

Ispat Sandesh

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Diwali Celebration at Punjab Dealers' Meeting

Anefforttomaximisethe cooperationwithdealers

Kamdhenu Ispat Limited celebrates all festivals with great joy. This year the company celebrated Diwali at its Punjab region's Dealers'

traditional manner like all Kamdhenu events with Tilak and Ganesh Puja. It was followed by an open discussion between the management and the dealers where the performance, problems and various other aspects about

fructifying in the same manner. On behalf of the company I wish all of you a very happy and prosperous Diwali."

As a parting note, all the members of Kamdhenu family wished each other "a very



Meeting on 28th October, 2010 at the Maharaja Regency Hotel, Ludhiana. Mr. Sunil Agarwal, Director, Mr. V.K. Gahlaut, G.M (Marketing), Mr. Dilip Mehra, Sr. GM, Mr. Vivek Maheshwari, AGM, along with the Directors of its franchisee associates in the region namely Mr. Ramesh Goel, Mr. Ashwini Garg and Mr. Vinay Gupta, and the distributors- Mr. Pradeep Garg, Mr. Anand Mittal and Mr. Dinesh Rathi graced the occasion. They also conveyed their best wishes to over 200 dealers who were present there.

The day started off in a

the day-to-day functioning of the company were analysed and possible future course of action was decided. After this a lavish buffet lunch and gifts exchange ceremony took place. Also various stalls displaying the diverse products of Kamdhenu Ispat Limited were set up there.

Conveying his best wishes to the entire Kamdhenu family Mr. Sunil Agarwal said, "Kamdhenu Ispat Limited is like a family where one member pushes another towards growth and this is how we all are growing together. May our relationship continue to be

Happy Diwali" and promised to work harder and with more collaboration, thereby taking Kamdhenu Ispat Limited to even greater heights.



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 Group this tide of freshness is reaching 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

Kamdhenu Ispat Limited in association with its franchisee associates in Punjab namely

PUNJAB DEALERS TOUR SOUTH AFRICA

44 qualified dealers of the promotional scheme went for a weeklong trip

M/s Aar Kay Industries and M/s Vardhman Adarsh Ispat Pvt. Ltd., organised a weeklong leisure tour to South Africa for the state dealers. With the trip, the company has successfully encouraged its dealers to continue their superb performance of promotional scheme. 44 dealers qualified for this tour under the promotional

scheme of the company.

The team started its journey on

Maheswari, AGM and distributors of the company Mr. Anand Mittal &



19th October, 2010 and returned back on 25th October, 2010. During their stay in South Africa they visited two most beautiful cities Cape Town and Johannesburg, of this strongly emerging economy of African continent. Mr. Vivek

Mr. Subodh Singla have been the special representatives of Kamdhenu Ispat Limited on this tour.

The team had great fun there and they were all very glad with the excellent arrangements.

Himachal Pradesh Has Great Growth Potential: Rakesh Misri



franchisee holders, dealers, distributors and other network partners. We have immensely enhanced our marketing network in the state

GM (Steel), Himachal Pradesh describes company's prospects in the state

Himachal Pradesh has always been one of the stronghold regions of Kamdhenu Ispat Limited. The people of the state has accepted and trusted all our infrastructure related products with great enthusiasm. It is the result of extraordinary quality of our products and dedicated efforts of all our business associates including

during the last decade. We have two of our valuable franchisee partners namely Radiant Casting and Him Alloys & Steels (P) Ltd., located in the state. We have been able to meet the huge demand for quality steel products with their valuable support.

The popularity that Kamdhenu Ispat Limited today enjoys in the

state is an outcome of the confidence and affection of our dealers, distributors and other channel partners who have made consistent efforts to boost up our sales in the region. The company reciprocates their efforts with the same zeal. We make them available numerous growth opportunities. Arrangement of international tours to Tashkent, Bangkok, Spain and Netherlands are some of its examples.

We are hopeful that our relationship would continue to grow more fructifying in the time ahead and together we will achieve more than expected.

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With a mission to reach maximum number of Indian customers Kamdhenu Ispat Limited is aggressively increasing its coverage in different parts of the country. In an effort to realize this goal, the company organised a Consumer Awareness Programme in the North East region at Diphu (Assam) on 10th October, 2010. Around 50 masons participated in this event. Mr. Rajib Kr. Deka, Mr. Rituraj Borphukan and Mr. Hemendra Chauhan from Guwahati (Assam) were among the participants of the event.

It is the masons who ultimately bring the product in application, so their satisfaction is very important for establishing the products of the company in the market. This event was targeted towards increasing the acceptability of various products of the company by

Consumer Awareness Programme Organized in Assam

An effort to maximise the customer base of the company in the North-East



making the masons aware of the quality measures used by Kamdhenu Ispat Limited. They were also informed of the benefits of getting associated with the company. After knowing about the

superb quality of the products of the company they all were very satisfied. A dinner party was also organised after the briefing session.

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KAMDHENU PAINTS-REALIZING COLOURS OF CUSTOMERS' ASPIRATION ON WALL

The Company has gifted 18 cars in the span of 15 months

Kamdhenu Group masters the art of winning confidence of the customers. Kamdhenu Paints is all set to serve the Indian customers by bringing shades of their desires on the walls. With its outstanding

quality paint products under the brand name **Colour Dreamz- Dil Ke Rang Deewaron Pe**, the company is painting the entire country with the colour of its success. Apart from excellent product quality, the credit of this exemplary success goes to the balanced policies of the company inspired by the sense of collective growth. The company always tries to ensure that the benefit is shared in the right ratio among all its associates. This is evidently proved with the fact that the company has given away 18 cars in reward of the excellent performance of its dealers and distributors.

Sr. No.	Dealer	Month	Against ATR
1	Unique Enterprises (Lucknow)	September-2009	Maruti Alto
2	Jindal Enterprises (Ludhiana)	October-2009	Wagon R
3	Chanan Ram & Sons (Ludhiana)	October-2009	Maruti Alto
4	Anil Chhabra & Co. (Jaipur)	November-2009	Wagon R
5	Rathi Paint Agency (Jaipur)	November-2009	Maruti Alto
6	Fine Color (Jaipur)	November-2009	Wagon R
7	Shri Laxmi Paint House (Jaipur)	November-2009	Maruti Alto
8	Color Kingdom (Udaipur)	November-2009	Maruti Alto
9	Nanda Builders (Jammu)	February-2010	Swift Dzire
10	Mukesh Kumar Lokesh Kumar (Ghaziabad)	March-2010	Santro
11	Bharat Paints (Sumbal- Ghaziabad)	May-2010	Maruti Alto
12	Shri Chand Traders (Ghaziabad)	May-2010	Maruti Alto
13	Munimji Paints (Ghaziabad)	May-2010	Maruti Alto
14	Ambica Chemicals (Dehradun)	May-2010	Maruti Alto
15	Chandra Hardware (Dehradun)	May-2010	Maruti Alto
16	Sumit Sales (Haldwani)	May-2010	Maruti Alto
17	Durga Paints Store (Haldwani)	May-2010	Maruti Alto
18	Shri Laxmi Traders (Kanpur)	June-2010	Hyundai i10



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