

# Ispat Sandesh

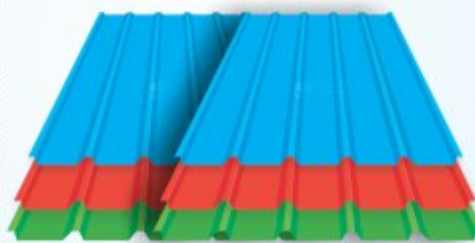
## Kamdhenu offers options for **BETTER TOMORROW**

The leading infrastructure company of India, Kamdhenu Ispat Limited is recognized as a proactive and dynamic entity in Indian corporate sphere. Whether it is about the challenges of global economy, development of innovative technologies or emerging opportunities due to policy decisions; the Company keeps a keen vigil on national and international trends while continuously expanding its business verticals and product portfolios. Responding to the huge market opportunities in metal roofing segment, Kamdhenu has started its promising roofing sheet vertical, "Kamdhenu Colour Coated Sheets" and introduced an elaborated range of roofing solutions in the Indian market. At present, Kamdhenu Colour Coated Sheets are available in Jammu & Kashmir, Haryana, Himachal Pradesh, Punjab, Rajasthan and Madhya Pradesh.

The Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal plays a major role in charting the expansion plan of the Company. Explaining the market opportunities for Kamdhenu Colour Coated Sheets in the country, he said "due to economic development today people has more disposable income, resulting in the increased use of high quality roofing material in domestic sector. In the industrial as well as service sectors too, the demand for low maintenance, more durable and eco-friendly roofing materials are rising. Backed with better quality, good brand equity and competitive pricing, Kamdhenu Colour Coated Sheets would get a substantial market share in very near future."

Kamdhenu Colour Coated Sheets offers a wide range of rust-resistant and aesthetically appealing high-rib profile sheets, tile profile sheets and Corrugated Sheets to the customers. The advance high reflective coating used in Kamdhenu Colour Coated Sheets helps in keeping temperature of the roof low in summer. Thus roof, made of Kamdhenu Colour Coated Sheets, gives us not only more comfort, it also saves cost of cooling.

One of the most influential brands in construction sector, Kamdhenu enjoys a robust pan-India dealer network. Superbly exemplifying superior quality and effective market management, Kamdhenu is significantly contributing in the infrastructure sector of India through its innovative technologies and revolutionary policies like Franchise Business Model. Giving a glimpse of future plan of the Company, Mr. Sunil Agarwal, the Director of Kamdhenu Ispat Limited said, "In several states the processes to rope in new dealers of roofing products are under way towards addressing the huge demand from all these areas. Within next few years, our target is to be included among top ranking roofing solutions companies."



Kamdhenu Ispat limited has been relentlessly putting effort towards rapid industrialization in India. With the commitment to help every big or small Indian company to avail the benefit of pro-manufacturing policies under "Make in India Mission", Kamdhenu is willing to give support, impart training and transfer technologies to any company having problem in the field of technology or marketing.

Underlining the commitment of Kamdhenu towards Make in India Mission, Mr. Sunil Agarwal said, "Any company of any sector in India needing support or resources may contact us without any hesitation. All Kamdhenu officials and channel partners are told to

play active roles in bringing such projects of needy companies to Kamdhenu, so that overall economy and we all get benefited."

Giving his best wishes to all Indians on the occasion of Independence Day, Mr. Sunil Agarwal expressed the commitment of Kamdhenu for the development of nation and said, "68 years since independence, it was a long journey towards development. Today we are proudly standing at the verge of becoming a developed nation. Every Indian works hard for this progress and every one of us deserves better in life. Kamdhenu is firmly committed to offer better options for better tomorrow to all the fellow Indians."



## Consumer Awareness Programme in **JAMMU**

India's No.1 TMT Rebar manufacturing company, Kamdhenu Ispat Limited is appreciated for its various TMT products by consumers of all over India. Today Kamdhenu TMT products are being used in millions of buildings in the length and breadth of the country. Known for its superior strength, bendability, weldability, Kamdhenu TMT rebars are favoured by most of engineers and architects. Equally suitable for residential buildings as well as infrastructure projects, Kamdhenu TMT rebars ensure safety and longevity of constructions for its better capacity to withstand earthquakes.

Taking the safety of constructions as a prime concern, Kamdhenu put efforts towards making construction workforces aware about using better quality products. Kamdhenu believes that, by giving latest knowledge about better quality construction materials to person working in the construction sector, safer and stronger buildings can be built for the public. The marketing division of Kamdhenu regularly organizes consumer awareness programmes with the aim to inform the persons working in construction sector about superior Kamdhenu products.

