

Ispat Sandesh

Grand Event **TARGET KA BADSHAH-3**



SUNIDHI CHAUHAN

Live in concert

The fastest growing Paint brand of India in decorative segment, Kamdhenu Paints offers through its pan-India network the latest international quality paint products range of beautiful shades, attractive textures and superior features on competitive price. Besides the range of paint products, Kamdhenu Paints is also reflecting innovativeness in its marketing strategies, thus representing the choice of new-age India in true sense.

Giving priority to the interest of the paint dealers, Kamdhenu Paints regularly offers incentive schemes for the benefits of them. After two very successful editions of the mega scheme "Target Ka Badshah" within just one year time, recently the Company had organized a third edition of the Scheme on a very grand scale. Offering the super-entertaining live in concert of Bollywood Star Singer Sunidhi Chauhan, this bigger and better third edition of Target Ka Badshah was participated by more than 750 paint dealers from all over the country. The event, Target Ka Badshah 3 was organized on 20th and 21st of November, 2015 in Mumbai and during these 2-days of mega event; a very good arrangement for the stay of invited paint dealers was done in the 5 Star hotels of Mumbai, Hotel Grand Hyatt and Hotel Trident. On the evening of 20th November the Target Ka Badshah 3 Award Ceremony was held in Hotel Grand Hyatt.

Beginning the mega event formally, the Director, Kamdhenu Paints, Mr. Saurabh Agarwal welcomed the invited paint dealers and congratulated them for achieving the benefit under the scheme. Afterwards, the CMD, Kamdhenu Ispat Limited, Mr. Satish Agarwal thanked all the invitee and artists for their participation in the event and expressed his confidence that, "With the support and hard-work of all of us, Kamdhenu Paints would keep increasing its market share in Indian decorative paint segment in the days to come." On this occasion, while addressing to the dealers Mr. Sunil Agarwal Director, Kamdhenu Ispat Limited said, "Today's event is a celebration of the collective success of entire Kamdhenu Family. I have full

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Kamdhenu TMT bars wins the heart of Haryana

The most selling TMT brand of India, Kamdhenu TMT is renowned for quality and innovation. Winning the trust of customers all across the country, Kamdhenu TMT has carved a niche in India by introducing advanced product variant like Kamdhenu TMT Fe 500 & 500D. Best in its category, both the products offer extra strength to withstand harsh weather conditions and earthquake for the durability and safety of constructions.

With the aim to inform the construction workers about the benefits of Kamdhenu products, the Company organized an awareness programme for the contractors and masons of Raipur Rani in Panchkula District of Haryana. Organized on 10th October, 2015, with the support of local dealers Mr. Anil Saini and Mr. Sunil Saini, the proprietors of M/S Shakti Traders, Raipur Rani; this event was attended by over 70 contractors and masons of the locality.

Along with the Kamdhenu Distributors Mr. Vikram Jain and Mr. Balwant Singh Choudhary, many senior personnel from the Company including Mr. Rakesh Misri (General Manager), Mr. Sunil Sain (Sr. Manager, Marketing) and Mr. Lalit Rajput (Quality In-charge) also participated in the Meet.



During the event, Mr. Sunil Sain welcomed the masons and contractors and informed them about the Company. Afterwards, Mr. Lalit Rajput gave a detailed presentation about the manufacturing process of Kamdhenu TMT Fe 500 & 500D. Adding to the information further, Mr. Rakesh Misri spoke about the advanced and unique technology used for the manufacturing of Kamdhenu TMT bars. He also answered the queries of the masons and contractors about the product and also informed them about the latest and premium product of the Company KAMDHENU SS 10000, the only authorized double ribs TMT rebar in India. Mr. Vikram Jain gave vote of thanks to formally conclude the event. Having complete information about Kamdhenu, the construction workers became the admirers of Kamdhenu products.



Rajasthan admires KAMDHENU SS 10000

The No. 1 TMT manufacturing company of India, Kamdhenu Ispat Limited is the only authorized manufacturer of premium double ribs TMT rebar, KAMDHENU SS 10000 in the country, using the most advanced technology of UK. KAMDHENU SS 10000 is the most appropriate product for 100% earthquake safe construction. Yielding more than double bond strength with concrete in comparison to ordinary bars, KAMDHENU SS 10000 gives double safety to the constructions. Recently a Mason Meet was organized in Jhunjhunu district of Rajasthan to enhance awareness about the product among the contractors and masons of the area. Construction persons in big numbers enthusiastically attended this Meet.

On 6th November, 2015 the mason meet was organized at Nawalgarh in Jhunjhunu district of Rajasthan with the support of the local dealer M/S Murarka H/W & Sanitary wares, Nawalgarh and Kamdhenu Distributor M/S Garg Steel. From Kamdhenu Ispat

Limited, Mr. Mukesh Sharma (Sr. Marketing Officer), Mr. Eshwar Sahu (Marketing Officer) and Mr. Vishal Saxena (Executive Marketing) had participated in the awareness programme. Mr. Ram Niwas Ji, Sarpanch and big contractors of the area Mr. Chhote Lal Ji, Mr. Rabani Khatri Ji and Mr. Basesar Jangid Ji were the Chief guests of the event.

Speaking about the benefits of the product, Mr. Mukesh Sharma said, "KAMDHENU SS 10000 is the best TMT available in the India for earthquake safe stronger constructions. It provides 254% stronger bonding with the concrete and can provide the strength up to 10000 Psi with appropriate concrete mix, which is much higher than other products. Double ribs TMT rebars are is being used in all the advanced countries of the world for stronger and safer constructions and in India KAMDHENU SS 10000 is the only authorized double ribs TMT rebar." Afterwards, Contractors and masons asked questions about the product which were explained by the Kamdhenu officials. In the end of the Meet, participating masons and contractors admired Kamdhenu products for their qualities.



