



Winning the trust of consumers all over India, today Kamdhenu TMT rebar has become the top selling TMT rebar in India. As a leading TMT manufacturing company of the country, Kamdhenu is dedicatedly devoted in development of technologically superior, world-class innovative products; thereby ensuring safety to millions of constructions across India. Kamdhenu Channel Partners play a key role in providing quality service and ensuring the availability of Kamdhenu products to the consumers. So, the Company organizes Dealers Meet at regular intervals to make its marketing network even more effective.

With the similar aim the annual channel partner meet of dealers and distributors of Rajasthan was organized on 14th June 2015 at Hotel Hilton, Jaipur. The Director of Kamdhenu Ispat Ltd, Mr. Sunil Agarwal, AGM, Mr. Amit Soni and SM, Mr. Rajiv Mathur along with the Distributor Mr. Rajeev Garg, Mr. Prem Agarwal and Mr. Ghanshyam Chittlongiya graced the occasion with their presence. Through out the event Mr. Premchand Jain, the MD of M/S Prem Jain Ispat Udyog and Mr. Gurumukh Singh, the Director of M/S Amar Pratap Steel Private Limited were also present, representing the Kamdhenu TMT manufacturing companies in the state under license. The Annual Meet was attended by over 250 dealers of northern Rajasthan.

Welcoming the distributors and dealers the Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal said, "As you all know, this annual meet was organized to discuss our marketing strategies." Speaking about the fast growth achieved by the company in past one year he added further, "on the occasion of annual meet of last year the company promised to open a new TMT production unit in the state. I am happily informing you that the promise made with you is fulfilled and the new production is started in full flow in the new unit. In future you all get supplies even faster."

During the event Mr. Sunil Agarwal assured the dealers to provide necessary facilities towards increasing the market share. Mr. Agarwal

Kamdhenu Steel ANNUAL DEALERS MEET in Rajasthan

expressed his confidence in them with these words, "Kamdhenu Dealers and Distributors are appreciated for consumer-centric services and in future also the Company with the help of our channel partners will continue to maintain its tradition of superior products and unmatched services."

Admiring the support and hard-work of dealers the Senior Manager, Mr. Rajiv Mathur said, "You all are important to the Company and Kamdhenu will keep growing taking you along. The Company is proud of the effort and business acumen with which you all are increasing the brand equity of Kamdhenu Group in different parts of the state."

Afterwards, dealers are motivated to get rewarding results by utilize the vast market opportunities of the only authorized double ribs rebar of India, KAMDHENU SS 10000 as well as the Kamdhenu Metal Sheets renowned for its all-weather comfort features. Kamdhenu Dealers expressed their resolve to work aggressively according to Company's market strategies towards increasing the market share of Kamdhenu products. The meet concluded with the decisions to strengthen the market network in the state to offer the consumers superior products and services. On the occasion the best performing dealers and distributors during the last financial year were recognized and rewarded.

During the meet Kamdhenu Color Coted Metal Sheet has been successfully launched and very soon it will be available in the Rajasthan Market.



Punjab praises Kamdhenu TMT



Kamdhenu Ispat Ltd., the manufacturing and marketing company of the most selling TMT brand of India, believes in best of the business practices. As a leading company of India representing a number of products in construction material segments. The company is renowned for providing superior quality and value for money. The Company put efforts towards making its consumers aware about the various features of available product options with the aim to empower them to make right buying decisions. With the intention to promote the use of better quality products for safer and stronger constructions, the company organizes Consumer Awareness Programme for the people working in construction sector.

