

Kamdhenu Paints Marketing Team undergoes Technical Training

Kamdhenu Paints, the fastest growing brand in the decorative paint segment is identified for its superior quality. Offering widest range of products, Kamdhenu Paints provides for all kinds of choices and requirements of the market, and because of that consumers all over the country have accepted Kamdhenu Paints as their favourite decorative paint brand. To enhance the skills of the marketing team aimed to the better performance in the market Kamdhenu paints arranged 2 days session of technical training for its marketing staffs from all over country.

This technical training session was organized at Bhiwadi factory premise of the company on 3rd and 4th of April 2014, in which around 200 marketing personals of paint division from all over the country have participated. The main purpose of this event was informing the participants regarding the upcoming products of Kamdhenu paints and also to train them about the techniques to apply Kamdhenu paints properly and competently through demonstration. The right technique of application is very crucial in paint industry and



thus this training was very important.

This event was conducted by Mr. A R Banerjee, VP, technical with the help of Mr. Ankan Gupta and Mr. SK Gupta.

After the completion of technical session, a fun-filled award ceremony was organized in the evening of 4th April. The awards ceremony organized at Fortune Park Orange, Sidrawali near Gurgaon was graced with the presence of CMD of Kamdhenu Ispat Ltd Mr. Satish Agarwal along with the directors of the company Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal.

Addressing the present staffs, Mr. Satish Agarwal expressed his thinking about the prospects and expansion plans of paint division. He congratulated all the team on achieving a remarkable feat of becoming the one of the top six Paint companies in decorative segment within just 6 year of its inception. Motivating the team Mr. Satish Agarwal said, "The success we got is the outcome of the collective efforts put by all of you. Now in the ongoing year 2014-15 you all have to put all of your efforts to achieve our new target."

Congratulating the team for the success in

the past year, the director of the company, Mr. Sunil Agarwal said, "I feel proud to announce that the day is not too far when our paints division will be standing tall with Kamdhenu Steel" Mr. Saurabh Agarwal, the director of the company assured all the staff that management would support every individual in every way to achieve the target. Mr. Rajkumar

Shrivastava, National Marketing Head- Paint, Mr. Vijay Kishor Asthana, DGM sales and Mr. Punit Chaudhary, DGM sales have also motivated the sales team to work towards achieving the targets.

Top achievers were awarded during the event. Among the best selling dealers in the country, M/S Nanda Builders, Jammu stood first and M/S Anil Chhabada, Hanumangarh came second. Among the best selling sales depot Jammu was ranked first and Ghaziabad second, while the third prize was given jointly to Varanasi and Parwanoo. The awards for five top performers in the country was given chronologically from 1st to fifth to Mr. Mayank Manglik, Haldwani, Mr. Ajay Kr. Sharma, Hanumangarh, Mr. Parmatma Saran, Ghaziabad, Mr. Vivek Jaiswal, Varanasi and Mr. Dipankar Sharma, Ghaziabad.





Kamdhenu Dealers Meet in Jaipur

Kamdhenu Ispat Ltd, one of the frontrunner companies of India in infrastructure sector organized a grand channel partners meet in Jaipur. The meet organized in the beginning of new financial year, was aimed at celebrating the success of the previous year and planning for the ongoing year towards the target.

Witnessed the participation of more than 220 dealers and distributors of Rajasthan, the meet was held at Hotel Clark Amer Jaipur on 20th April 2014. During the event Mr. Sunil Agarwal, Director along with Mr. Dilip Mehra Sr .GM, Kamdhenu Ispat limited graced the dais. The directors of Prem Jain Ispat Pvt Ltd, Mr. Prem Chand Jain and Laxmanveer Steel Pvt Ltd, Mr. Shiv Kumar Goyal; the manufacturing companies of Kamdhenu TMT in the state under license user agreement were also made their honourable presence.

During the even all the dignitaries gave inspirational and motivating speeches to the audience which were received enthusiastic applauds. Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd congratulated the Rajasthan dealers for a successful business year amidst prevalent slowdown in construction sector and hoped for even better results in the months to come. Emphasizing the need of hard work during the market correction to reap maximum benefit, Mr. Sunil Agarwal said, "the future is bright as economy is getting better but we all have to work towards getting good benefit out of it."

Mr. Dilip Mehra Sr .GM, Kamdhenu Ispat limited suggested the dealers to engage the consumers and construction work force and explain to them the quality related superiority of Kamdhenu products. He added, "very recently our premium product KAMDHENU SS 10000 TMT Bar has been launched in the state and it elevated the brand position of Kamdhenu. Big buyers and individual consumers alike trust Kamdhenu brand and we have to consolidate our market share even further on this trust."

A lucky draw event was also organized during the meet and a good number of useful gadgets and household items were given to the winners as prizes.





Kamdhenu presents its Lakshya at Kolkata

Kamdhenu Ispat Limited, one of the frontrunner infrastructure sector companies of the country, organized the channel partner meet in Kolkata. The meet, aimed to disseminate the future targets and plans among all the channel partners and market links, was aptly named "Lakshya". This meet served its desired objective by establishing direct communication between Kamdhenu and all the dealers and distributors in West Bengal.

