomplishments of its students & alumni. Honoring the business acumen and his contribution towards the welfare of the society, IIT BHU invited Mr. Satish Agarwal CMD, Kamdhenu Ispat Ltd., one of its alumni to its annual function organized on 8th May, 2010 at Air Force Auditorium, Dhaula Kuan in New Delhi. Mr. Agarwal



is a gold medalist in B.E. (Mech.) of 1970 Batch from IIT BHU. Mrs. Radha Agarwal, Chairperson of Kamdhenu Jeevandhara, the social wing of Kamdhenu Ispat Ltd. also accompanied him on this occasion.

Mr. Agarwal was also called on the stage to felicitate one of the dignitaries of the event. Remembering his IIT BHU days Mr. Agarwal said, "I am honored

to receive invitation from IIT BHU and cordially grateful for this love and affection of the university. I feel privileged of being an alumnus of this prestigious institution. I believe the highest educational standards followed by the institute are still benefiting students and touching newer horizons to change the face of the education scenario. It is the guidance and caring attitude of my teachers which has helped to achieve everything that I have achieved."

All the guests present there appreciated the achievements of Mr. Agarwal and conveyed their best wishes to him for future. Officials from Kamdhenu namely Mr. Amit Soni, Mr. Chandan Goswami and Mr. Atul Garg also attended this ceremony.

A Tide of Freshness KAMDHENU fresh

Kamdhenu Group is one of the leading companies in the country which command respect for product excellence and quality. 'Kamdhenu **fresh**'- packaged drinking water, a synonym of purity, it is produced using the highest quality standards. With the help of efficient marketing network of Kamdhenu this tide of freshness will reach every corner of the country.

Available in
1 litre, 2 litre
and 20 litre
packaging.



For more information regarding Franchisee, Distributorship and Dealership of 'Kamdhenu **fresh**' please contact- Mr. Ayush Agarwal : 0124-4604500, 91-9313298995, 91-9717456777



Jindal Enterprises
Main Bazar,
Mandi Nihal Singh Wala
Contact No 9855364067

Payal Hardware Store
Shop No 10, Krishna Market
Rajpura Town
Contact No 9872694323

Shiv Kumar & Sons
Trikoni Chowk
Bathinda
Contact No 9872597000

Kamdhenu Paints Celebrated Dealers' Meet at Shanku's Water Park



It is the ability to introduce innovative concepts that distinguishes Kamdhenu Group from others. This holds true not only in terms of product development but also in all the steps designed to strengthen the network of the company. It could be visualized in the Dealers' Meet of Kamdhenu Paints organized on 12th & 13th of June, 2010 at Asia's largest water park, Shanku's Water Park of Mehsana of Gujarat to reward its dealers for their excellent performance in Dealers'

Scheme that run between 1st February and 31st March, 2010. A DJ Night was also organized during the event. Senior officials of Kamdhenu Paints namely Mr. Piyush Rawat VP (Sales & Marketing) and Mr. Subroto Upadhaya DGM joined the company's Sales Team of Gujarat comprising of Mr. Aditya Gupta ASM, Mr. Anil Patel CFA, Mr. Jayesh Kakkad, Mr. Nirmal Brahmabhatt, Mr. Atul Agarkar & Mr. Kalpesh Chauhan all SSOs and Mr. Hitesh Paghadal SO on this occasion. 50 dealers of Kamdhenu

Paints in Gujarat and around 125 other people associated with paint business became part of this two days long programme.

On this occasion last year's ATR Scheme rewards were presented to the dealers for their outstanding performance in the last fiscal. M/s Shah Jitendra Kumar & Brothers of Una received a Maruti Alto Car for achieving highest sales whereas, M/s Keval Paints & H/W of Palanpur got a 4N/5D Tour to Malaysia & Singapore and one Samsung 1.5 ton split A.C. and M/s Shivam Paints & H/W of Surendra Nagar was gifted a 4N/5D Tour to Malaysia & Singapore for achieving second and third highest sales respectively. Many other dealers also got rewarded for achieving high sales. The Best Sales Performer title for financial year 2009-10 went to Mr. Jayesh Kakkad (SSO) of Rajkot for achieving whopping sales figures in that year.



Kamdhenu Ispat Limited Expands Network in Orissa

In a significant move towards ensuring flawless supply of supreme quality steel in all parts of the country Kamdhenu Ispat Ltd. has formed franchisee association with New Laxmi Steel & Power Pvt. Ltd. of Bhubneswar in Orissa. This is the first plant of the company in Orissa and it would enable the company to meet the steel demands of the state and its adjoining region. The overall production capacity of this plant is 8,000 metric tonnes per



month which the company intends to double in next couple of years.