Under these consumer awareness programmes, Kamdhenu invites persons working in the field of construction in a meet to get information about the Kamdhenu Ispat Limited, its product portfolios and the special features of the Kamdhenu products. Similarly, a Masons Meet was organized on 20th July 2015 in Samba of Jammu in which 65 masons of the surrounding areas had participated. Organized with the help of local Kamdhenu Dealer M/S Bharat Cement Store, Samba, this masons meet was attended by many officials from the Company

including, Mr. Krishan Dhar, Sr. Manager- Marketing, Mr. Sohan Lal, Quality in-charge and Mr. Ashish Razdan, Sr. Executive Marketing. The Kamdhenu Distributor of the area Mr. Sanjay Abrol of M/S Vijay Steel Industries was also present in the meet.

Starting the event Mr. Krishan Dhar, Sr. Manager- Marketing, gave the opening statement in front of the participating masons. Telling about the history of Kamdhenu Ispat Limited and its continuous growth in every part of the country, Mr. Krishan Dhar said "Today Kamdhenu brand is the most selling TMT rebar brand of India due to its quality. All over the country, people who are working in construction sector use Kamdhenu TMT with trust."

Afterwards giving details on the quality parameters and technology of Kamdhenu products, Mr. Sohan Lal, Quality in-charge said to the gathering, "Kamdhenu is very particular about the quality of the TMT rebars. Kamdhenu TMT rebars are manufactured using advance technology as per the quality standards of BIS." Encouraging the interaction, Mr. Sohan Lal gave suitable answers to the questions of masons about manufacturing technology and quality of Kamdhenu products.

Sr. Executive Marketing Mr. Ashish Razdan and local dealer Mr. Sanjay Mahajan, Proprietor M/S Bharat Cement Store informed the participants about the availability of the different Kamdhenu Products. The participating masons and contractors found the programme very useful and decide to use Kamdhenu TMT for better quality constructions. During the event mementos were given to all the participating masons.

## Rajasthan celebrated success of Kamdhenu Paints

Enjoying the most rapid rate of growth in popularity between Indian consumers, Kamdhenu Paints is presently counted among the top ranking paint companies in decorative segments. Similar to many states of the country, Kamdhenu Paints achieved good success in Rajasthan during last financial year.



With the objective to encourage, motivate and reward the paint dealers of Rajasthan and enhance the awareness about new range of Kamdhenu paints products among them; the annual channel partner meet was organized on 17th May 2015 at Hotel Holiday inn in the capital city Jaipur. In this meet over 60 paint dealers from different regions of northern Rajasthan took part. Kamdhenu distributors Mr. Anil Chhabara from M/S Anil Chhabara, Hanumangarh and Mr. Anil Kayal from M/S Anil Traders, Jhunjhunoo also attended the event. Mr. Rajkumar Shrivastava, National Marketing Head and many other senior officials of Kamdhenu Paints including Mr. Vijay Asthana, Ms. Jasoda and Mr. Ajay Sharma made their presence in the event.

During this Annual Channel Partners Meet, highest value sales awards were given to the deserving dealers of Hanumangarh and Jhunjhunoo. The first prize for highest value sales (North Rajasthan) for the year 2014-15 was given to M/S Chaudhary Hardware Store, Jhunjhunoo. M/S Goyal Hardware & Plywood Centre, Hanumangarh got the second prize while M/S Chaudhary Hardware Store, Hanumangarh received the third prize.

On this occasion Mr. Rajkumar Shrivastava thanked all the dealers for their support to the company and said, "Kamdhenu Paints is the fastest growing Paint Company of the country, which shows our success in achieving support and trust of consumers everywhere." Afterwards, Mr. Rajkumar Shrivastava introduced the new range of wood coatings and water-proofing products among the dealers. He said, "The Company will keep coming up with value added products and services in future also and very soon Designer Gallery will be started in the state."

## Dealer Meet in Bihar

The No.1 TMT brand of India, Kamdhenu is continuously growing its market size in Bihar. The consumers of Bihar trust Kamdhenu Products for its quality and so the demand for Kamdhenu TMT is steadily on rise in the state. Responding to the increasing demand the channel partners of Kamdhenu are working hard and servicing the customers in the best possible ways.