The meet, organized at hotel Best Western Vedic Spa Resort, Kolkata, on the 12th of April, was attended by more than 450 dealers. Mr. Sunil Agarwal, the director of Kamdhenu Ispat Limited along with directors of Alaknanda Sponge Iron Limited (ASIL), the manufacturing company of Kamdhenu TMT in West Bengal under license user agreement

the Mr. Anand sarogi, Mr. Vishal Sarogi and Mr. Mukesh Bharuka made their gracious presence in the event. Mr. S B Sharma, Sr. GM, and Mr. V K Shrivastva, GM of Kamdhenu Ispat Ltd also participated in the event.

While addressing the dealers during the event, Director of Kamdhenu Ispat Ltd Mr. Sunil Agrawal said, "Kamdhenu Ispat Ltd is continuously expanding its reach and market in the state. Now Kamdhenu products are reaching to every nook and corner of West Bengal. Recently the company has introduced new premium product KAMDHENU SS 10000 TMT Bar. The demands for Kamdhenu products are increasing day by day due to the superior quality. To meet this growing demands company is putting effort to increase the manufacturing capacity.

Kamdhenu is planning to achieve the monthly production capacity of 10,000 Tonnes in West Bengal.

Mr. Anand Sarogi, Director of Alaknanda Sponge Iron Limited, the manufacturing company of Kamdhenu TMT in West Bengal under license user agreement, pointed out that the collaboration of the leading

infrastructure sector company Kamdhenu Ispat Ltd and ASIL has been completing its fifth year. He added that, "During the last five year we worked hard together and as a result today Kamdhenu Ispat Ltd has become the number one brand in West Bengal and Jharkhand. We need to work harder to keep being on the top."

Assuring the participating dealer about better and more effective work-process in the future, Mr. Vishal sarogi, the director of AISL said, "In the coming days we want to connect our production and marketing division with real time interface. It is our priority to extend all the support to you so that you can rapidly achieve new benchmarks of success."

Speaking to the dealers, GM of Kamdhenu Ispat Ltd, Mr. V K Shrivastva said, "Company is always trying to strengthen its dealer-distributor network in every parts of the country including West Bengal and Jharkhand. Our target is to ensure the availability of all the Kamdhenu products in every corner of state. Kamdhenu practices the most profitable policies for its dealers in the industry."

Mr. Atikur Rahman of M/S Sifa Builders received the award for best dealer in West Bengal while Mr. Mehtab Bishwas received the award for best dealer in Jharkhand.



Ashok Bhai
Shree Om Steel
Naher Chokdi
Po. Rumla,
Chikli Navsari
Mob- 09427479395

Mr. Jeetubhai S. Vasoya
Krishana Steel
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Opposite S.B.S. Bank
Tulsi Park, Rajkot, Gujarat
Mob - 09825548489

M/s A.N Steel
Imphal,
Manipur,
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IDEA OF POSITIVE THINKING

Harish Kumar Agrawal
CFO & Head - Legal

Every thought we think creates our future. Watch your thoughts, they become your words. Watch your words, they become your action. Watch your action, they become your habits. Watch your habits, they become your character. Your character is a mirror of your thoughts.

Our mind is a thought factory and can manufacture either positive thoughts or negative thoughts. Mind is running the entire show. Our mind is free to move in any direction. It is our choice to manufacture positive thoughts or negative thoughts. If you want to be happy in life, train your mind to create happy and positive thoughts. One can easily identify the thoughts which are positive or negative.

If you are struggling with the stress, worries, guilt and facing criticism, resentment, anger & depression and you decide to get rid of negative thoughts then you must be ready to change the manufacturing of negative thoughts into positive thoughts. There is a powerful exercise to convert your negative thoughts into positive thoughts.

Go look in a mirror and say to yourself "I AM WILLING TO CHANGE. I AM WILLING TO CHANGE. I AM WILLING TO CHANGE".

If you hesitate and resist while repeating "I AM WILLING TO CHANGE" take a break for few moments and then go to the mirror, take a deep breath and exhale then look deep into your eyes, touch your throat and say out loud Ten times "I AM WILLING TO CHANGE".

Mirror work is very meaningful and powerful as nobody would like to deceive himself. You will see and feel yourself that your negative thoughts are changing moment by moment. After doing this exercise for few days, your negative thoughts will no longer have any power over you. You will be energetic and become free from negative thoughts. Your stress, anger, anxiety guilt and depression will disappear. You will find yourself in a happy & better situation and the working of your world becomes easier.

You have to train your mind to create happy thoughts. Mind is the best asset in the world.

ALLOW YOUR MIND TO THINK POSITIVE AND SEE THE MAGIC.





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• DOUBLE STRENGTH
• DOUBLE SAFETY

KAMDHENU

SS 10000



STEEL WITH SINGLE RIB



KAMDHENU SS10000
WITH DOUBLE RIB