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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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The Festival Of Lights Calls **PROSPERITY** at **KAMDHENU** **LIMITED**

Kamdhenu Limited which is known for its high-quality steel and is the only leading company in India that manufactures steel is going places. The company is also known for its mega-events that are organized for the dealers and distributors. On the occasion of Diwali, which is the festival of lights Mr. Satish Agarwal, CMD, Kamdhenu Limited addressed the untiring efforts of the people who have collectively worked to make it a successful brand. People across the globe are now familiar with this name. Kamdhenu Limited has always believed in empowering its employees and providing them with a better livelihood. This year also, the officials of the company hosted many events and conferences to acknowledge the efforts and dedication of its dealers and employers.

Like every year, Diwali was also celebrated with full grandeur and verve. While wishing all the stakeholders a happy Diwali, Mr. Satish Agarwal, CMD, Kamdhenu Limited said, "It is my immense pleasure to wish you on this joyous occasion of Diwali 2019. I hope and pray to the almighty that this Diwali may shower you abundant blessings and may the festival of lights add more colour to your lives, both professionally and personally." In his message, he also said, "I also take this opportunity to express my heartfelt gratitude and sincere thanks for your continuous support throughout our business journey."

He also assured that Kamdhenu Limited will continue to



be the best workplace and will offer the best services and will be a loyal associate to its stakeholders and channel partners in the years to come. He once again thanked all its stakeholders for their esteemed support and cooperation. With a hope to make bonds stronger, Mr. Satish Agarwal wished everyone a very Happy, Safe and Prosperous Diwali. While the company keep awarding its best dealers with some incentives, the zealous journey has adorned and inspired many other dealers as well. This motivation has helped the brand to increase its market size and to be the No.1 TMT manufacturing company in India.

The strong business planning and farsightedness of Mr. Satish Agarwal have played an important role in making this brand well-trusted and consumer's favourite. His forecasting not just included the benefits for the company but also for the people who are working hard day and night and are always aligned with the company's latest happenings. By summarizing everything, He wished everyone who is associated with Kamdhenu Limited, A Very Happy Diwali.



Appreciating The Efforts Of Jamshedpur Dealers At Dealers' Meet

Kamdhenu Limited, which is one of India's leading companies that manufacture TMT is reaching new heights. It's continuous and untiring efforts has always been in the news. Nonetheless, the employees, dealers and distributors have always appreciated their way of working and how they acknowledge the efforts of all. Kamdhenu Limited has taken many initiatives to recognize the efforts of the people without whom the success couldn't have been possible. To celebrate the same, a dealers' meet was held in Jamshedpur, Jharkhand. On 28th August 2019, more than 50 dealers gathered at Hotel Kannelite where the dealers were joined by the contractors/petty contractors.

During the event, the participants appreciated the Company's initiative and participated actively.

The event was organised with full splendour and the energy experienced there was overwhelming. The event talked about the journey and success of Kamdhenu Limited as a brand and how it has fulfilled the expectations and dreams of its stakeholders. The event also aimed to encourage the dealers to keep working with Kamdhenu Limited. During the event, the participants were also imparted with the information of the Company's high-quality products and the innovation and new technology that the Company has been using to

make it the best. In this event, the work and dedication of the dealers were also recognized which has eventually made it a successful and the most promising company to work with.

The event was attended by General Manager (Marketing) Mr Y.R. Pandita, Manager (Marketing) Mr Gautam Samata, and Assistant Manager (Marketing) Mr Vikash Ranjan Rauth from Kamdhenu Limited. General Manager (Marketing) Mr Y.R. Pandita said, 'Kamdhenu Limited has now become the country's leading company who manufactures TMT and other high-quality products. I would like to thank you all for your commitment and efforts that you have put in to make it a successful brand.' In his speech, he also added that the company is working on some new plans and policies which are dealers oriented and would soon reveal at the right time and right place.

The event was joined by Mr Rupesh Singh, Director of M/s Mohit Ventures Private Limited, the manufacturing company of Kamdhenu NXT through the license agreement said, "We are proud to be associated with country's leading Company and we will continue providing our best possible support under a licence agreement." Mr Sandeep Gupta, Distributor of Kamdhenu Limited also marked his presence in the event by telling his share of achievements and experiences while working with Kamdhenu Limited. The speech by the officials was then followed by the award distribution ceremony where dealers - M/s Dharam Bhagwati Iron and M/s Vimal Steel were awarded for their persistent efforts. The outcome of the Annual scheme for the F/Y 2018-2019 too has been conveyed to dealers with zeal.



