



Website: www.kamdhenuispat.com, www.colourdreamz.com
E-mail: kamdhenue@kamdhenuispat.com

Ispat Sandesh

www.facebook.com/kamdhenuispatlimited

August 2015

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 10 Issue: 07 Price: ₹ 1

The leading Infrastructure sector company of India, Kamdhenu Ispat Limited, is a true representative of Indian ethos. Internalizing the Indian traditions of "progress with positive impact on the society" the Company is continuously growing since inception. As an active and alert corporate entity, Kamdhenu has always been making better quality construction materials available in India market. Manufacturing international quality products by giving due thrust on innovation and technological advancement, Kamdhenu keeps expanding its product portfolio on regular basis.

Since the inception till date, Kamdhenu is significantly contributing in infrastructure sector of India by setting a yardstick of superior quality and excellent market management. Being counted among most effective construction material brands, Kamdhenu products are well-supported by a robust pan-Indian dealer network. Kamdhenu Ispat Limited is playing a remarkable role towards fast paced industrialization in India, while offering an excellent and extensive range of quality products including TMT rebars, Structural Steel, Colour coated sheets, Paints, PVC pipes, plywood etc.

In the decade of 1990, when Indian economy was going through a major policy shift and our country was opening doors to world market, Kamdhenu Ispat Limited was founded. Since then through its journey of 2 decades the Company has been continuously marching ahead augmenting growth and brand equity. Effectively meeting the competition of other established Indian companies as well as big global brands with superior product features and better services, Kamdhenu has registered a strong presence in markets across the country and today turn out to be the most selling TMT rebar brand of India. The CMD of Kamdhenu Ispat Limited, Mr. Satish Agarwal gives the credit for this success of the Company to entire Kamdhenu Team.

Explaining the opportunities for Kamdhenu in Indian market, Mr. Satish Agarwal said, "For the unmatched quality, incomparable brand equity and reasonable pricing, Kamdhenu products are achieving big market share in most of the major markets of the country. This accomplishment is not ordinary considering the fact that India is full of diversity and here consumers of different regions have different likings and inclinations. But by winning trust of consumers in every corner of the country, Kamdhenu products have become one true symbol of unity in diversity of India."

Kamdhenu, through its unique Franchise Business Model, has brought revolutionary improvement in construction materials market of India by supplementing market linkages, strengthening technical capacity and enhancing manpower capabilities of more than 50 steel producing companies based in different states of the country. The business model of Kamdhenu has supported the manufacturing sector in nooks and corners of India, resulting in decentralized economic development and additional job opportunities for the youths. Dedicated to the progress of the Nation along with the Company, Kamdhenu CMD Mr. Satish Agarwal observed, "68 years has passed since the Indian Independence and today our country is

KAMDHENU is the towering testimony to Changing India



poised to take step from a developing nation towards becoming a developed nation. Kamdhenu is resolute to contribute with all its capacity for progress of the nation."

Amidst the global slowdown the economic development of India has been also moving slowly for the last few years. The slow growth situation had impacted Indian Infrastructure sector as well. Since last year, the indication of economical turnaround has been evident, thanks to swift and sensible policy decisions of the incumbent government. Speaking on the apparent positive changes in economy Mr. Satish Agarwal said, "If we look back, we can see that in past 68 years we cover a significant distance on the path of progress. Pro-investment policies being implemented by present government with focus on industrialization and manufacturing would create vast opportunity for growth. I would like to assure all the investors, channel partners, business associates, officials and customers that Kamdhenu is ready to touch new heights by taking full advantages of the opportunities create by these policies."

Masons of Rajasthan appreciated KAMDHENU SS 10000



India's No.1 TMT manufacturing company Kamdhenu Ispat Limited's latest and premium product **Kamdhenu SS 10000**, is the only authorized double rib TMT rebar of the country. Providing double safety to the constructions, **Kamdhenu SS 10000** features more than twice stronger grip on concrete. Endorsing the claim of double strength and double safety by the Company, an experiment carried out by renowned engineering institute IIT, also revealed that **Kamdhenu SS 10000** makes 254% stronger bond with concrete in comparison to ordinary bars.

With the objective to enhance awareness among the construction workers about the superior features of **Kamdhenu SS 10000**, 4 mason meets were organized in different districts of Rajasthan in the last month. These awareness programmes, organized in the Barmer, Dausa and Jalore districts in the 2nd week of August were enthusiastically attended by the contractors and masons of these localities in big numbers. Along with the Sales In-Charge of Kamdhenu Ispat Limited Mr. Rohit Sethi other officers including Mr. Mukesh Sharma, Sr. Marketing Officer and Mr. Vishal Saxena, Executive Marketing had participated in these awareness programmes. The Kamdhenu's distributor in these areas, M/S Ganpati Steel Corporation provided the full support towards making these events successful.

