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Kamdhenu's efforts for digitalization and cashless economy

Kamdhenu Limited is in the forefront of leading organizations dealing with the manufacturing, marketing, branding and distribution of a wide range of construction materials like TMT Bars, Wirebond, Plywood, Kamdhenu Colour Max and Paints among an array of other things. The driving force behind the company's vision is the urge to serve a much broader segment in the markets, promoting core values of trust, transparency and integrity. This is the reason the company is always looking forth to create a better world for their customers. The company is constantly advancing in the manufacturing of innovative construction products which cope with the modern age building requirements.

Kamdhenu TMT is the largest TMT selling brand of India. Along with it, they have established themselves as the producer of best quality and unique color-coated galvanized sheet products. These have minimal maintenance cost, high durability, corrosion-resistant, anti-leaking, thermal efficiency as the key attributes. In the field of decorative paints, Kamdhenu Limited has rooted itself by the name of Colour Dreamz which offers a wide spectrum of sustainable Interior/Exterior paint products and solutions such as Emulsions, Water-based primers, Wood finishes, Aluminum paints, Textured and Designers paints.

In the words of the Chairman and Managing Director, Mr. Satish Kumar Agarwal, "I have a dream, a dream to create a world without boundaries. I have a burning zeal to create a new dimension where every entity is rewarded with the finer things in life. The mission embodied in these words is what I

endeavor to accomplish with the Kamdhenu Group. The Group has lived up to the expectations of millions by offering excellent quality construction materials."

Favoring the recent move of the government to make India digitally competent, Kamdhenu Limited is marching ahead towards implementing digital mode of transaction. There are methods of payment like BOE (Bill of Exchange such as cheques, drafts etc), Online money transfers via NEFT, RTGS, IMPS, POS Machines and through e-wallets. The company has started educating their employees, dealers, distributors and sales promoters about the cashless system of money transaction. Mr. Agarwal thinks that in this era of paperless and wireless technology, turning digital would be a wise decision for all the organizations which are into capital dealing of any kind. Therefore, cashless transaction mode becomes the primary key to ease of business. It will enable much needed transparency and efficiency in the system.

Kamdhenu Limited has spread itself across the web of 8500 dealers and distributors strengthening their Pan-India market presence.

The mantra being 'winning trust with best quality', the company has been awarded Asia's Most Promising Brand 2015-16 in the category of Manufacturing-Steel-Promising by World Consulting and Research Organization which has added one more feather to its cap.

Kamdhenu Limited wants to greet the coming year with all its concrete ambitions to succeed in the journey towards zenith. It is all set to meet up with new opportunities moving beyond the horizon.

Kamdhenu SS 10000: Delhi Dealers' trip to Thailand

The most preferred brand in construction and building materials, Kamdhenu has spread its strong and nationwide hold in each corner of the national boundaries. According to its principles, Kamdhenu Limited has always considered its dealers a key partner in the continual development of the company. So, in steps towards strengthening the bond, the company comes over with regular incentive schemes for their dealers.

The company organized a trip to Thailand for the dealers who attained the set targets. 50 dealers from Delhi got the chance to be a part of this recreative trip. Mr. Sushil Bhardwaj, Mr. Vijay Shankar and Mr. Saurabh Suman from the marketing team of Kamdhenu Limited led this trip. Along with them, Sales Promoter, Mr. Rajendra Garg from Kamdhenu SS 10000 and distributors Mr. Pankaj Garg, Mr. Sanjay Mittal, Mr. Deepak Mittal, Mr. Gulshan Gupta and Mr. Anil Sharda also joined.

During the visit, they enjoyed in Thailand's capital Bangkok



and the coastal city Krabi. They relaxed in the best hotels of these cities. Krabi has more than 80 small islands around. The team visited the famous Phi Phi Island. They enjoyed playing with the waves on the beautiful and scenic Phra Nang Beach of Krabi and it was a unique experience to everyone. The sightseeing in Bangkok exhilarated everyone. They took back home an experience to treasure. They also got to know about the Thai culture and urbanization facilities. The tour was successful in its mission to encourage the dealers and bolster their relations with the company.

Kamdhenu SS 10000 flags Consumer Awareness Program in Rajasthan



Kamdhenu Limited is the top producer of TMT rebar in India. Kamdhenu SS 10000 is the premium product of the company and the only authorized double rib TMT rebar which gives double strength and protection to the buildings. There is a unique seismic design in Kamdhenu SS 10000 which makes it 254% stronger than the ordinary and is more earthquake resistant.

On October 17th 2016, a consumer awareness program was organized in Shri Ganganagar of Rajasthan. The

motive of the program was to make the local masons and building contractors aware about this new product. It was inspired by local dealer Jai Hanuman Iron Store; the proprietors of distributor M/s Siddhivinayak Enterprises- Mr. Ashish Chittlangia and Mr. Rachit Chittlangia along with the sales promoter of Kamdhenu M/s Saturn Steel Pvt. Ltd. The program was attended by a large number of nearby construction workforce.

