

# Ispat Sandesh

August 2010

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 4 Issue: 11 Price: Re 1

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## Kamdhenu Group - Pride of Nation

Strengthening its nationwide network to achieve newer milestones of success



Dear Patrons,  
Kamdhenu Group since its inception has believed in the mantra of collective growth. The company has always ensured that its existence should benefit to all those associated with Kamdhenu Group directly or indirectly and the society at large.

The company continuously tries to empower its customers with best quality products and solutions that are truly path breaking, global and future ready. In pursuit of its


mission, Kamdhenu has fostered in its people a strong spirit of entrepreneurship and innovation, striving hard to consistently exceed the world's most stringent quality parameters by implementing the best of technology and knowledge. Kamdhenu Group's success is a significant testimony to its constant endeavor to find ways to raise performance while lowering costs at the same time.

Over the period of time Kamdhenu Group has emerged as dynamic corporate entity following the way of excellence to lead by example in every sphere. For a company that started its journey just over a decade ago with only a single manufacturing unit, the voyage for Kamdhenu group has blossomed into over 50 units strong PAN-India empire that enjoys diverse business interests in essential construction resources manufacturing like Reinforcement Steel Bars (TMT/HSD/CTD), PVC Pipes, Plywood, Wirebond, Structural Steel & Paint brand "*Colour Dreamz-Dil Ke Rang Deewaron Pe*". Transcending

the status of construction solution provider Kamdhenu introduced its own housing society 'Kamdhenu Homz' in Punjab and Jammu. And the thirst to reach the heart of consumers powered Kamdhenu to launch '**Kamdhenu fresh**', the packaged drinking water brand of the group. Having earned a prestigious brand status nationwide particularly in steel segment, Kamdhenu Group today looks forward to become a name of trust in all parts of the country with its all other venture. With a view to realize this goal the company is enhancing its marketing and distribution network in the entire country. A special focus, apart from considerable investment is being dedicated towards promotion of our paint brand '*Colour Dreamz-Dil Ke Rang Deewaron Pe*' and packaged drinking water '**Kamdhenu fresh**'.

We are heartily thankful to all our existing network partners for extending their valuable support for making our product range popular. Impressed with the success of tradition of our company entrepreneurs from all regions are also showing keen interest to form association with us.

**Sunil Agarwal**

Director, Kamdhenu Ispat Limited 

## SUCCESS IN PUREST FORM- 'Kamdhenu fresh'

The success of packaged drinking water motivates the company to set up new plants



Success most likely comes to those who have freshness and purity in their thoughts. The consistency with which Kamdhenu Group has been achieving unsurpassed milestones of performance with its every product, showcases the

adherence to excellent quality standards by the company. Now another evident symbol of purity and freshness 'Kamdhenu fresh', the packaged drinking water from Kamdhenu Group is finding recognition among the consumers

and taking brand 'Kamdhenu' from Indian homes to the heart of Indians.

'Kamdhenu fresh' has already tasted success in U.P. and Delhi-NCR region and now the company has introduced the product in the markets of Rajasthan and Haryana. The initial response from these markets promises bright prospects for the product.

Presently Kamdhenu Group is developing strong distribution and marketing network for 'Kamdhenu fresh' in all parts of the country. In the coming period the company is expecting a huge product demand for its packaged drinking water. Responding to the forecasts the company is also scaling up its production capacity by establishing new production units.

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## DREAM CAR FOR VISIONARY PERFORMANCE

Kamdhenu Paints rewards outstanding performance with 'Honda City' car

Carrying Kamdhenu Paints' pride wagon further, M/s Anil Chhabra & Sons of Hanumangarh (Rajasthan) showed great sales volume for the fiscal and achieved an unprecedented target in 'Grand Mega Bonanza' scheme. This performance by M/s Anil Chhabra & Sons has left a very positive impact on Kamdhenu Paints as well as its dealers and distributors. For this brilliant performance and achieving the given sales target M/s



Anil Chhabra & Sons was awarded a brand new 'Honda City' car in a ceremony held recently at the corporate office of the company. The auspicious occasion was duly graced by Mr. Satish Agarwal, CMD Kamdhenu Ispat Limited, who gave away the keys of 'Honda City' to Mr. Anil Chhabra from M/s Anil Chhabra & Sons.

Mr. Agarwal also appreciated Mr. Chhabra's successful efforts and said that a performance like this sets new benchmarks for entire Kamdhenu family.

Apart from car there were many prizes in the scheme such as A.C. Refrigerators, Digital Camera as per the annual target achieved.

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# KAMDHENU PAINTS BRING COLOURS OF JOY ON THE ROAD

In line with its reputation, Kamdhenu Paints has again proved that the company is always

**Kamdhenu Paints co-sponsors rallies in Chandigarh & Delhi**

committed to fill colours of joy in the life of people. Kamdhenu Paints which declares that it brings colours of imagination on walls with its extensive range of decorative paint '*Colour Dreamz-Dil Ke Rang Deewaron Pe*' has this time attempted to bring joyful colours on the road by sponsoring Family Fun Car Rally events organized in the cities namely Chandigarh and New Delhi over the period of last one month.

In Chandigarh the company has been the co-sponsor of '10th Family Fun Car Rally', organized by car company 'Chevrolet' in association with Hindi daily 'Dainik Bhaskar' on 22nd August, 2010 at the 'Hotel Park View'. The rally was flagged off by the chief guest of the function Hon'ble Governor of Haryana Mr. Jagannath Pahadia. Mr. Rakesh Misri GM (Steel) and company's distributor in Punjab Mr. Mohan Agarwal represented Kamdhenu Group on this occasion.