The first of these four mason meets were organized in Bandikui of Dausa district on 8th August 2015, with the support of the local dealer M/S Shri Ram Iron & Hardware Store, Bandikui. The famous Architects of the town Mr. Manoj Deman and Mr. LK Tank along with the reputed Contractor of the area Mr. Narayan Lal Saini were the Chief Guests of the event. Addressing the gathering during the event Mr. Rohit Sethi said, "**Kamdhenu SS 10000** is the only TMT product in India being manufactured from high quality billets using advanced international technology of UK. Due to its unique double ribs design **Kamdhenu SS 10000** with right concrete mix is capable to provide the strength up to 10000 Psi, which is much higher than other products." In the end of the session, Mr. Mukesh Sharma satisfactorily answered all the questions about the product asked by participating contractors and masons.

The next mason meet was organized on 11th August 2015 in Barmer district with the support of the local dealer M/S Hinglaz Iron Store, Barmer. The meet received a very good participation of the masons from the surrounding area. The eminent Architects of the district Mr. M.D Khatri, Mr. Jagdish Sethiya and Mr. Dhanraj Sharan attended the event as the Chief Guests. Addressing the gathering during the event Mr. Rohit Sethi informed them, "Only **Kamdhenu SS 10000** provides 254% stronger bonding with the concrete and no other Indian product can match its strength."

Next day on 12th August, a similar awareness programme was organized in Sindri of Barmer District. The mason meet was organized with the active support of the local dealer M/S Aai Mata Hardware, Sindri. The Sarpanch of the area, Mr. Kheta Ram Ji was the Chief Guest of the event. During the event, explaining the special feature of **Kamdhenu SS 10000**, Mr. Mukesh Sharma said, "The innovative double ribs design of **Kamdhenu SS 10000** provides unique interlocking grip over the concrete. This double and two-sided bonding helps the constructions to withstand high intensity earthquake without any structural damage."

The last of the four mason meet was organised on the next day, 13th August in Jalore District in which masons and contractors of nearby areas were enthusiastically participated to get information about **Kamdhenu SS 10000**. The respected Civil Engineer & Architect of Jalore Mr. Sudhesh Rajpurohit was invited as the Chief Guest in this event, organized with the active support of the local dealer M/S Girdhar Steel, Jalore. Talking about the importance of using the product, Mr. Rohit Sethi said, "**Kamdhenu SS 10000** is the most trusted TMT rebar for constructions in earthquake sensitive zones. Keeping the safety of the family of clients in mind, it is the duty of every good mason or contractor to advise the consumers for using this product."

All the four consumer awareness programmes were immensely helpful in propagating awareness about the benefits of **Kamdhenu SS 10000** among the construction workforce and thus generating more demand for the product.

Rajasthan celebrated success of **KAMDHENU PAINTS**

The fastest growing paints company of India in decorative segment, Kamdhenu Paints manufactures and supplies a wide range of paint products catering to the needs and choices of every kind of consumer groups. Famous for its eco-friendly paint products and rich array of colour options, Kamdhenu Paints has become the preferred paint brand of consumers all over India. Serving its customers everywhere,

This two-day event offered memorable times to the participants, presenting cultural programmes of Utrakhand and the traditional dance performances. All the dealers and their family members enjoyed the sight-seeing in the pleasant weather and clicked photographs in the abundant natural beauty. The Sales Staff accompanying the touring team provided supported in Organizing the Trip while having fun-time themselves.



One of the prime objectives of this Nanital Trip was to honour and motivate the best performing dealers of Rajasthan by presenting them "Category wise highest value sales Achievement Awards" for achieving the biggest sales target during the financial year 2014-15. The recognition and awards motivate all the channel partners to work harder and get better results. During the event under the Value wise category, first prize was given to M/S Rangeela Traders, Balotra and second prize was given to M/S Navratan Enterprises, Jaipur while M/S Madan & Co., Sri Madhopur got the third prize.

Under the category of Best Premium Seller, the first prize was given to M/S Goyal Rang Paint, Nadbai and second prize was given to M/S Gujarmal Ghasiram, Alwar. M/S Rangoli Colour World, Jaipur received third prize

the Company has a strong Pan-India marketing network consisting of over 4000 paint dealers.

