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IMPOSSIBLE CAN HAPPEN, IF YOUR INTENTIONS ARE STRONG



Kamdhenu dealers held annual conference in Udaipur

With strong intentions, the road becomes easier. With this mantra, Kamdhenu Limited is continuously offering high-quality TMT and construction steel across the country. In doing so, the company introduced the branded steel and paved the way for development. The result of this is that today the people associated with the company which is the largest TMT manufacturing company are proud and trust this completely. Along with the high-quality products, the company also emphasized on practicality and has developed the best corporate model. Under which the contribution of every person associated with the company was appreciated. From time to time, the company keeps organizing dealers and distributors conference and take their suggestions on various aspects. Along with this, new goals were also set by encouraging them. Under this, the company organized a Grand Annual Conference for the dealers of Rajasthan.

About 600 dealers and distributors of Kamdhenu Limited from Rajasthan attended this conference held at Hotel Ananta Resort in Udaipur. To encourage them, the office bearers of Kamadhenu Limited included Director Mr. Sunil Agarwal, Director Mr. Sachin Agarwal, Senior GM Mr. Dilip Mehra and AGM Mr. Rajiv Mathur. Here, Director Mr. Sunil Agarwal gave the mantra to dealers to move forward with strong intentions. The directors of the companies, Mr. Shiv Kumar from M/s Laxmanveer Steel Pvt. Ltd., Mr. Gurumukh Singh from M/s Amar Pratap Steel Pvt. Ltd. and Mr. Premchand Jain from M/s Prem Jain Ispat Udyog Pvt. Ltd. that produces the Kamdhenu's products through a license



agreement in Rajasthan also attended the event. Along with this, the officials shared the incentive schemes related to TMT products.

It was great to watch the love and dedication of the dealers while they attended the annual conference. The dealers set a new target with great enthusiasm here. Identifying the development projects of the state, they decided to increase the participation of the company's products in this competitive market. The conference was followed by the Gala Night that was enjoyed by all. At this grand event, the dealers were also awarded who completed their work with great success.

Addressing the dealers and distributors, Mr. Sunil Agarwal, director at the event, said, "If you want to succeed in any task, it requires strong will because every challenge can be tackled on this basis. We have seen this willpower in you. You have always contributed to the development of Kamdhenu Limited as a family and delivering products to customers in an easy manner. I hope that you will continue to move forward like this and as always, will be self-motivated to accomplish new goals. I wish you good luck."

BETTER KNOWLEDGE TO WORKERS GIVE BEST RESULTS

Kamdhenu Limited is constantly making efforts to provide better knowledge of building construction to construction workers. Because Kamadhenu Limited knows that only two things matter for better construction, first high-quality products and better knowledge of construction. Therefore, Kamdhenu Limited keeps conducting Mason Meets regularly throughout the country to inform Masons about the high-quality steel and to inspire sustainable construction.

Kamdhenu Limited organized Mason Meet in the city of Meerut, Uttar Pradesh. Encouraged by this initiative of the company, around 100 masons participated in this conference. The functionaries of the company included Mr. Sandeep Agarwal, Mr. Ankit Saxena and Mr. Anurag Agarwal in this program. While giving information about high quality products by the officials, the company's best product Kamdhenu NXT was also given. All masons were impressed by Kamadhenu NXT unmatched strength, tremendous ductile strength and anti-corrosion ability and emphasized its use in construction works. Masons were also pleased with this initiative of the company and were convinced of the company's capability.



Kamdhenu Nxt Organises Mason Meet in Khategaon for Effective Working



Kamdhenu Limited, a company that has been delivering high-quality products to its consumers and contributing in country's infrastructure growth has plans to achieve bigger. It's extensive, high-quality and innovative steel products are making a mark in this competitive market. Consumers are choosing Kamdhenu over any other brand. To take this brand to next level and to appreciate the efforts of the people who have put in their skills and precisions into this, Kamdhenu Nxt organised a mason meet in Khategaon Dist-Dewas, Madhya Pradesh on 26-11-19.

The meet was attended by approx. 90 masons and they were addressed by Mr. Avanish Kumar (Manager Marketing) and Mr. Praveen Pancholi (Assistant Manager) where they informed them about the improved quality of Kamdhenu products and acknowledged their hard work. Dealer MRC Traders and distributor Yogesh Garg participated in the event. Kamdhenu Nxt being an emerging name in the industry has always tried to make the best quality that could satisfy the needs of the consumers. To which the masons have contributed a lot. This meet was just a way to be thankful for their efforts and dedication.



