

Ispat Sandesh

Bollywood Stars Sparkled Kamdhenu Paints TARGET KA BADSHAH-4



Mr. Saurabh Agarwal, Preity Zinta and Ms. Priyanka Agarwal



Ms. Radha Agarwal, Aditi Rao Hydari and Mr. Satish Agarwal



Ms. Priyanka Agarwal, Mr. Saurabh Agarwal and Prachi Desai



Mr. Sunil Agarwal, Kangna Ranaut, Ishita Agarwal and Ms. Sarita Agarwal

Kamdhenu Paints, one of the top paint companies of country, had organized the fourth edition of its very popular event series Target Ka Badshah at Hotel Grand Hyatt, Goa from 2nd June to 5th June, 2016. With the sparkling presence of Bollywood Megastars like, Kangna Ranaut, Preity Zinta, Aditi Rao Hydari, Prachi Desai and Singer Neha Kakkad, this splendid occasion became all the more magnificent.

Kamdhenu firmly believes that the support of its dealers is one of the important reasons of the success and the Company always sticks to its business philosophy of sharing its success with its channel partners. The fourth edition of Target Ka Badshah is also dedicated to the Kamdhenu Paint Dealers, with the intent to inspire them as well as regard and reward their performances. Encouraged by the success of the past three editions; this year the event named as Target ka Badshah-4 Breaking Barrier was organized at a very grand scale. Almost all the big dealers had participated in the event and all those dealers who achieved their sales target were honoured with the title of Target ka Badshah-4.

This Mega-event was commenced on 2nd June 2016 at Hotel Grand Hyatt with a ceremonial dinner along with the enchanting performances of Russian Belly Dancers. Afterwards making the evening unforgettable two celebrated comedy-kings, Jitesh Chawla and Vikalp Mehta cracked hilarious jokes, one after another and all the guests went through a rollercoaster ride of laughter. On 3rd June Live DJ was organized along with Rain Dance. During the day Dealers and other guests availed the opportunity of photo-shoot with famous Bollywood actresses Aditi Rao Hydari and Prachi Desai.

On 4th June, the final day of the event

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Neha Kakkad



Colour Max is the choice of Himachal



the other two meets were organized with support of M/S Bunny Traders, Bhawarna and M/S Saini Ply House, Mattour in Kangra district. In each of the meets around 40 fabricators had participated. From the company Mr. Amit Sharma, Marketing Manager and Mr. Pankaj attended these meets and informed the participating fabricators about the benefits of using Kamdhenu Colourmax.

The World's Greatest Brand in Iron and Steel Segment Kamdhenu Limited is creating history in the colour coated metal sheet segment with its brand Kamdhenu Colourmax. Being received enthusiastically by the customers, today Kamdhenu Colour coated Sheets as well as pre painted products are capturing a good market share in state of Northern, Central and Western India including Himachal Pradesh.

Recently 4 meets with fabricators were organized by the marketing team of Himachal to boost the increasing popularity of Kamdhenu Colourmax in Kangra and Mandi districts. Organized with the support of local dealers, in all these meets the roof fabricators of the localities were invited. Two of these meets were organized with support of M/S Namdhari Udyog, Nerchowk and M/S Rana Hardware, Padhar in Mandi district; whereas

Mr. Amit Sharma said, "Kamdhenu Colourmax is made from 1st grade pre-painted galvanized sheet or galvalume sheet. Manufactured through eco-friendly process using rust-free galvanized material, Kamdhenu Colourmax gives maximum beauty and maximum strength at low cost than the competitors. That is why; today Colour Max is the choice of Himachal." After the Meet, Kamdhenu gifted all the participating fabricators safety kit, including helmet.

Dealers are honoured during Target Ka Badshah-4

The praiseworthy contribution of the dealers is fundamental to the unprecedented success of Kamdhenu paints. The dealers have supported the company at every step and dedicatedly perform to achieve higher goals. It is their hard-work which has granted such a big platform to the Target Ka Badshah.

Highest Value Sale Dealer for the year 2015-16

M/s Pandey Traders (Aligarh) - Agra, M/s Krishna Ply & Hardware - Ahmedabad, M/s Gupta Paints Store (Sonepat) - Ambala, M/s S. P Traders - Bangalore, M/s Maa Shree Ghanteswari Industries - Bhubaneswar, M/s S K Trading - Dehradun, M/s Shree Vrindavan Marketing (Hissar) - Faridabad, M/s Mukesh Kumar Lokesh Kumar (Hapur) - Ghaziabad, M/s India Trading Company - Gorakhpur, M/s Sumit sales - Haldwani, M/s Sri Rajeshwari Iron & Hardware - Hyderabad, M/s J J Traders - Indore, M/s Taj Iron & H/w Store - Jabalpur, M/s Natraj Building Material - Jaipur, M/s Bajaj Paints - Jalandhar, M/s Jai Durga Traders (R.S.Pura) - Jammu, M/s Pent House (Banda) - Kanpur, M/s Madan Mohan Daripa (Bankura) - Kolkata, M/s Punjab H/w Paint Store (Rbly) - Lucknow, M/s Bansal Paints - Ludhiana, M/s Suraj Bhan - Naraina, M/s Ganesh Traders - Parwanoo, M/s New Jugmug paints and Sanitary Co - Patna, M/s Saluja Paints & Ply - Raipur, M/s Pragati Paints - Rajkot, M/s Salim Akhtar - Siliguri, M/s Roshan Lime Company (Chandouli) - Varanasi, M/s Devi Enterprises - Vijaywada.