With the similar objective a meet of contractors, masons and bar binders was organized on 16th June 2015 at R K Hotel, Gurdaspur in Punjab. The event put more focus towards increasing the awareness of India's only authorized double ribs rebar, **KAMDHENU SS 10000** with the goal to promote this world-class futuristic product in the state. Mr. Amit Dogra, Proprietor of M/S J N Dogra & Brothers, Gurdaspur, Kamdhenu Dealer actively looked after the preparation of the event. The meet was attended by a number of personnel of the Company including Mr. V K Gahlaut, Sr. GM, Mr. Himanshu Sharma, Manager Marketing, Mr. Anish Prasad, Quality Controller and Mr. Vivek Singh, Marketing Executive. Mr. Anand Mittal from M/S Rahul Alloys Pvt. Ltd., distributor of Kamdhenu Steel in the state also made his presence during the event. Over one hundred contractors, masons and bar binders attended this consumer awareness meet.

Addressing the persons attached to grass-root construction works, Mr. V K Gahlaut praised their role in making safe and strong buildings. He said, "Kamdhenu praises the hard-work and skill you all are using to make buildings for your clients. The Company also considers you all as one of the partners of Nation building and company's upcoming marketing policies are designed to award you for your selection of quality construction materials." Afterwards, he made an announcement that "Kamdhenu is going to start manufacturing Fe-500D in the state by the end of the month." Speaking next, Mr. Anish Prasad explained about TMT manufacturing process while pin-pointing the technological superiority and quality protocols of Kamdhenu. In the end Himanshu Sharma, Manager Marketing gave information about unique features of **KAMDHENU SS 10000** and its benefits. Mr. Sharma also gave information about the latest product vertical of the Company, Kamdhenu Metal Sheets in providing all-weather comfort. After receiving all these useful information, the construction workers heartily praised Kamdhenu products for its quality.

Rajasthan admires Kamdhenu SS 10000

The only authorized double ribs rebar of India, **KAMDHENU SS 10000**, is the premium product from Kamdhenu, India's No.1 TMT manufacturing Brand. The ideal most TMT rebar for 100% earthquake safe construction, **KAMDHENU SS 10000** makes



more than 254% stronger bond with concrete in comparison to ordinary bars. Being a new and advance product with never-before features in Indian market, many construction workers do not know about the uniqueness of this product. Thus to enhance awareness among the construction workers about the superior earthquake resistance and double strength of **KAMDHENU SS 10000**, manufactured using advanced international technology of UK, an awareness programme was organized in Khairtal in the Alwar district of Rajasthan.

The awareness programme organized on 23rd June was attended by the local contractors and masons in good numbers. From Kamdhenu Ispat Ltd., Mr. Amit Kalra, Sales & Marketing Manager participated in the event along with the Senior Marketing Officers Mr. Manish Soni and Mr. Mukesh Sharma and Marketing officer Mr. Eshwar Sahu. The event was organized with the active support from the sales promoters of **KAMDHENU SS 10000** in the region M/S Saturn Steels and the local dealer M/S Manoj Kumar MadanLal, Khairtal. The reputed teacher of the area, Mr. Chotu Lal Yadav and the **KAMDHENU SS 10000** dealer at Kishangarhbas, Mr. Santosh Kumar Gupta were the Chief Guests of the event.

Explaining the world-class features of **KAMDHENU SS 10000**, Mr. Amit Kalra said, "The product is having unique double ribs design which can provide the strength up to 10000 Psi with appropriate concrete mix. The innovative double ribs design of **KAMDHENU SS 10000** provides stronger interlocking grip over the concrete which stays effective even during the high intensity earthquake. Due to this seismic design, **KAMDHENU SS 10000** is an ultimate product for earthquake safe constructions." During the meet Mr. Manish Soni and Mr. Mukesh Sharma gave detailed answers to all the questions asked by participating contractors and masons. The contractors and masons admired **KAMDHENU SS 10000** and promised to promote its use.





Being counted among the top ranking paint companies of India in decorative segment, Kamdhenu Paints is growing continuously. In the state of Punjab and Haryana Kamdhenu Paint products are very popular and its demand has gone significantly up in the last financial year. Company recognizes the role of its channel partners in this growth and to reward their effort always come up with beneficial schemes for the paint dealers. Kamdhenu Paints also organizes Channel Partner Meets every year to discuss the marketing strategies and use this occasion to award the

performing dealers in presence of all their peers.

