



Ispat Sandesh

Mussoorie witnesses

The enthusiasm of Kamdhenu dealers



Grand dealers meet organized for the dealers of Delhi & Haryana

Kamdhenu Limited has established itself as a name to reckon with in the country by manufacturing high quality steel products. To reach this remarkable place, the company has set high standard parameters for self and given its best to surpass them. Taking this tradition forward, the company is consistently launching quality products. At the same time, the company is also nurturing its corporate culture by appreciating and rewarding everyone associated with it. Keeping the tradition forward, once again, the company organized a grand meet to motivate its channel partners and distributors in Mussoorie, the queen of hills.

The event organized at Hotel JP Residency, Mussoorie from 3rd to 5th April was attended by company's 400 dealers and distributors from Delhi & Haryana. Once again, the dealers displayed the zeal they are known for. The grand event was also graced by bollywood celebrities. The glamorous actress Yaami Gautam, singer Abhijeet Sawant and mimicry artist & comic actor Jitesh Chawla were among the bollywood personalities present in the event who motivated the dealers. Every day, a special event was planned for the dealers during the 3 days event. Dealers got an opportunity to click memorable pictures with Yaami Gautam and Abhijeet Sawant made them shake a leg with his silky voice. Jitesh Chawla on the other hand, made them laugh out loud with his wacky one-liners, all making the event memorable for everyone.

Kamdhenu Limited, CMD, Mr Satish Agarwal and Director, Mr Sachin Agarwal also attended the meet. Other company officials present in the event were Mr Rajiv Sharma (Senior GM, Marketing & Sales), Mr Sushil Kumar Bhardwaj (AGM), Mr Amit Surothiya

(Senior Manager), Mr Pankaj Azaad (Senior Manager), Mr Santosh Singh Chauhan (Manager), Mr Saurabh Suman (Manager) and Mr Vijay Shankar Singh (Assistant Manager). Mr Naresh Jain and Mr Puneet Jain, Directors of Ashiana Ispat Limited, a company that manufactures Kamdhenu products under license agreement were also present in the gala meet. Mr Naman Jain, Director, Ashiana Manufacturing was present too.

Addressing the dealers, Kamdhenu Limited, CMD, Mr Satish Agarwal said, "You all are key members of Kamdhenu family. It is all because of your support, we are achieving our goals consistently. We are dedicatedly implement your views and come up with innovative schemes for you. This lively event is a testimony of your success and enthusiasm. Keep doing the good work and we will also do our best for you all. I thank you all for the mutual progress that we have achieved."



Kamdhenu Limited Motivating masons for mutual development

One of the topmost manufacturing company of high quality steel products for construction sector, Kamdhenu Limited gives utmost importance to collective development and ensures the participation of every one directly or indirectly associated with the company. With the help of regular awareness programs across the country, it disseminates the latest developments in the construction field to people involved in construction and masonry work. To motivate the masons, the company also felicitates them with special awards. Many such mason meets were organized at different places in the past months.

In the meet, besides discussing the importance of construction steel and crucial facts about it, the masons were also given a demo of unique features of company's innovative product, the next generation interlock steel Kamdhenu NXT. 7 such mason meets were organized by the company. A mason meet was organized at Kharoda in April. The meet was managed by Messrs Tyagi Traders and was attended by 70 masons. Few days later, two days long Saharanpur mason meets were organized. Messrs Gupta Traders managed the meet on first day and was attended by 70 masons. On second day, the meet was managed by Messrs Isshard Cement Agency and it was attended by 45 masons. Managed by Messrs Vipul & Chirag, another meet was organized at Khukhada and 45 masons were present at the meet.

Similarly, On April 5, a mason meet at Khurja was attended by 40 masons. It was managed by Messrs Hindustan Iron Store. On April 8, Messrs Kanti Steel managed the meet and it was attended by 60 masons in Meerut. Meet at Moradabad on April 10, was participated by 60 masons. Company officials Mr Sandeep Agarwal, Mr Ankit Saxena, Mr Sumit Gupta, Mr Priyank Srivastav and Mr Anurag Agarwal were also present at all the above meets.



A meet to motivate masons, our last mile heroes!

With the aim to promote safer construction all around, Kamdhenu Limited ensures regular interaction with persons working in the field of construction. The company regularly organizes awareness programs across the country, and through these programs it propagates the latest information in the construction sector to the people involved in the construction and masonry work. To further motivate the masons, the company also felicitates them with special awards.

A mason meet was organized at Bhadasi, district Arwal, Bihar. The meet was attended by around 100 masons and was managed by the Kamdhenu distributor, M/s Sinha Steel Company and M/s Raja Traders. Mr Sanjay Kumar from M/s Sinha Steel Company and Proprietor of M/s Raja Traders, Mr Dharmendra Kumar were also present in the meet and motivated the masons. Every mason present in the meet showed keen interest in learning more about the new product.

