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# Ispat Sandesh

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January 2014

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 09 Issue: 08 Price: ₹ 1



## CHAIRMAN'S MESSAGE

The New Year celebrations are over. The winter is now beginning to bid us goodbye and a new summer will set in. The scorching Sun will try to burn our body out, but it would not be able to sap our spirit to reach the pinnacle and set the target for others to follow, look us at wonder and try to imbibe our spirits in their respective organizations. We will break our own records and make the previous peaks look pale. This is to be done in unison and with a stronger team effort. Nothing can stop who has the desire to excel and I sincerely believe that you all have that desire in you. I must say, I am very fortunate to have you all within us and genuinely believe that our bond will grow even stronger in the days to come.

Why do we need a stronger bond? As they say, "When the going gets tough, the tough gets going." To simply put, this idiom means that when the situation becomes difficult; people who are strong and enduring work harder to meet the challenge. This is what the current situation warrants. According to Central Statistical Organization (CSO), Indian economy is going to grow by 4.9% in the current fiscal following 4.5% growth in the previous fiscal. The situation is certainly not going to look up in the near future as this is the election year and the new government, even it is a stable one, will take some time to stabilize and chart out its growth plans. Any western disturbance can not be ruled out in the meantime and its impact, as we have seen before, could impede India's growth prospects. Thus, the need of the hour is to prepare ourselves better and leave no scope to improve upon our effort further.

The growth of the steel industry has been subdued, to say the least, in the current fiscal so far. According to Joint Plant Committee, a unit of the Steel Ministry, it grew by just 0.5 per cent during the April-December period. Chances are there that it might go even in the negative zone within this fiscal. When the end-use industry is suffering from a chronic anaemia, how come the supplying industry remain steady? But, you will be delighted to know that our net sales grew by a whopping 82% during the third quarter compared to a year ago. A tremendous pressure was there on the margins for the entire quarter because of costlier raw material, but despite that our net profit improved by 33 per cent. This is a feat which can only be achieved by the sheer hard work, sincere

effort and determination and we have proved our worth this time also.

The construction activity generally reaches its peak in the last quarter and since we are already in the second last month of the current fiscal, we can see that is happening as well. The demand for steel is relatively better now than in the previous months and this could yield better results for us provided we do not let our potential to slip by ourselves. In that case, which would be utterly unfortunate, we will only find ourselves to be blamed. I don't think anybody of us want that.

Similarly, the paints industry has also lost its shine for some time now. The industry has witnessed some slowdown in the last few years due to economic slowdown. Margins are also getting squeezed as a result of the costlier inputs. However, despite the challenging and uncertain macroeconomic condition, revenue from the paints division remained largely flat. There is a need to put in more efforts in this area which would help us to beat the sluggish market trend. There is no denying the fact that there is a pent-up demand in the market for our products and these are bound to move southwards in the coming days helping us to generate higher revenue.

As we all know, we have an unflinching commitment towards our customers to provide the best products at reasonable rates. Multiple efforts are being continuously made to realize this commitment. I can assure that this would not be compromised at any cost at any date. The only requirement is at least maintaining the momentum of our effort and trying to accelerate faster wherever possible. Everything will fall in place!

## Dealer's Meet in Patna

One of the frontrunner TMT manufacturing companies of India, Kamdhenu Ispat Limited is the name of trust and quality across the country. Today the demands for Kamdhenu Products are increasing rapidly in every nook and corner of the nation.

Presently, owing to the rapid growth in the infrastructure sector, Bihar is emerging as one of the big markets of construction materials. The popularity of Kamdhenu products in the state is augmenting well in favour of the increasing market share and sales volume for the Brand Kamdhenu. Kamdhenu Dealers are getting benefitted by this rapid growth trajectory.

With the objective to consolidate its market presence and to go strength to strength, the marketing division of Kamdhenu organizes Dealer's meet in the state at regular intervals. These meets aim to motivate the dealers, go a long way in creating more responsive and pro-active market network.

Recently also one dealer meet was organized in the state's capital city Patna for the dealers of the Gopalganj, Saran and Siwan districts. All the dealers of the three districts reached to Patna, along with the distributor of the area Mr. Ranjit Sarogi to make the event a huge success.

The inspiring presence of GM (Marketing) of Kamdhenu Ispat Limited, Mr. Y R Pandita in the meet was complemented by Mr. Shishir Agarwal, the Director of Dadji Steel Ltd, the manufacturing company of Kamdhenu TMT in Bihar under the license user agreement as well as the Asst. Manager (Marketing), Dadji Steel, Mr. Mukund Sahay.

During the event awards and gifts were presented to best performing Dealers. The future strategy was discussed in the meet and dealers were informed about and coming schemes. Mr. Pandita has assured the dealers for necessary support from the company to perform even better in the future.



## Dealer's Meet in Dehri On Sone

Recently a grand dealer's meet was organized in Dehri On Sone in Bihar. Keeping in view the continuously growing market share of Kamdhenu products in the area, the event was organized with the objective to inspire dealers to achieve higher goals.

The event took place in the supervision of distributor in the area, Mr. Anuj Gupta, proprietor of M/s Tirupati Enterprises and participated by over 70 local dealers. GM (Marketing), Mr. Y R Pandita and marketing official Mr. Vikas Ranjan had represented the company in the event.

During the event, gifts and awards were given away to those dealers, who achieved the entrusted sales targets successfully.





## Engineer's Meet in Karnataka

Kamdhenu Ispat Ltd., one of the leading infrastructure sector companies of India, is a committed enterprise towards quality infrastructure and stronger construction in every parts of India. Company takes it as an uncompromising duty to involve all the stakeholders of construction sector in the process of construction with good quality materials and invites engineers and architects in different forums for awareness generation regarding the quality and benefits of Kamdhenu Products.