Similarly, Ambala Branch of the Company organized Annual Channel Partner Meet for Ambala Branch Dealers on 20th June 2015 at Golden Tulip, Panchkula near Chandigarh. The event was attended by more than 100 paint dealers operating across the states of Haryana and Punjab. Many senior personnel from the Company were present in the meet, including Mr. Rajkumar Shrivastava (National Marketing Head), Kamal Sharma – Marketing Head (Western UP, Uttarakhand & Haryana), Mr. Deepankar Sharma – Marketing Head (Haryana) and Mr. Bhupendra Singh – Branch Head Ambala along with Mr. Vijay Asthana and Mr. Puneet Choudhary.

Thanking all the dealers for their support to the Company, Mr. Rajkumar Shrivastava said, "Our joint efforts would help us to reach new heights in the coming years. Today the Company has reached among the top 7 companies in country and if we continue to stick the marketing strategies we will keep growing." During the event the awards were distributed to the best performing Dealers of Ambala Depot for their achievements in 2014-15. The award for 1st Highest Value for the year 2014-15 of Ambala depot was given to M/S. Shri Krishna Trading, Dhand. While the second and third Highest Value Sale for the year 2014-15 of Ambala depot were given to M/S. Om Parkash Krishan Kumar, Jind and M/S. Chiranji Lal Shiv Prasad, Kalka respectively. In this meet company also introduced its new range of Wood Coatings and Water Proofing products.



Kamdhenu is not just another company; it is a mission towards better world. Kamdhenu, in true sense of the term, put all possible effort to harbinger positive changes. Be it through better technology, consumer-friendly marketing strategies or charitable contributions; Kamdhenu always believes in showing the way.

Showing the way towards revolutionizing construction material segment through branding, quality control and franchise, Kamdhenu established

relationship with over 50 forward-looking enterprising TMT manufacturers, who share the vision of Kamdhenu about trust, innovation and nation building. M/S Dadiji Steel Ltd. is, one among these 50 esteemed franchises manufacturing companies authorized to manufacture Kamdhenu Brand TMT under user license agreement operational in Bihar. Sharing the ethos of Kamdhenu Group and having deep feelings towards the development of the underprivileged, the director of Dadiji Steel Ltd., Mr. Ramesh Chand Gupta is an extraordinary gentleman.

Purposefully driven with the aim to contribute in the economic development of Bihar and social development of Rajasthan, Mr. Ramesh Chand Gupta also acts as the director of Shriram Gupta Charitable Trust, Alwar in Rajasthan. For last many years the trust is working for the welfare of underprivileged population with a deliberate emphasis on the quality education for children of poor families. The efforts of the trust were recognized by the Rajasthan Government and Elementary Education Department of the state honoured Mr. Ramesh Chand Gupta by giving 'Bhamashah Samman' for his charity and donation in the field of education.

Bhamashah Ji was a very wealthy merchant who donated all his wealth to Maharana Pratap. Using this wealth Maharana Pratap raised his army and won back Mewad from Emperor Akabar. Bhamashah Samman was given to those personalities who use his wealth for the welfare of the society. On 26 June 2015, the occasion of Bhamashah Birth Anniversary, Mr. Ramesh Chand Gupta received the Bhamashah Samman in a grand function organized at Birla Auditorium, Jaipur. It was an award well deserved. This award will go a long way in inspiring others to utilize the wealth for larger goals.



India's No. 1 TMT Rebar manufacturing company, Kamdhenu Ispat Limited is appreciated for its various TMT products by consumers of all over India. The company regularly organizes consumer awareness programmes with the aim to inform the persons working in construction sector about these superior products. Similarly a contractors and masons meet was organized in Maheshkot of Khagaria District in which more than 200 contractors and masons of the area had participated. Mr. Ajay Gupta, proprietor of M/S Gupta Stores, the Kamdhenu Dealer, Maheshkot, played an active role in organizing the event.