From Kamdhenu Limited, Mr Surendra Kumar was present in the meet. Besides talking about the construction steel, the masons were also given detailed product information about company's innovative product, the next generation interlock steel Kamdhenu NXT. The masons were also given away special prizes for participating in the meet and making it a success. Addressing the masons, Mr Surendra Kumar said, "You all are an integral part of the Kamdhenu family and the company cares for you. Kamdhenu NXT is the perfect product for you and your clients, so get benefit from it." The prize distribution ceremony was followed by a complimentary lunch that was enjoyed by one and all.



KAMDHENU NXT
DOUBLE HIS THE SIZE



Kamdhenu Colour Max Channel Partners Achieving goals together



Kamdhenu Limited, one of the leading branded steel products manufacturing company is constantly touching greater heights with constant focus on innovation and winning business model. To facilitate a conducive business environment, it is constantly coming up with cutting edge technology and products. To keep everyone associated with the company motivated, the company regularly organizes special events across India. A similar event was recently organized in Jaipur to motivate Kamdhenu Colour Max Channel Partners. Around 50 dealers participated in this event organized on March 16.

The company officials present in the event were Mr Bhaskar Choudhari (GM, Marketing), Mr Plaban Shankar Dutta (Manager, Marketing), Mr Hemchander Bhatt (Assistant Manager, Marketing), Mr Shashikant Sharma (Senior Executive, Marketing), Mr Ravi Kumar Kulmi (Executive, Marketing) and Mr. Saurabh Tripathy (Project Manager). In the event, the Dealers and Distributors were motivated and felicitated for their exemplary contribution in the growth of the company. Product Information about Colour Max sheets was also shared to keep them updated. They were also taught about the sales management and customer behavior. The marketing and incentives plan of Colour Max Sheets

were also discussed in the event.

Dealers present in the event vowed to give their best and achieve maximum sales goals of Colour Max Sheets in the state. Mr Mahesh Gangwani, Director, Messrs J. D. and Sons, a company that manufactures Kamdhenu Colour Max Sheets under license agreement was also present in the event. He also appreciated the channel partners of the company.

While addressing the dealers and distributors, Mr Bhaskar Choudhari (GM, Marketing) said, "Today, the excellent performance of the company is a result of your stellar contribution. Colour Max is available across the state because of your hard work. Colour Max is a high quality branded product and its market share in the state can be increased manifolds. Present production capacity of Colour Max is 12,000 metric tonnes. With the growing demand, it can be further increased. Our present market share is 15% and it can be increased to 25% in the next financial year with your commitment and contribution. I wish you all the best, Keep the good work going with the same zeal and keep achieving bigger goals. He emphasized on the USP of Colour Max Multicolour guard film with unique security features. Which is first time introduced in India"

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Delhi & Haryana dealers get felicitated

Kamdhenu Limited recently organized a special event for the dealers of Delhi & Haryana to felicitate them for their exemplary performance. The winners were: Haryana Dealer Mr Bahadur Singh Saini (Messrs Thawar steel traders, Rewari) won the 'Sale ka Baadsah' award. Mr Satish Mahajan (Messrs Mahajan Iron Works Pvt. Ltd., Faridabad) won the 'First Highest Sales Achievement' award. And Kamdhenu SS 10000 dealer, Mr Amit Goyal (Messrs Goyal Iron Store, Haili Mandi) was conferred 'Haryana ka Baadsah' title.

Delhi dealer, Mr Sachin Gupta (Messrs Gupta Iron & Steel Company, Rajouri Garden) was declared the 'Sale ka Baadsah' winner. Mr Vinod Singla (Messrs Rajendra Steels, Rajouri Garden) won the 'First Highest Sales Achievement' award. And Kamdhenu SS 10000 dealer, Mr Sunil Kumar (Messrs Bharat Steel Traders, Palam) was conferred 'Delhi ka Baadsah' title. 62 other Awards were also won by dealers under various categories.

Mr Rajeev Sharma, motivated the dealers. Mr Sachin Agarwal,

Director, Kamdhenu Limited also thanked the Bollywood stars for entertaining and motivating the dealers during the event. Addressing the dealers, he said, "The whole Kamdhenu family gets motivated when you finish your work with commitment. This 3 day event is a symbol of your success that we are celebrating together as a big and happy family. Today construction business is touching new heights. Safety and strength are of prime importance that only high quality steel products can provide. Kamdhenu TMT and Kamdhenu SS 10000 are two such products that come with these qualities. The market share of these two products can be increased substantially across India. Such quality products are in high demand in all the states that are encouraging development through schemes like Smart city and Make in India. Witnessing the enthusiasm, we are sure to achieve this goal together. All the best friends, we will again meet to celebrate a new achievement soon."



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