2nd Highest Value Sale Dealer for the year 2015-16

M/s P.G.Sales - Agra, M/s Bansal Paints & Marble House (Ismaillabad) - Ambala, M/s Srishti Enterprises (Rishikesh) - Dehradun, M/s Bhagwati Iron Store - Bhubneshwar, M/s Pardeep Kumar (Loharu) - Faridabad, M/s Gupta Paints (Meerut) - Ghaziabad, M/s Naman Traders (Siddharth Nagar) - Gorakhpur, M/s Durga Paint Store - Haldwani, M/s Sri Vishnu Iron Hardware & Paints Merchant - Hyderabad, M/s Deepak Hardware & Building Material - Indore, M/s Thakur Hardware - Jabalpur, M/s Madan & Comoany - Jaipur, M/s Saini Paint & Machinery Store (Tanda) - Jalandhar, M/s Nayak hardwar store (buddal) - Jammu, M/s Laxmi Marble House (Mahoba) - Kanpur, M/s Puja Traders (Gobardanga) - Kolkata, M/s Rizwan Paints & Rope Stores - Lucknow, M/s Jindal Enterprises - Ludhiana, M/s Gupta Paints & H/w Store (Najafgarh) - Naraina, M/s Amit Iron Store - Parwanoo, M/s Maa Laxmi Stores - Patna, M/s Arunoday Agencies - Raipur, M/s Shree Ji Paints - Rajkot, M/s Das Hardware - Siliguri, M/s Anurag Brothers (Mirzapur) - Varanasi, M/s Lakshmi Karthika Paints - Vijaywada.

All India Best Distributor Award 2015-16

M/s. Nanda Builders (Jammu) & M/s. Anil Chabhra (Hanumangarh)

All India Best Dealer Award 2015-16

1. M/s. Sumit Sales (Haldwani),
2. M/s. S.K. Trading (Dehradun),
3. M/s. Roshan Line Co. (Varanasi)

New Rising Star Award 2015-16

M/s. Sanjeev Hardware (Jammu),
M/s. Vihan Traders (Ludhiana),
M/s. Arun Trading Company (Faridabad) &
M/s. Ravindra Hardware (Raipur)

“ Every Dealer associated with Kamdhenu Paints is a part of the Company's extended family. Our dealers have not only helped in establishing the brand recognition of Kamdhenu Paints in domestic as well as overseas markets; but also made it counted in the list of top six companies in decorative paint segment within only 8 years span. The events like, Target Ka Badshah are our honest attempt to show appreciation and express thanks for efforts of our dealers. Considering the success of Target Ka Badshah series, the Target Ka Badshah-5 would be organized in World City Dubai ”



**Winners of
Target Ka
Badshah-4**



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sketched out in the memory of all the guests for the lifetime as Bollywood Stars Kangna Ranaut and Preity Zinta came to spend their time with them. The photo-shoot with these big actresses became the centre of attraction in the event. Afterwards, during the evening function of this mega event awards were given to honour the selected dealers and personnel.

During the award ceremony, super-hit Bollywood singer Neha Kakkar enthralled the atmosphere with her melodious voice. The performances of famous dance groups V-Company and Illuminati from TV world were also entertained the guests immensely.

On this occasion of fun and celebration, Mr. Satish Agarwal, CMD Kamdhenu Limited said, "we are happy and proud that Brand Kamdhenu has become the symbol of trust to the customers. The trust of customers inspires us to manufacture the best quality products and serve them with responsibility and utmost honesty. In future also we keep on offering innovative products towards providing perfect solutions to the requirements of our customers."

Awards to Kamdhenu Paints Marketing Heads



All India Best Marketing Head 2015-16

Mr. Kamal Sharma - Uttar Pradesh, Uttaranchal & Haryana, Mr. Subash Nanda - Jammu & Kashmir, Mr. Anil Chabhra - Rajasthan, Mr. Ravi Puri - Varanasi & Gorakhpur, Mr. Neeraj Srivastava - Lucknow & Kanpur, Mr. Prashant Singh - Bihar, Mr. Nihal Rapta - Himachal Pradesh, Mr. Shrikant Mohanti - Orisa, Mr. Ram Ji Sharma - Raipur.

During Target K Badshah-4 Breaking Barrier event, not only the dealers were honoured with awards, but the senior members of the marketing teams of Kamdhenu Paints also received due accolades. The marketing team of the Company has been giving very crucial contribution in popularizing Kamdhenu Paints and making its reach possible to the households in entire length and breadth of country. All the Marketing Heads who achieved their sales target were honoured as the "All India Best Marketing Head" by Mr. Saurabh Agarwal, the Director, Kamdhenu

Paints. Appreciating the impressive performance of marketing team, Mr. Sunil Agarwal, Director, Kamdhenu limited said, "Our marketing team is competent enough to achieve any target. Our Marketing Heads are very experienced and they perfectly understand the requirements of the customers. Due to this reason, year after year the performances of their team members are getting better and better. I have confidence that in the coming years they will keep on touching new dimensions and put forth new examples of success"