

# Ispat Sandesh

Satyamev Jayate

April'08

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Issue: 3 Volume: 5 Price: Re 1



**For any trade enquiry please type KAM and SMS on 57333.**

KAMDHENU Ispat Ltd. now stands out as the most developed & reliable company to offer world class construction material. The company has launched a new valuable product called "Tuffwind" for its consumers. Kamdhenu and M/s Kalindi Building Systems Pvt. Ltd., in Yamuna Nagar, an important industrial area of Haryana, made a deal regarding this product. Mr. Satish Agarwal, The CMD, Mr. Sunil Agarwal, The Director and Mr. Pankaj Agarwal, The President (Marketing) of the company actively participated in the deal. Ms. Prachi Garg and Mr. Piyush Bhattacharya, from M/s Kalindi Building Systems Pvt. Ltd., were also present on the occasion.

Mr. Satish Agarwal, CMD, Kamdhenu Ispat Limited, explained that "Tuffwind" shall be manufactured from a special kind of UPVC. This deal with M/s Kalindi Building Systems Pvt. Ltd. will provide new horizons to the company's various aspects. Presently, the production capacity of Kalindi Plant is approximately 5 lac square feet per year, which will be increased several times very soon. For this purpose, Kalindi

has tied up with a German company called "Kommerling" to import raw material.

Mr. Sunil Aggarwal, Director, KIL, while informing about the marketing policy of

the very first year, which would be increased to somewhat INR 100-150 Crores in the next two years. UPVC indicated for the revolutionary changes in the construction industry of 21st century. UPVC doors & windows can be accepted as the modern construction materials because of their eco-friendly and termite proof nature. Today, world is accepting UPVC as a better option against wood. Kamdhenu windows & doors possess all the qualities that can maintain the beauty of your homes for a long time.

It is 100% fire-proof, water-proof & termite-proof. Moreover, UPVC windows & doors are not affected by changing weather and these minimize the risk of theft. Its features like sealing, locking and bug-screen enable it to be more popular among the public. Its beauty &

design attracts builders and architects and its durability increases its demand in the public.

The association of the company with UPVC will definitely provide a remarkable presence among the consumers. Apart from this, its reach will be established on a larger scale.

## An Important Deal for Kamdhenu UPVC Windows & Doors



**During the agreement Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal, Director, Mr. Pankaj Agarwal, President (Marketing) and Ms. Prachi Garg & Mr. Piyush Bhattacharya from M/s Kalindi Building Systems Pvt. Ltd.**

this new product, stated that the company would be targeting Delhi & NCR in the first phase and later the products would be introduced in the whole Northern India via direct marketing. Indian market share of UPVC products is about INR 2000 Crores yearly. The company has targeted a business of INR 25 Crores for UPVC products in

# Kamdhenu bags Jammu-Kashmir Highway Project

**KAMDHENU** Ispat Limited has bagged a huge order to supply TMT bars in J&K to modify the Pathankot- Jammu highway to a Four-lane way. The order is assigned by W. Venkatrao Infraprojects Pvt. Ltd. that is associated with the National Highway Development Projects. As finalized in the deal, Kamdhenu Ispat Ltd. has to supply IS1786-1985 FE-415 grade TMT bars.

Due to the rising credibility of its world-class products, several Infrastructure & Development companies are being attracted towards Kamdhenu. Maintaining such an image on International platform is a matter of pride for Kamdhenu TMT. The products of Kamdhenu Ispat have a major hold on Jammu-Kashmir market. Consumers as well as builders &



contractors of the state are impressed by the extra-ordinary quality of its products and have faith in the company's name. This contract has opened the doors for Kamdhenu's products to step in the market of Infrastructure companies of other states as well. Besides, the company has been able to establish a firm-foot hold in terms of providing other quality infrastructural materials. •

RECENTLY, Raghuvver Metals Industries Ltd., the Franchise Associate of Kamdhenu Ispat Ltd. in Rajasthan, organized a six-day trip to Singapore, Malaysia & Colombo. Some selected dealers & distributors of Kamdhenu along with Mr. Anil Pokharna & Mr. Pradeep Agarwal (Director, Raghuvver Metals) took an opportunity to enjoy this fascinating trip. Everyone witnessed the marvelous natural beauty of the mentioned spots and relished the Indian delicacies at various restaurants.

The group reached Singapore at 3'o Clock in the afternoon on the very first day of its journey. The dealers also got an opportunity to enjoy the sensational experience of Night Safari. The group stayed at the Furaya City Centre Hotel.



## Kamdhenu Takes its Dealers on a Holiday Trip to Singapore

Next day, after having breakfast, they all visited beautiful places of the city. The adventurous journey to Santosa Island, Underwater World was a remarkable & rich experience.

Everyone was engrossed discussing the beauty of Singapore after the day's

tour. They flew to Kuala Lumpur from Singapore on the third day of their trip. Hotel Crown Princes was booked for accommodation there. Then they moved to Genting through Batu Caves in the second phase of their journey in the afternoon. The fourth day was spent in Hotel First World Super Deluxe. On the fifth day they took a flight for Colombo from Kuala Lumpur. On reaching Colombo, they first enjoyed the beauty of the city. And after that they shopped as per their desires.