Mr. Anil Kumar, the official in quality control department of Kamdhenu was also attended the event along with Mr. Mukund Sahay and Mr. Akhilesh Singh, officials of Dadiji Steels Ltd., the Kamdhenu TMT manufacturing company in the state under license. The Kamdhenu Distributor of the region, Mr. Basudev Prasad also enthusiastically participated in the meet.

Mr. Anil Kumar gave insight about the Company and informed the participating masons and contractors about the unmatched quality of Kamdhenu Products. During the programme the questions of masons and contractors about manufacturing technology and quality of Kamdhenu products were satisfactorily answered. Afterward, the local dealer, Mr. Ajay Gupta informed the participants about the reach and availability of the Kamdhenu Products. The participating masons and contractors found the programme very useful and decide to use Kamdhenu TMT for better quality constructions.



Hisar admires Kamdhenu Paints



The fastest growing Indian Paint company in decorative segment, Kamdhenu paints is manufacturing and marketing quality paint products according to the preferences and requirements of all the consumer groups. The Company has a robust pan-India marketing-network of over 4000 dealers. Similar to other parts of the country, the Company has achieved good success in Hisar district of Haryana in past few years. The Paint Dealer in Hisar, M/S Vrindavan Marketing has been achieving success time and again and recognized as the No. 1 dealer of the state for the last 4 years. On 16th May, 2015 a meet was organized at Laziz Restaurant, Siwani Road, Hisar to motivate the sub-dealers of Hisar under M/S Vrindavan Marketing. This occasion is also used to inform the sub-dealers about the product range of Kamdhenu Paints.

A total of 60 sub-dealers from the different parts of the district came to participate in the event. The National Marketing Head of Kamdhenu Paints, Mr. Rajkumar Shrivastava, Marketing Head (Haryana & Western UP), Mr. Kamal Sharma and Branch Head of Haryana Mr. Dipankar Sharma attended this event. Mr. Prem Kumar, proprietor of M/S Vrindavan Marketing played a significant role in the organizing the meet. Praising all the sub-dealers along with Mr. Prem Kumar for their effort and activeness, Mr. Rajkumar Shrivastava thanked them during the event. He said, "With the collective effort of you all today Kamdhenu Paints is getting admired in entire Hisar. Actually popularity of our products is increasing everywhere and we are recognized as the top 7 companies of the country."

Haldwani celebrated Kamdhenu Paints success

Famous for environment friendly paint products and wide range of colour options, Kamdhenu paints has won over the hearts of every consumer segments of the country. As in the other important markets of India, the paint dealers of Haldwani Depot are very enthusiastic for continuously increasing demand of Paint products. This enthusiasm is apparent among the invitee dealers on the occasion annual channel partners meet organized by Haldwani branch. Over 100 paint dealers participated in this very special 2-days meet organized on 12th and 13th June 2015 at Wood Castle Spa & Resort, Jim Corbett. Many senior personnel of Kamdhenu Paints including The National Marketing Head, Mr. Rajkumar Shrivastava, Marketing Head (Haryana & Western UP), Mr. Kamal Sharma and Branch Head of Haldwani Mr. Mayank Mangalik attended the event.

One of the prime objectives of this annual channel partners meet was to honour the achievers of the highest value sale during the Financial Year 2014-15 with 'Achievement Award'. During the event M/S Sumit Sales, Jaspur was given Topper Award while M/S Vipin Kumar Udit Kumar was given Second Topper Award. M/S Suresh Chand Anil Kumar received the award for 3rd position. The awards for fourth and fifth positions were given to M/S Singhal Marble Store, Kichchha and M/S Durga Paint Store, Kashipur consecutively. While thanking the dealers for their support, the National Marketing Head, Mr. Rajkumar Shrivastava said, "Our team effort is getting good results and the demand for Kamdhenu paints is increasing across the country. I am happy that we stand true to the consumer's expectations." On this occasion the Company has presented its new range of wood coating and waterproofing products among the dealers.



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