While in New Delhi Kamdhenu Paints has been the Co-Sponsor of the '10th Family Fun Car Rally' organized by The Central Bank of India, the Official Banker of



XIX Commonwealth Games to celebrate the landmark event of '30 Days to go for Commonwealth Games' on 4th September, 2010. This exhilarating and fun packed family-oriented rally was flagged off by Mr. Satish Agarwal, CMD, Kamdhenu Ispat Limited along with other special guests of the event namely Mr. S.Sridhar, CMD, Central Bank of India, Mr. Ratnakar, GM, Central Bank of India & and Mr. Suresh Kalmadi, Chairman, Commonwealth Games Organizing Committee from the Commonwealth Games Organizing Committee's Office at Jantar Mantar, New Delhi. The rally saw the presence of many well-known celebrities and the senior officials on the company. On sponsoring of these car rallies Mr. Satish Agarwal says, "Kamdhenu Paints is glad to be a sponsor of these rallies. These events find resemblance with the promotion policies of the company.

As the brand communication of Kamdhenu Paints suggests we bring dream colours of customers on walls but beyond that we also try to fill myriad colours of joy and

happiness in the lives of the people. The company always looks for such opportunities to reach closer to the lives of the customers as we want to make brand 'Kamdhenu' an integral part of the lives of the people."

Chandigarh, the state capital of two of the most prosperous states of the country Punjab and Haryana and National Capital New Delhi hold significant place in the marketing strategies of Kamdhenu Paints. There is enormous consumption potential available in these two regions inspiring the company to use all possible mediums to reach the customers of this region. With its outstanding durability and superb quality '*Colour Dreamz-Dil Ke Rang Deewaron Pe*', the brand of Kamdhenu Paints has been performing very well across the country and with such events it will surely become a part of the lives of the people.

## KAMDHENU FAMILY TOURS TASHKENT

Kamdhenu Ispat Limited Organizes Tashkent trips for its dealers and distributors



Celebration of excellence is a tradition at Kamdhenu Ispat Limited. This time the company has taken its dealers and distributors on international tour to Uzbekistan's capital Tashkent for rewarding their outstanding sales performance keep them motivated for the future. The voyage traveled in two groups for three days tour each as one team of company's Punjab region dealers & distributors left for Tashkent on 20th August, 2010, while the other team comprised of dealers & distributors of the company from Himachal Pradesh took its flight for the destination on 27th August, 2010 from Indira Gandhi International Airport

of New Delhi. The trip for Punjab dealers was sponsored by company's associate in the state M/s Vardhman Adarsh Ispat

company's products in Punjab. On the other hand the second group was joined by Mr. Dilip Mehra Sr. GM, Mr. Amit Soni AGM (Brand



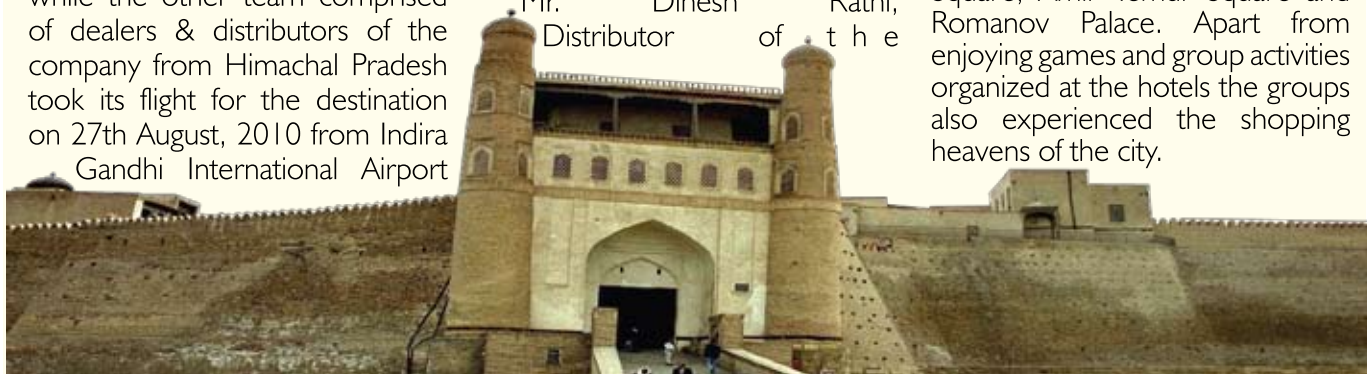
(P) Ltd., while tour for Himachal Pradesh dealers was contributed by M/s Radiant Casting Pvt. Ltd. and M/s Him Alloys & Steel Pvt. Ltd.

Key official of the company also traveled with the dealers and distributors to build strong association with them. Directors of Kamdhenu Ispat Limited Mr. Sunil Agarwal and Mr. Saurabh Agarwal accompanied the first group along with Mr. Ashwini Goel Director, Vardhman Ispat Pvt. Ltd. and Mr. Dinesh Rathi, Distributor of t h e

Bromotion) and company's Himachal Pradesh Distributor Mr. Vikram.

Explaining about the tour Mr. Sunil Agarwal said, "Kamdhenu Ispat Limited has organized international tours for excellent performers as it will not only motivate them for better performance in future but also give them a global exposure and an idea of international market scenario."

These groups visited all the significant tourists' destinations of Tashkent namely Independence Square, Amir Temur Square and Romanov Palace. Apart from enjoying games and group activities organized at the hotels the groups also experienced the shopping heavens of the city.



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