A Motivational Dealers' Meet at Hazaribagh

Kamdhenu Limited, which is now India's largest TMT manufacturing company, is continually transforming to scale new heights while remaining firmly committed to its values. Its innovation and high-quality products have always stood them out in the market. Also, the dealers and distributors share an equal interest in making Kamdhenu Limited a successful brand. Today, people all around the country trust its products. Not just this, but the officials of Kamdhenu Limited have always appreciated the efforts of their stakeholders. To let the dealers know more about the company and its products, the officials organised a Dealers' Meet at Hazaribagh, Jharkhand.

The meet was organised in Hotel Sri Vinayak which was attended by more than 70 dealers. The Company is already been covered by several media companies for their outstanding journey, new ways of business and competency, this event acknowledge it all. Attended by the General Manager Marketing Mr Y.R. Pandita mentioned, "We are investing a lot in our new capabilities; everyone needs to trust the company's policies and plans." He also said, "To lead in this time of rapid change we have sharpened our strategies in the benefit of all." The event was joined by Mr Vikash Ranjan Rauth (Asst. Manager-Marketing), Mr Vijay Kumar (Asst. Manager-Marketing), Mr Nitish Kumar (Marketing Executive) from Kamdhenu Limited. All the three speeches were focused on building the capabilities that are needed to deliver the best. They also discussed the annual scheme for the F/Y 2018-



2019 that pumped up the energies among the dealers. This event which was dedicated to the regional dealers of Kamdhenu NXT at Hazirabagh location focused on motivating them to give their best and contribute towards the success of the company. The event received an overwhelming response. It is always believed that if a group of people shares an equal interest, it becomes easier for any company to achieve targets. Same has happened with Kamdhenu Limited. From officials to dealers, distributors to other stakeholders, all are working together to meet the expectations. Mr Umesh Verma, Distributor of Kamdhenu Limited also became the part of the event. When your work is appreciated, you tend to work harder. To motivate its dealers, the officials organised an award ceremony where many dealers and distributors were awarded. They were happy to get acknowledged by the management.



Celebrating Many Accomplishments at KAMDHENU PAINTS DEALERS' MEET

Kamdhenu Paints is the fastest-growing brand of decorative paints in India. To celebrate the success of Eastern Uttar Pradesh, it has organised channel partners meet on 11th Sept 2019 at Hotel Ramada, Varanasi. The meet was graced by Mr Rajkumar Srivastava, National Marketing Head, Kamdhenu Paints along with more than 350 dealers from Varanasi, Gorakhpur, Lucknow, Kanpur and Patna. On the occasion, Kamdhenu Paints also launched KamoStar and Kamo Superstar range of emulsions for interiors and exterior walls in pack sizes 1 ltr, 4 ltr, 10 ltr and 20 ltr.

In dry and moderate areas, where people are concerned about the walls can use KamoStar Exterior Emulsion which is acrylic copolymer emulsion based wall coating. However, KamoStar Interior Emulsion is a super economy interior paint which is eco-friendly as it does not contains lead, mercury, cadmium & chromium compounds. Kamo Superstar Regular Exterior Emulsion is an economical exterior emulsion and is suitable for dry and humid climate. All the recently launched products by Kamdhenu Paints are of high-quality and promises better performance. Adopting new technology is what Kamdhenu Paints have always believed in.

The Director of Kamdhenu Paints, Mr Saurabh Agarwal said, "We congratulate our dealers for their strong performance and appreciate their efforts in making 'Kamdhenu Paints' a household name in UP and Bihar. With same zeal, we are poised to go higher and grow stronger. Events such as these are vital towards strengthening our ties with our dealers as well as keeping them well informed about the latest technological innovations and products introduced by Kamdhenu Paints. This provides us with an opportunity to not only thank our channel partners for their continued patronage but also obtain a better understanding of their needs and ways to support and collaborate with them."

The dealers and distributors were also acknowledged for their hard work that they have put in making Kamdhenu limited a successful brand. The event was then followed by Gala Night that included cultural activities and a trip to Varanasi was organised for the best performers. Nevertheless, lucky winners from the Lucky Draw were gifted with 2 Wheeler, LED TV, AC, Refrigerator etc. This meet strengthened the bond between the company and its dealers.



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