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confidence that in coming times we would write a new saga of success."

The Company had made a special arrangement to offer the dealers a chance to get their family photograph clicked with Bollywood Divas Bipasha Basu and Karishma Kapoor, which became a major attraction of the event. One by one all the qualified dealers along with their families posed with their favourite actresses to be photographed on this grand occasion towards making it memorable forever. The mega

entertainment night also featured many sizzling dance performances by celebrity dancers. The winner of famous TV dance programme "Dance India Dance", Shakti Mohan presented a very entertaining dance performance and mesmerized all the audience. While during the dance performance of Scarlet Wilson of famed celebrity dance show on TV, "Jhalak Dikha Ja", audience was seen grooving and tapping their feet with excitement. Afterward, Bollywood singer Sunidhi Chauhan sang many of her super-hit songs. With this live in concert of Sunidhi Chauhan, the event attained an altogether different level of entertainment.

In this entertaining evening of music and dance; the guest of honour of the event, Malaika Arora Khan along with the Directors of the Company distributed the awards among the paint dealers under the categories of Best Displays and Highest Value Sales. A fun-filled lucky-draw was also organized and gold coins of 10 grams to 1 gram were given to the 10 winners of the lucky-draw as the prizes. Next day on 21st November all the paint dealers spent an enjoyable day in Adlabs Imagica. The invited dealers had a memorable experience of world-class joyrides, water-parks and live entertainment shows in Adlabs Imagica, termed as India's very own Disneyland.



Dealers awarded under Best Display Category, include

First - M/s. Saluja Paints, Raipur. **Second** - M/s. Singhal Marbal Stores, Haldwani. **Third** - M/s. Panday Paints and Agriculture Store, Haldwani. **Fourth** - M/s. Bansal Paints, Ambala. **Fifth** - M/s. Gupta Paints, Ghaziabad. **Sixth** - M/s. Pradhan Paints, Ghaziabad. **Seventh** - M/s. Gupta Paints, Ambala. **Eighth** - M/s. Maa Laxmi Store, Patna. **Ninth** - M/s. New Jagmag and Sanitary Store, Patna. **Tenth** - M/s. Ravindra Hardware, Raipur. **Eleventh** - M/s. Maa Durga Paints, Ghaziabad. **Twelfth** - M/s. Rainbow Paints, Ghaziabad.

Dealers awarded under All India Highest Value Sales during October, 2015, include

First - M/s. Nanda Builder, Jammu. **Second** - M/s. Anil Chabra, Hanumangarh. **Third** - M/s. Anil Traders, M/s. S.K. Trading Company - Dehradun, M/s. Roshan Lime Store - Varanasi. **Fourth** - M/s. Punjab Paints, Lucknow, M/s. Sumit Sales - Jaspur, Haldwani, M/s. Durga Paint Store, Kashipur - Haldwani. **Fifth** - M/s. Suresh Chand & Anil Kumar - Haldwani, M/s. Vipin Kumar & Udit Kumar - Haldwani. **Sixth** - M/s. Colour Traders Linkers - Patna, M/s. Saluja Paints - Raipur. **Seventh** - M/s. Unique Enterprises - Lucknow, M/s. Anunoday Agencies - Raipur.





Gujarat Dealers on Thailand Trip

Kamdhenu Ispat Limited, the biggest manufacturer of TMT bars in India, is one of the leading Indian companies in construction material sector. Going strength to strength continuously since the inception, the Company is having an uninterrupted track of profit and growth in every financial year. Even in the last few years, which were not particularly so good for realty and construction sectors, the company posted impressive double digit profit and ventured into new product verticals successfully.

Known for Quality, Trust and Innovation, brand Kamdhenu is having strong presence in all the major markets nationwide. The company is enjoying a robust market network in every part of the country. Over 7500 dealers are presently associated with the Company to offer quality services to the customers. Kamdhenu values its dealers and highly regards their contribution in the growth of the Company. To motivate the channel partners towards better performances, the Company offers beneficial and rewarding incentive schemes on regular intervals.

In Gujarat, recently an incentive scheme offering a chance of Thailand tour was launched for the performing dealers of the state. Under this target based incentive tour scheme, a total of 72 dealers of the state qualified to avail the chance to go the famous tourist destinations of Thailand. This tour included the staying and sightseeing in Bangkok,

the capital city of Thailand as well as Pataya, the gorgeous beach-town.

Accompanying the touring team, Mr. Kundan Kr. Singh, Sr. Manager (Marketing) and Mr. Sandeep Agarwal, Sr. Marketing Executive represented the Company during the entire tour. Kamdhenu Distributors Mr. Rakesh Patel and Mr. Mukesh Patel along with Mr. Manoj Shah, Proprietor of M/S. Kashish Enterprise and Mr. Mihir Shah, Proprietor of M/S. Chintan Steel were also the part of this team on Thailand trip.

All the dealers and distributor had lots of fun during their 4 night/5 days stay in Thailand. They visited famous tourist places and temples and also go for shopping. On seashore in Pataya, they spend very relaxing time. During the trip the bonding between the channel partners increased many-folds and they spend considerable time together exchanging their thinking and understanding of market and business strategies.

This way the tour played an important role in motivating the team of performing dealers and distributors to go for even bigger goals and higher targets. At the end of the tour Kamdhenu officials appreciated all the qualified dealers for their hard-work and loyalty towards our company.