To motivate the channel partners of the regions including the districts of Begusarai, Madhepura, Bhagalpur and Khagaria and reward them for their excellent support to the Company, a regional dealer's meet was organized on 19th July 2015 at Hotel Chanakya in Patna. The meet was organized with the active support of Distributor of the region, M/S Radhika Enterprises, Patna. The Kamdhenu Distributor Mr. Basu Saraf along with



Kamdhenu Super dealers Mr. Gupta, Mr. Goenka and Mr. Pradeep enthusiastically attended the meet. A total of 150 dealers from the 4 districts had participated in the meet. Mr. Y R Pandita, GM marketing, Kamdhenu Ispat Limited represented the Company in this meet. Mr. Shishir Agarwal, Director, Dadiji Steel Ltd., the manufacturing company of Kamdhenu TMT in the state under user license agreement also graced the occasion with his presence.

During the meet the branch launch programme took place. A variety of other entertaining programmes followed afterwards. Very successfully communicating the future marketing strategies to all the channel partners of the 4 districts, the meet ended in a joyous mood.



## Annual Channel Partners Meet in Odisha

The most selling TMT rebar in India, Kamdhenu has become the No.1 preference of consumers across the country. Through its trusted range of products for superior quality and advance innovative technology, today Kamdhenu Ispat limited is ensuring safety to millions of constructions in every nook and corner of India. Kamdhenu TMT products lend unmatched strength to the constructions to withstand earthquake and weathering and thus enhance the life of the buildings for very long.

Conforming to the quality standards set by Bureau of Indian Standard (BIS); different Kamdhenu TMT products, like Fe-415, Fe-500 and Fe-550 are available in all the major markets in India. Apart from offering these high quality TMT products to its customers, Kamdhenu also won accolades for introducing a very advanced and superior product, 500 D in the Indian Market. Towards serving the millions customers trusting Kamdhenu products and ensuring the availability of these products to them, the Channel partners of Kamdhenu are playing an important role. The Company also maintains effective communication on regular basis with its channel partners while continuously strengthening and expanding the marketing network.

The requirement for high quality construction material is very high in the beautiful coastal state Odisha, signified by humid climate and dangers of cyclonic activities. Featuring superior anti-corrosion properties and unmatched strength, Kamdhenu Products manufactured using advanced technology are the most appropriate products for the geographical conditions of Odisha.

Due to this reason, the market share of Kamdhenu products has been continuously growing in the state for the last few years. With the objective to increase the popularity and availability of Kamdhenu products in the state even more, the annual channel partners meet was organized on 20th June 2015 at Hotel Swastika Premium, Industrial Complex in Bhubaneswar. The annual meet was attended by more than 250 the dealers and distributors of Odisha. Many senior personnel of the Company including the Director, Mr. Sunil Agarwal and GM,

Marketing Mr. Rakesh Misri made their presence in the meet. Mr. Pawan Kumar Gupta, Director of M/S New Lakshami Steel & Power Pvt. Ltd., the manufacturing company of Kamdhenu TMT in the state under user license agreement was also present in the event.

The Meet formally initiated with the welcome address to the dealers by the GM of Kamdhenu Ispat Limited, Mr. Rakesh Misri. Afterwards, the Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal emphasizing on the continuous growth of the Company since its inception informed the enthusiastic gathering about the future expansion plan of the company in Odisha. Promising the participating dealers all the necessary facilities

towards increasing the market share, Mr. Sunil Agarwal said, "Today Kamdhenu is being counted as one of the top TMT brands in Odisha and our market research suggests that Kamdhenu products are being widely appreciated by consumers of the state."

Underlining the future target, Mr. Sunil Agarwal said, "Very soon, we are planning to increase the production volume of Kamdhenu TMT rebars in the state. We must target every big and small market in the state and register a strong presence there. I have



full confidence that with the support of our channel partners, Kamdhenu would keep growing till it become the number one TMT brand in odisha."

On this occasion, Mr. Pawan Kumar Gupta, Director of M/S New Lakshami Steel & Power Pvt. Ltd. shared his experience of association with Kamdhenu among the participating channel partners. He said, "I am very much impressed by the commitment of Kamdhenu for the quality parameters of the products. I am very happy for my association with Kamdhenu Brand and it has also helped in the growth of my company." Mr. Rakesh Misri, on behalf of the Company, distributed awards to best performing dealers and distributors during the meet. Thanking all the channel partners for their support to the Company, he expressed hope that the support would continue in the future too.



Mr. Om Prakash Choudhary  
M/s. Choudhary Hardware  
Nawalgarh,  
Jhunjhnoo  
Mob 9414742931

Mr. Trilok Jindal  
M/s. Shiv Jyoti Traders  
Hanumangarh Junction  
Mob 8963020838

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