The land of eye-catching colours, Rajasthan is a prominent market of Kamdhenu paints. The paints dealers of the state are very enthusiastic and supportive which helps the continuously growing demand of Kamdhenu Paint products. Within last few years Kamdhenu Paints acquire a substantial market share in the paint volume being sold in the state. To celebrate this enthusiasm of the dealers of Rajasthan and to motivate them even further, a fun trip was organized for the performing paint dealers and their families. In to the lap of Himalaya, this trip to Nanital, a hill-station of Utrakhand having picturesque lakes and refreshing weather was organized on 21st and 22nd August, 2015. A total of 30 qualified Paint dealers from Rajasthan along with their family members were given the opportunity to go on this tour. Some of the senior personnel of Marketing Division, Kamdhenu Paints including, Mr. Ajay Sharma, DSM (Rajasthan) also accompanied the touring team.

under the category. Afterwards, Mr. Ajay Sharma, DSM (Rajasthan) gave a Motivating speech to Dealers and Sales Staff and said, "Kamdhenu believes in strong and mutually beneficial relationship with its channel partners. Kamdhenu build upon relations and treasure the relations. You keep doing good work and the Company would always generously reward you."

During the event Mr. Ajay Sharma also announced The Lucky Draw of the Qualified Scheme and the Gifts of Gold and Silver were distributed among the winners of the draw. In Lucky Draw Gold Ladies Chain was won by M/S Raj Paint House, Kota. The Gold Ladies Ring and Gold Ladies Tops both were won by M/S Madan and Co., Sri Madhopur. M/S Balaji Paint and Chemical, Sujangarh won the Gold Ladies Locket in the draw. Silver Ladies Payal was won by Rangoli Colour World, Jaipur. In the end Dealers expressed happiness and promised their full support to the Company towards its Next Destination."





Kamdhenu means RELIABILITY FOR THE QUALITY

The biggest manufacture of TMT rebar in India, Kamdhenu Ispat Limited is a renowned company in construction material segment. Known for its thrust on innovative technology and superior quality, the Company is admired by the customers across the country. Valuing the trust of customers as its biggest asset, Kamdhenu Ispat Limited observed stringent quality control protocol in each of the Company's over franchisee (under user licence agreement) 50 manufacturing units.

Backed by state-of-the-art production assembly lines and ever vigilant highly qualified quality control professionals, Brand Kamdhenu reflects unmatched quality products and well treasured trust of millions of users. The Quality Personnel of the Company play key role in ensuring the superiority of Kamdhenu Products and thereby their orientation and motivation at regular intervals is considered very crucial by the top management.

In the same line on the directives of the Director, Kamdhenu Ispat Limited, Mr. Sunil Agarwal a group meeting of all quality personnel from all over India working with the Company was organized recently. The meet held on 3rd August, 2015 at Hotel Habbitare, Gurgaon was attended by a total of 40 quality personnel. From the various departments like Marketing, Brand Promotion, Quality and Production many senior personnel including Mr. Dilip Mehra, Mr. S B Sharma, Mr. N B Singh, Mr. Vivek Maheshwari, Mr. Yogesh Verma also participated in this meeting.

One of the main objectives of the meeting was to propagate awareness among all the Kamdhenu Quality Personnel about

Company's newly launched product range Kamdhenu Colour Coated Sheets. The occasion is also used to familiarize them with the features and quality aspects of world-class premium category of TMT rebar **Kamdhenu SS 10000**.

During the meeting, the Director, Kamdhenu Ispat Limited, Mr. Sunil Agarwal gave an inspiring and moral boosting speech to the quality personnel in attendance. Making pin-pointed suggestions to them, Mr. Sunil Agarwal guided the quality personnel towards improving their efficiency and productivity for the benefit of the Company along with their individual career growth. Amidst enthusiastic clapping, he said, "The most important thing for a brand is its reliability for the quality. All across customers trust our brand and feel that Kamdhenu means reliability for the quality. In Kamdhenu, you people are entrusted with this most important and valuable aspect of brand and this itself shows our confidence in your capabilities. You also have to keep the same confidence and work as the best one in terms of efficiency, accuracy and excellence."

Afterwards, Mr. N B Singh, GM (Quality & Production) and Mr. Yogesh Verma, Sr. Manager (Quality & Production) explained to the participating quality personnel about the technological aspects of both the products and gave detailed information about the unique features of the products. Towards the imminent plans of Company to increase the production volume of colour coated roofing sheets by manifolds and also start producing Kamdhenu SS 10000 in many more manufacturing units, the orientation of Quality Personnel was an important step.



Mr. Rajeev Gupta, Sanjeev Gupta
M/s. Gupta Steel Corporation
Tanda Road, Jalandhar
Mob 98142 91888
94650 01888

Mr. Karan Khosla
M/s. Faqir Chand & Sons
Vill. Mazari Dist. Nawanshahr
Pin- 144526
Mob 99143 00307

Mr. Akshay Kumar Bahera
M/s. Bhagbati Iron Store
Durga Bazaar, P.O. Duspalla
Nayagarh, Orissa
M - 09439492009