KAMDHENU LIMITED STRENGTHENING MARKET IN WEST BENGAL

Organises Channel Partners Meet in Siliguri



The country's leading company Kamdhenu Limited has come a long way in delivering the best and the high-quality construction products. Since many years it has been striving to make homes beautiful with its innovative and variety of products. The brand 'Kamdhenu' today is a symbol of trust which is helping it reaching new heights. To strengthen the bond with its dealers and distributors, it keeps organizing meets and events.

Kamdhenu Limited, a full-scale one stop building materials solutions company organised a channel partner meet for 'Kamdhenu Colour Max' dealers at Hotel Montana Vista, Uttarayan Township, Siliguri. The motive of the event was to celebrate the grand success of Kamdhenu Colour Max in the state. The event was attended by senior officials of Kamdhenu Limited including Mr Bhaskar Chaudhary (General Manager – Marketing), Mr. Pawan Kumar Chowbey (Manager), Mr. Chinmoy Das Gupta (Sr. Executive – Marketing), Mr. Satya Saran Ghosh (Executive – Marketing) attended the event. Mr Amit Bansal (Director) from M/s Ganpati Steel Company also

addressed the dealers' meet. The meet was attended by more than 50 dealers and distributors from different parts of the state.

Kamdhenu is fulfilling the demands of growing states by providing the best quality products. To meet the growing demand of colour coated sheets in the region, the company has rapidly augmented its production capacity in the state by increasing the number of franchise manufacturing partners. It is also planning to undertake massive advertising and marketing campaigns in North Bengal to further support dealers and distribution network to promote 'Kamdhenu Colour Max' in the region. It has currently a strong network of approx. 120 dealers and distributors in the state who are contributing and taking 'Kamdhenu Colour Max' to new heights.

Mr Bhaskar Chaudhary, GM said, 'Kamdhenu Colour Max' has become one of the fastest growing Color Coated Sheet brands in North Bengal with the production capacity of 12000MT/annum and this milestone is worth celebrating. We congratulate our dealers for their strong performance and appreciate their efforts in making 'Kamdhenu Colour Max' a household name.' He also told the further plans of the company to strengthen the market share in the color coated sheet segment in the region/state from current 15% to 30% by FY21 by promoting 'Kamdhenu Colour Max' to remote markets of the state.



KAMDHENU Jeevan Dhara is Empowering Women for Better Livelihood



Kamadhenu Limited has always produced high-quality products and at the same time creating high ideals so that sustainable development can also be accomplished. The pioneering group in the industry has always been sensitive to its commitment towards the society around. Thus, the CSR unit of the company inherits a soft corner for the different strata that seek support for their upliftment.

Kamadhenu Jeevan Dhara is fulfilling its social responsibility through the lifestream and providing such means to the deprived people of the society which would give them the right to live honourably. Continuously doing all-round development of women is also being emphasized so that they can get education and necessary skills. Under this, the necessary educational camps for women are organized regularly by Kamadhenu Jeevan Dhara.

The imagination and creativity of women were developed in this camp. It included dance, music, hand art, quiz contest

and a variety of programs that could help them expand their vision. In this initiative, they were also taught to meditate to increase their concentration. Given the responsibility of the health of the entire household on women, they were told the right method of doing yoga and Pranayam to stay healthy. Women were also taught sewing, embroidery and handicrafts to make them self-supporting. Handicrafts and sewing-embroidery are very good means of self-employment which women can do at their residence with less capital and can generate better income. This time Kamadhenu Jeevan Dhara tried to enhance these skills in women, after training they also distributed sewing machines to women.

Kamadhenu Jeevan Dhara has always reached out to people through its initiatives alongwith self-help groups. They have provided wheelchairs, hearing aids and crutches to the economically backward and physically challenged people. From time to time, by organizing a blood donation camp, people have been inspired to donate blood. By contributing to the country's important campaign like Swachh Bharat Abhiyan, it also increased cleanliness and made people aware. Motivated people to plant trees through the green campaign.

Smt. Radha Agarwal, Chairperson, Kamadhenu Jeevan Dhara, said at the event of Women Skills Camp, "A strong woman builds a strong country because women are the axis of the family. If they get the right guidance and skills, they will provide better education and education to the whole family." Will inspire you for skill. Therefore, we tried to recognize their skills and try to enhance them. With these efforts, we will continue to do something new for the needy."



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