The next day everybody was indulged in preparations for going back. This trip, organized for the deserving dealers & distributors, would act as a source of inspiration for other employees of the company to work hard & achieve the best. •

# Kamdhenu Sponsors Free Limb Transplant Camp

**KAMDHENU** has done wonders in the field of Corporate Social Responsibility. Recently, the Kamdhenu Ispat Limited, in association with Rajasthan Mitra Parishad, organized a "Free Artificial Limb and Polio Calipers Transplant Camp" in Delhi. The camp was organized in Chhatarpur Mandir, located

Mr Santosh Bagrodia, Union Coal Minister, said, "Such kind of events and several other camps should be organized on a regular basis. Via such steps, we can uplift the lower class of the society. It will certainly open the way for betterment and development." The motive of this camp was to transplant modern Artificial

sort of task a normal person can do." The camp authorities provide free of charge facilities for the meals as well as accommodation for one assistant. One can register himself/herself for the camp at the office of Rajasthan Mitra Parishad, 13, Community Centre, near Sapna Theatre, East of Kailash, New



Left to right from KIL, Mrs. Radha Agarwal, Mr. Satish Agarwal, CMD, Mr. M K Doogar, Director and Mr Santosh Bagrodia, Union Coal Minister, Kamal Fharukhi, Minority commission head and Virendra Mehta, Ex-president RMP

at Gol Building, Mehroli, New Delhi. This camp was organized from April 23 to April 27, 2008.

Artificial Limbs and Polio Calipers were provided by Jaipur Foot. Responsibility of this camp was looked after by 'Bhagwan Mahavir Viklang Sahayta Samiti, Jaipur'. It was the second time that Rajasthan Mitra Parishad marched forward for public welfare, and Kamdhenu Ispat Limited took the charge to sponsor the camp. Appreciating this initiative by Kamdhenu JeevanDhara & Rajasthan Mitra Parishad,

Limbs & Polio Calipers free of cost. Any man, woman or child can be benefited by such kind of transplant.

Earlier also, Kamdhenu has done several events in favor of Corporate Social Responsibility. Mr. Satish Agarwal, CMD, KIL said, "Now you need not to be hopeless if your limbs are damaged in an accident or are deformed by birth. One can live and perform normally by such kind of transplant. One can dance, ride a bicycle, climb a mountain, walk without any help or can perform any

Delhi or can contact the authorities at 9818409015 or 9871980422. Mrs. Radha Agarwal from Kamdhenu JeevanDhara stated, "Apart from participation in Limb Transplant Camp, Kamdhenu is also providing free study material, computer education, clothes etc to the children from financially backward section of the society." Through this camp, Kamdhenu Ispat Limited showcased its deep concern towards Corporate Social Responsibility sector.

## Kamdenu Ventures into Paint Segment

**KAMDHENU** Ispat Limited will be shortly launching Paints in the Northern Zone & its dynamic marketing team has already started venturing in the market by appointing CFAs, Distributors & Dealers across the country. Commenting on this scenario, Mr. Saurabh Agarwal – Director, Kamdhenu Paints said “We are initially setting up our Paints Business in Northern states which will be followed by the developments in Western & Eastern Zone of the Country within a very short span of time. Quality, Packaging & Service will be our USP & products will be catering to all segments of people across the Country.

The Paint Plant set up at Chopanki, Bhiwadi, Dist-Alwar in Rajasthan has production capacity of Dry Powder Paints of 12000 Metric Ton per annum & Liquid Paints of 24,000 KL per annum. The Company will be manufacturing Exterior & Interior Emulsions, Cement paints, Water based Primers, Acrylic Distempers,



Synthetic & GP Enamel, Solvent Based Primers, Wood Finishes, Aluminium Paints along with Textured & Designer Finishes in its first phase of operation. Paints being the finishing material for

various Interior & Exterior Application are slated to be used in various Housing Projects, Infrastructure Development, Residential and Commercial Complexes which are booming across the country. •

**BEST  
SUPPORTING  
DEALER  
of the Month**



Mr. R. D. Kushwaha  
M/S R. K. Enterprises,  
Pilibheet Road, Khatima,  
Uttarakhand.  
Ph.- 05943- 250738  
Mob: 09412383599

Mr. Rajiv Garg  
M/S G. G. Traders,  
Narela  
Delhi.  
Ph.- 9350331509

THE time when UPA Government came into power, political scenario of the country witnessed a major shift. State Government then in power favored only rich industrialists and ignored the interest of common man. The general public then played its part by bringing in UPA Government to power. But the constantly rising inflation has unveiled the real face of this Government that boasts of working for the welfare of common man. The situation has reached to such an extent

## Unrestrained Inflation: A Threat for Government

that even the Left Parties are looking for another alternatives.

The price of basic commodities is becoming unaffordable. The Government is facing a constant pressure to bring inflation under check. However, if observed closely, this sudden shift in inflation is not something unreasonable. America & Europe are facing

major problem of Food Crisis & Economic Deflation. And it is very much likely to



affect India as well. The prices for consumer products ranging from gold-silver, crude oil and even vegetables are soaring high. Now Government's fate relies on the monsoon which can bring good crop to the farmers. If this rising inflation is not controlled, the Government might face tough time in maintaining its current position.