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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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Understanding the gravity and importance of infrastructural development in the nation, Kamdhenu Limited has always been producing finest quality products for the market. This is to provide matchless strength to the foundation structures of the country. Working on the policy of innovation, Kamdhenu is continuously presenting revolutionary products which have shaped the future of building construction and other reinforcement structures.

In continuation of this series, the company launched their very ambitious product 'Kamdhenu Nxt- the next generation steel' in a grand event held at Lucknow where more than 200 dealers attended the launch. This product has gained momentum in the areas it has been launched in the earlier few months. The reason being the exclusive characteristics of Kamdhenu Nxt such as 2.5 times better interlock strength resulting in the outstanding concrete grip, its ductile strength, anti-corrosion quality; all these sum up to give the building structure optimum strength and power to remain 100% earthquake resistant (if used with right concrete mix).

Next generation Interlock Steel launched for Kanpur market



Concept is strikingly becoming popular. There is an enormous scope for possibilities and we need to grab maximum by supporting development with our innovative products which can stand by the test of time. I want to thank our customers, associates and dealers to be the pillars of company at every point of time."

Among those who were present, Mr. Naveen Jain, and Mr. Vijay Jakhodia, Directors from M/s Radhe Radhe Ispat Pvt. Ltd. (Authorised Manufacture of Kamdhenu Brand TMT Under user License Agreement), Mr. Dilip Mehra (Sr. GM), Mr. Santosh Shukla (AGM Marketing), Mrs. Nitu Kataria (Sr. Manager) were there from the company's side. They shared their views, suggestions and guidance to expand the market share of Kamdhenu and thanked the dealers for their praiseworthy work done on the behalf of the company.

On the occasion of this launch, Mr. Sunil Agarwal, Director, Kamdhenu Limited shared his views and said, "We are proud to launch our product in the region which is called the Manchester of India. In this region, infrastructural development and Smart City

KAMDHENU Nxt

Colour Max organized fabricators meet for South Gujarat region



Proving their mettle in the manufacturing steel and construction products, Kamdhenu Limited's Colour Max roofing sheets have come along new heights and have earned considerable success and market hold in these years. They have spread themselves to a good market hold across the length and breadth of the country. The fabricators of the company have worked hard in seating the company up to this level.

Recently, in one attempt to encourage the fabricators, Kamdhenu Colour Max organized the Fabricators' meet at Navsari in which approximately 20 contractors and fabricators were present. The event held on 27th July 2017 in Hotel Mehfil Restaurant, Navsari,

Gujarat. The chief people who were present are Mr. Rakesh Tripathi (Sr. Ex. Marketing) Kamdhenu Limited, Mr. Jainam Shah (Distributor), M/s Arihant Steel Agency and Mr. Nehus (Marketing personnel) from M/s Arihant Steel Agency. The south Gujarat region is being looked after by distributor M/s Arihant Steel Agency and dealer M/s Khambhat Steel.

In the event, while addressing the contractors, Mr. Tripathi said, "Kamdhenu Colour coated sheets are specially manufactured by using PPGL and PPGI to provide complete roofing solutions to every segment of the people. We have to serve our customers and maintain their satisfaction in our products by working with utmost dedication." Mr. Jainam Shah spoke regarding the customer centric service and the range of Kamdhenu Colour Max roofing solutions which are available to every segment of society at competitive prices.

All the people present in the fabricators meet were elated to hear about the future prospects of the company and felt enthusiastic to work on newer and brighter dimensions for the success.



Kamdhenu Nxt launched in Banaras



Marks the onset of infrastructural development

The nation is on the onset of carving out a new face that's showing the global glow. Unparalleled infrastructural development is at the fastest pace and Smart City Concept is booming all over the country. The demand for everlasting construction products based on the most avant-garde technology of international standards is getting increased day by day. Kamdhenu Limited is in the league of manufacturing the most unmatched products so as to fulfill the needs of the growing and changing market demand.

Kamdhenu Limited, working in the betterment of the same, organized a launch event for their one of the ambitious products, Kamdhenu Nxt- next generation interlock steel in Varanasi. The product has received overwhelming response from the regions it is already launched. The launch event was attended by approximately 500 dealers from that region. Here, Kamdhenu's products are highly liked and preferred for household and industrial needs. The company is elated with the response it is getting from the area. Varanasi has to go under fast Smart City development which will mark the transitional phase for foundation of development. Kamdhenu Nxt best fits for the needs due to its unique characteristics like the angular double rib design which makes it 2.5 times stronger than the ordinary TMT bars. The ductile strength, earthquake resistant qualities, anti-corrosion features etc. make it superior to every other TMT bar.

In this event, the dealers who accomplished the target were awarded and they were also encouraged to do better for their growth and company's goals. On behalf of Kamdhenu Limited, Mr. Dilip Mehra (Sr. GM), Mr. Sagar Pratap Singh (AGM, Marketing), Mrs. Nitu Kataria (Sr. Manager) were present. Mr. Bhupendra Agarwal, Mr. Akhil Agarwal, Directors from M/s Mahamaya Alloy Private Limited (Authorised Manufacture of Kamdhenu Brand TMT Under user License Agreement) who is the franchise under license agreement with the company attended the event. Mr. Bhupendra Agarwal said, "The best part of associating with Kamdhenu is that it always manufactures innovatory products which cope with the changing trends in the growing market of the country. We are eager to work hand in hand with the development happening in the sector."





For a developing nation, the infra-structural development is said to be the most vital thrust area. It depends on the use of technology in redesigning the face of the nation in every sphere of every sector. Therefore, the role of infrastructure development companies increases therein. India is a country which stands second in regards of population and it is one of the fastest growing countries of the world. It is advancing in the field of technology and construction sector specifically. Kamdhenu Limited is one such corporate working in the related sector since decades to transform the face of the nation.

Kamdhenu Limited is known for its customary inter-organizational meetings and conferences to enhance the energy of the associated people and discuss about the successful business development strategies. In this respect, Kamdhenu Limited organized a target based incentive trip for the dealers from

Kamdhenu Limited rewarded the dealers with a thrilling incentive tour to Dubai

18th- 22nd July 2017. There were around 72 people who were the part of this international tour.

Dubai is known as one of the very celebrated international tourist destinations. The royal city of Dubai is famous for its glittering lifestyle, desert safaris, luxurious skyline hotels, architecture and high-tech infrastructural planning across the whole city. Kamdhenu is one such corporate who rewards its dealers with huge incentive perks and the enthusiasm and energy of dealers and distributors is something to notice.

Among the chief people who participated in this event, company officials Mr. Mayur Rajguru (Sr. Executive, Marketing), Mr. Sandeep Agarwal (Sr. Executive, Marketing), along with Mr. Hitesh Shah (Distributor, Chintan Steel), Mr. Ashray M. Fuletra (Distributor, Polymer Corporation) and Mr. Nimesh Goel (Distributor, Gujarat Steel) were there. The officials appreciated the dealers for their conspicuous dedication and loyalty towards Kamdhenu. They also encouraged them to work with more vigor so as to bring brilliant growth for themselves and the company at large, in the world of newer optimistic opportunities.

**BEST
SUPPORTING
DEALER
of the Month**

Mr. Vishal Gupta
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M/s Jai Durga Traders
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Mr. Anil Gupta
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