On 31st January, 2014 a similar event was organized at Hotel Hampi International, Hospet in Karnataka to promote brand Kamdhenu among Engineers and Dealers of Hospet, Koppal, Gangavathi. The event witnessed enthusiastic participation of more than 120 engineers and dealers of the area. Mr. Mayank Srivastava, Sr. Manager Marketing and Mr. Anuj Tyagi, Asst. Manager Marketing represented the company in this grand event. The event was also attended by distributor in the area Mr. Pankaj Agarwal, proprietor M/S Ambica Iron & Steel (hyb) Pvt. Ltd.

Some of the dealers made their presence in the meet include, Mr. D.P Joshi, M/S Balaji Hardware, Hospet; Mr. M Seenappa, M/S Pragati Steels, Hospet; Mr. Katta Deepraj, M/S Pawan Steels, Hospet; Mr. Mushir

Ahmed, M/S Metro steels, Hospet; Mr. Anand, M/S Lakshmvienkateshwara Steel, Hospet; Mr. Iqbal, M/S HNF Perfect Hardware, Hospet; Mr. Raghu, M/S Swastic Steels, Hospet; Mr. Tejaram Patel, M/S Rajlaxmi Traders, Koppal; Mr. S.B Choudhary, M/S Mahadev Steels, Gangavathi; Mr. Sunil Sirigiri, M/S Samukh steels, Gangavathi; Mr. Anand, M/S Keloji Hardware, Gangavathi and Mr. Prakash, M/S Gourish Trading Company, Gangavathi.

Mr. Anuj Tyagi introduced all the dignitaries and delivered the welcome address followed by a comprehensive presentation about the company's high quality standards, existing product portfolio and future plans. He emphasized on the core marketing strength of the company and encouraged all participants to keep supporting the KAMDHENU brand.

Mr. Mayank Srivastava gave an insight about the history of the company highlighting the illustrious success of Kamdhenu TMT bars all over India. Underlining the quality wise superiority of Kamdhenu Products over other competing brands, Mr. Mayank Srivastava elaborated upon the strong marketing support that the company provides to its dealers. Meanwhile a video clip, made in English depicting details on company and its products, was played which

helped the participants in having better understanding.

Mr. Pankaj Agarwal emphasized Kamdhenu's strong dealer network, grown over the years. He thanked all the participants for attending the engineers' meet programme and hoped that this event would go a long way in consolidating Kamdhenu brand in market and increasing sales volume.



Mr. Vachaspati sharma  
M/s Sharma Cement Store  
Reasi (J&k)  
M. 09419164397

Mr. Pankaj Sood  
M/s. Delhi Stores  
Bus Stand, Rohru, Shimla,  
Himachal Pradesh  
M. 09816040557

Mr. Rajesh Kumar  
M/s. Nand Lal & Sons  
Main Bazar, Shahtalai,  
Bilaspur, Himachal Pradesh,  
M. 09418785213

## Incentive Trip to **SINGAPORE**



One among the top paint bands of India in decorative segment, Kamdhenu Paint is fast becoming a favoured brand for customers in different parts of India. A brand offering wide variety of quality products catering to varied consumer profiles and every kind of customer preferences, Kamdhenu Paints has emerged as the fastest growing paint company in the country.

Presently Kamdhenu paint is supported by a strong network of 4000 dealers across the country and company as its paramount ethics always treat its dealers as important allies towards success. With the objective to acknowledge and reward the effort put by dealers, the company regularly comes up with incentive schemes for the performing dealers. These incentives help in motivating the dealers and rejuvenate the marketing channel of the company.

Recently, from 11 to 17 February 2014, Kamdhenu Paints organized 6-days Incentive Trip to Singapore for Uttarakhand Dealers. The dealers, availed the chance for this trip, are proprietors of M/s. Dhaniprem Builders, M/s. Chabhra Hardware, M/s. Subham Traders, M/s. R.K. Paints, M/s. Pandey Hardware and M/s. Chunnil Lal Devraj. This touring team of dealers were accompanied by Mr. Mayank Kumar Manglik, Branch Head Haldwani, Kamdhenu Paints.

The very first day of arrival to Singapore the team toured Singapore city in the daylight. Having an exciting experience of the metropolis of Singapore they saw Swissotel, the Stamford one of the tallest hotels in the world, Parliament House and City Hall and visited Mount Faber for a splendid view of the harbor and the city of Singapore. The same night they went for Night Safari in the world's first safari park for nocturnal animals having over 2,500 animals in their naturalistic night time habitats.

On second day the touring team boarded the Star Cruise Virgo for 2 nights and experienced the marvelous luxury. The life on cruise went on for third day too and it is only forth day lunch time when they put their feet on land. On fifth day the team visited Sentosa Island enjoying a cable car ride as it glides over the rain forest. The exciting tour of Sentosa Island included visits to Underwater World and the Dolphin Lagoon. Here they also enjoyed "Songs of the Sea", a world-class water show features dramatic effects, water jets, lasers, burst of fire and foot-tapping music in an underwater setting. On the last day of tour the team toured at Universal Studio theme park.

The team came back with memorable moments for life and renewed sense of purpose to work harder towards achieving higher and celebrating bigger.



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## KAA DUM

• DOUBLE RIB  
• DOUBLE STRENGTH  
• DOUBLE SAFETY

## KAMDHENU

# SS 10000



KAMDHENU SS10000  
WITH DOUBLE RIB