The consumer awareness program was contributed by Kamdhenu officials and raised awareness among the attendees. The officials in the program were the Quality Incharge Mr. Deepak Pateria, Marketing Officer Mr. Deepak Bansal and Mr. Kirti Palot and Marketing Executives Mr. Vishal Saxena, Mr. Prakhar Sharma and Mr. Amit Kalra from M/s Saturn Steel Pvt. Ltd. The chief guests were Mr. B.K. Sharma, Director of Gagan Pharmaceuticals, Mr. Aman Chaudhary, Director of CGR Group and Mr. Mahesh Ji Pediwai.

The personnel from Kamdhenu Limited welcomed all and explained them about the world class quality and international technique of Kamdhenu SS 10000 with the help of Powerpoint presentation. They answered about the characteristics and other questions related to the product in detailed manner. The program resulted to be a success in terms of increased demand of the product and enhanced trust upon the company.



Western Europe tour with distributors and dealers

A unique experience of enjoyment, fun and knowledge of Smart Cities

Kamdhenu Limited is the leading TMT Bar manufacturing company of India. It is among the league of manufacturing finest quality products at cost effective prices which adds to their sales. It also strengthens their hold in the marketplace. Kamdhenu has been successful in catering to the demands and expectations of all sections of their customers that has resulted in good customer-company relationships. This has not only broadened the scope of further development but also empowered the company's position in highly competitive era.

The success of any organization wholly depends upon the consistent hard work and fortitude of their employees and associates. And this is the reason that Kamdhenu actively rewards its staff, distributors, dealers and other associates with impressive perks and inducements. Stepping on towards this encouragement, Kamdhenu organized a trip to Western European countries; Germany and Switzerland.

The groups went from 19th-26th and 22nd- 29th November of this year, correspondingly. Mr. Rajiv Sharma, Sr. GM (Marketing & Sales), Mr. Amit Surothiya, Manager Marketing and were the company members among the group of company distributors Mr. Naresh Kumar Garg, Mr. Rajiv Garg, Mr. Dharam Pal Khera, Mr. Rajinder Garg, Mr. Sanjay Mittal, Mr. Deepak Mittal, Mr. Sumit Arora, Mr. Sumit Goyal, Mr. Gulshan Gupta, Mr. Sanjeev Kr. Dang, Mr. Rajan Dua, Mr. Rajiv Garg, Mr. Vikrant Mahajan, Mr. Pankaj Kr. Garg, Mr. Ankit Garg and the dealers of Delhi and Haryana region.

The tour was divided in two groups consisting of one member from the company and distributors and dealers of Delhi and Haryana respectively. They explored the cities of Munich and

visited the renowned BMW museum and factory in Germany where they got to know about the futuristic technology and brilliant machinery of one of the epic automobile companies in the world. In Switzerland, they paid a visit to Mt. Titlis via Lucerne to enjoy the picturesque beauty of Uri Alps and enjoyed revolving cable car, glaciers and cliff walks. After collecting some of the most enduring experiences and memories, the groups headed to Jungfrau in Interlaken to see the mesmerizing beauty of Swiss Alps.

After the light moments spent there, the tour ended with the groups luxuriating in Zurich and feeling exhilarated to see the glimpses of European history. They enjoyed the popular Rhine Falls in Zurich which is the largest plain water waterfall in Europe.

All of the members brought home a brilliant European experience and lot of unforgettable memories to cherish throughout their lifetime. This trip was successful in its aim to make the dealers and distributors know about the Smart city mechanism of European cities.



Kamdhenu Colour Dreamz to glaze houses with dreamy tints

Attempt to extend hold in Indian market



Kamdhenu Paints is among the top decorative paint manufacturing companies in the country. They have added an array of colours and other paint products designing a new dimension in the industry. Their products range from designer finishes, interior emulsion range, exterior emulsion range, wood coating products, premium enamel paint, acrylic washable distemper, dampguard, strainers etc. With their brand Colour Dreamz, Kamdhenu Paints is advancing the availability of superfine decorative paints which enhance the long lasting beauty of interiors. Launched in the year 2008, this ambitious project of Colour Dreamz rests on solid grounds of infrastructural and supply chain management. The extensive range of Kamdhenu Colour Dreamz is a complete solution for the beautiful interior/exterior of living areas.

With the best product range of Colour Dreamz, Kamdhenu Limited is now expanding the availability of six of their products in Indian market. The company is adeptly

catering to the demands of every section of their consumers with the best range of interior/exterior decorative paints at cost-effective prices. They are also extending their special range of interior wall paints with Interior Wall Primer, Interior Emulsion and Exterior Primer, Exterior Emulsion for exterior walls respectively. Along with these, the varieties of finest quality distemper and wall putty is also widened.

Asserting about the product range of Colour Dreamz, Mr. Saurabh Agarwal, Director of Kamdhenu Paints said, "We use state-of-the-art technology and modern techniques to maintain the quality standard of our paint products. We have always ensured delivering affordable products of finest quality and that has strengthened our market hold." He further added that the demand of decorative paints is continuously increasing in Indian market and the aforesaid six products possess 75% of its share. After the completion of Phase I, he indicated to merge oil based paint and stainer in the product range of Colour Dreamz.



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