

Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Kamdhenu Group- Marching Steadily on the **Way of Success**

Strengthening its nationwide network and broadening the product portfolio to achieve newer milestones of success

mix and increase the demand for its high value products.”

Many significant developments have taken place during the last fiscal. Kamdhenu Ispat Limited has introduced technically superlative 415D and 500D TMT bars.



Kamdhenu Ispat Limited celebrated its 16th Annual General Meeting of the shareholders on 29th September, 2010 in the distinguished presence of Mr. Satish Kumar Agarwal, Chairman & Managing Director, other members of Board of Directors, senior officials and stakeholders of the company.

Mr. Satish Kumar Agarwal addressed the shareholders and presented an overview of the performance of the company during the last fiscal with a sketch of the future plans. Speaking about the steel industry he said, “There has been a dramatic change in the overall business environment over the last year followed by the global

slowdown triggered primarily by adverse development and grim macro-economic scenario. However, Kamdhenu Ispat Limited has managed to record a satisfactory growth in steel segment.”

Briefing about the market scenario in the paint industry Mr. Agarwal said, “The phenomenal growth of the housing sector, rapid urbanization and easy availability of housing loans have been the prime drivers of growth in the decorative paint segment. The paint sector is witnessing great upward movement. By each passing year the company has been able to bring about considerable improvement in operational efficiencies. It has been able to change the product

Furthermore, transcending the conventional business Kamdhenu Group has ventured into FMCG segment with its packaged drinking water brand ‘Kamdhenu fresh’.

On this occasion the company acknowledged the contributions of all associated directly or indirectly for making it stand where it stands today. Kamdhenu Ispat Limited also urged its family members including dealers, distributors, franchisee associates, employees and shareholders to continue their trust in the same manner. The company is confident to achieve a leading position in all business verticals with the valuable support of its growth partners.

KAMDHENU ISPAT LIMITED SALUTES ENGINEERS

Co-sponsored the Engineers' Day Function organized at Surendra Nagar (Gujarat)



Mr. Sushil Chaudhary, GM (Steel), Mukesh Bhai Patel, Distributor of Kamdhenu Ispat Limited, Mr. Rakesh Bhai Patel and Mr. Manu Bhai along with all other dealers of Kamdhenu Ispat Limited in that region were present there on this occasion.

The meeting was presided over by Mr. Vipul Bhai Patel, President, Surendra Nagar Engineers' Association. Depicting the local culture a play '*Gujju Bhai Ghode Chadiya*' was also screened by Siddharth Randeriya & Group.

Saluting the valuable contribution of engineers in the construction of modern age India, Kamdhenu

Ispat Limited co-sponsored the Engineers' Day function organized at Surendra Nagar (Gujarat).

KAMDHENU ISPAT LIMITED EXHIBITS ITS PRODUCT QUALITY AT NIRMAN 2010

Successfully impresses opinion leaders and customers



Kamdhenu Ispat Limited participated in the mega show Nirman 2010, organized in Ahmedabad (Gujarat) from 17th to 20th September, 2010.

It was the silver jubilee edition of Nirman 2010 coincided with Gujarat's completion of 50 years of statehood. The event was inaugurated by the eminent entrepreneur Shri Karsanbhai Patel, Chairman, Nirma Group. It comprised of four events namely exhibition, symposium, art show and the Nirman Ratna Awards

ceremony wherein Kamdhenu Ispat Limited took part in the event as an exhibitor.

The company had put all its superb quality construction related products on display in the exhibition. With a large number of quality footfalls, the exhibition provided Kamdhenu Ispat Limited an ideal platform for product promotion and networking for its wide range of products and services, related to construction and home décor.

The visitors of the exhibition were of diversified profiles including architects, civil engineers, interior designers and project managers. Being opinion leaders they influence the decision of the customers in a very significant manner. Kamdhenu Ispat's stall was very well received and appreciated by all the visitors. This way the company has been able to reach to the customers as well as the opinion leaders of the industry.

GRAND CELEBRATION OF UTTRAKHAND CHANNEL PARTNERS' MEET

Two dealers of Haldwani depot get Maruti Alto in reward for their excellent performance



Uttarakhand has been a very significant market for Kamdhenu Paints since prestigious Kamdhenu Group has ventured into decorative paint segment. The paint brand of the company **Colour Dreamz- Dil Ke Rang Deewaron Pe** has not only won the confidence of the customers but also gained distinguished brand status in the region. The credit for this excellent performance goes to the outstanding quality of the products and dedicated efforts of the dealers and channel partners of the company in that region.

With a view to applaud the superb performance of two dealers of Haldwani depot namely Mr. Ashok Daswani of Durga Paint

Store (Kashipur) and Mr. Arvind Goel of Santosh Machinery Store (Jaspur), who were found eligible to receive Maruti Alto car from the company in reward for driving high sales, a felicitation function was organized on 4th September, 2010 at Corbett Gateway Resort of Nainital. All the channel partners of the company in Uttarakhand region were also invited for a meeting to brief them about the future plans of the company. Mr. Rajkumar Srivastava, CMW, Mr. Kamal Sharma, Mr. Mayank Manglik, Mr. Puneet Chaudhary, Manager- Tinting Machine, Mr. Lovejeet Singh, Asst. Manager, Mr. Parmatma Saran and Mr. Tanveer Khan represented

the company on this occasion.

A cricket match was held in the day hours to develop spirit of healthy competition among the dealers in which all of them participated with great enthusiasm. The evening witnessed a grand celebration party in which admirable sales performance of dealers during the last fiscal was felicitated. Three other dealers of Haldwani depot were also felicitated on this occasion.

With the outstanding quality of the paint products and a dedicated & cooperative team of dealers and distributors, Kamdhenu Paints has been able to achieve substantial sales during the last financial year. The company is confident of continuing the same performance in the coming time also. The company keeps organizing such events at regular intervals to recognize the brilliant efforts of its dealers and put across the policies of the company.

A dance party was also organized after the prize distribution ceremony. All of them enjoyed this refreshing session a lot.

KAMDHENU FAMILY TOURS EUROPE

Kamdhenu Ispat Limited organizes a week long trip to Spain, Netherlands and Belgium for its dealers



Rewarding the superb performance of its Himachal Pradesh region's Kamdhenu Ispat Limited in association with its franchisee partners in Himachal namely Him Alloys & Steel Pvt. Ltd. and Radiant Casting, organized a week long Europe Tour from 23rd September to 29th September, 2010 for them where they visited three of the most beautiful countries of the continent namely Spain, Netherlands and Belgium. A group of 50 dealers took flight for Barcelona (Spain) on 23rd September, 2010 from New Delhi International Airport. The group was accompanied by Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited and his family,

Mr. A.K. Agarwal, Director, Him Alloys & Steel Pvt. Ltd. and Mr. Vikram Jain, Mr. Mohanlal Singhla, Mr. Ajai Kumar (Hamirpur), Mr. Anuj Garg and Mr. Pradeep Garg, all Distributors of the company in Himachal Pradesh.

The group reached Barcelona same day and start catching up the exotic attraction of the country. During their stay in Spain the group visited many famous tourists' destinations such as 'Costa Brava', a destination which has something for everyone including fabulous wild-life attraction, fun parties, exciting water adventures along with peaceful villages.

In the early hours of 26th September, 2010 Kamdhenu family departed from Barcelona for



Manneken Pis. On the 6th day of the trip Kamdhenu Group relaxed in Amsterdam and enjoyed shopping and other attractions of the city. The group caught its return flight on 29th September from Amsterdam.

The group was overwhelmed with the grandeur and aura of the locations visited by them.



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