The first dispatch of steel from this plant took place on 3rd June, 2010. Mr. Pawan Kumar Gupta-Director, Mr. Dinesh Patel- Works Manager, Mr. Raju and Mr. Kantilal from New Laxmi Steel & Power Pvt. Ltd whereas from Kamdhenu Ispat Ltd. senior officials were also

present on this occasion.

Very happy with this association Mr. Pawan Kumar Gupta said, "It is great to be associated with a respectable name like Kamdhenu Ispat Ltd. We are hopeful that this association will be mutually fruitful to both of the companies."

Speaking on the developments Mr. Yogesh Verma, Sr. Manager-Kamdhenu Ispat Ltd. said, "Kamdhenu sees a great potential in this region and we look forward to expand our network further in this part of the country by enhancing the production capacity and strengthening our sales and distribution network."



LEGAL SECTION

LATEST DECISION OF HONORABLE DELHI HIGH COURT

KAMDHENU ISPAT LIMITED takes this opportunity to congratulate its Shareholders, Franchisees, Dealers, Distributors and well-wishers on its considerable success at the preliminary stage in the ongoing legal proceedings initiated against Sh. Pradeep Kumar Agarwal and his Companies namely M/s Kamdhenu Industries Ltd. and M/s Kamdhenu Cement Ltd.. It gives us immense pleasure to inform you that the Hon'ble Delhi High Court has been pleased to pass a landmark Order / Judgment on 19.05.2010, which by and large, according to the legal experts, is in favour of KAMDHENU ISPAT LIMITED.

In regard to STEEL BARS/SARIAS, the Hon'ble High Court has restrained M/s Kamdhenu Industries Ltd. (of Sh. Pradeep Kumar Agarwal) from manufacturing, selling, marketing or advertising steel bars, stainless steel pipes etc. in the trade mark/logo of KAMDHENU or any trade mark/word/mark/ name deceptively similar to the trade mark KAMDHENU. While recognizing the trade mark/trade name/ corporate name "KAMDHENU", the Hon'ble High Court observed that M/s Kamdhenu Industries Ltd. (of Sh. Pradeep Kumar Agarwal) is not entitled to use its Corporate name "Kamdhenu Industries Ltd." or any other Corporate name, in which the mark "KAMDHENU" shall form part in relation to its business of Stainless Steel, Saria and granted M/s Kamdhenu Industries Ltd. (of Sh. Pradeep Kumar Agarwal) time up to 31.03.2011

to adopt/use different name in this regard. As per legal opinion received, with immediate effect, M/s Kamdhenu Industries Ltd.



(of Sh. Pradeep Kumar Agarwal) can not use our corporate name KAMDHENU even by using their company's name M/s Kamdhenu Industries Ltd. In any manner what so ever and even can not use the mark PRIME GOLD with their company's name M/s Kamdhenu Industries Ltd.

In CEMENT & ALLIED PRODUCTS, the Hon'ble High court has also restrained M/s Kamdhenu Cement Ltd. (of Sh. Pradeep Kumar Agarwal) from using Logo of Chakra, punchline 'SAMPURNASURAKSHA KI GUARANTEE', Colour Scheme, Get Up similar to that of M/s Kamdhenu Ispat Limited brand products and while restraining M/s Kamdhenu Ispat Ltd. from using the trade mark / corporate name "KAMDHENU", the Hon'ble High Court conditionally allowed M/s Kamdhenu Cement Ltd. (of Sh. Pradeep Kumar Agarwal) to use the

trade mark "KAMDHENU" in a limited manner, without using our popular Logo of Chakra, Punch Line "SAMPURNA SURAKSHA KI GUARANTEE", Colour Scheme, Get Up with respect to "Cement and allied products" (on interim basis during pendency of suit before the Hon'ble Delhi High Court) that too only when, M/s Kamdhenu Cement Ltd. (of Sh. Pradeep Kumar Agarwal) will deposit a sum of Rs.1.40 Crores with the Registrar General of the Hon'ble High Court.

As you are clearly aware that currently, we have been dealing with "KAMDHENU SUPER CEMENT" and not "KAMDHENU CEMENT" therefore, we intend to approach the Division Bench of the Hon'ble Delhi High Court to get this portion clarified and to dispel any doubts in the minds of our esteemed Shareholders, Franchisees, Dealers, Distributors and well-wishers. Besides afore-said, the Hon'ble High Court, while holding Sh. Pradeep Kumar Agarwal guilty for committing the contempt of its earlier order, imposed a punitive costs of Rs. 2 lacs and issued a final warning upon Sh. Pradeep Kumar Agarwal to stay away from violating its orders / directions, in future.

Note : The above is the selective reproduction of the said Order and may require certain clarification. If an individual is interested to go through the entire Order or require any clarification, they can approach us for the copy of the said Order.

