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## Kamdhenu Group wins 'WORLD'S GREATEST BRAND AWARD'



The momentum of consistent success of Kamdhenu Limited, the most renowned and progressing company of Indian infrastructure sector, has continued throughout the year 2015. In a time when the growth-rate of realty & construction sector was slow, Kamdhenu managed to achieve an impressive growth. In the year 2015 company had not only launched new products but also consolidated its position in overseas markets. The well established brand in the Indian construction material market, Brand Kamdhenu is now getting acceptance and accolades at international level.

In the month of December, 2015 Kamdhenu Limited had been conferred with the 'World's Greatest Brand, 2015—Asia & GCC' in the Iron and steel category in a star-studded event held at Jumeirah, Dubai, which was received by the directors of the Company, Mr. Sunil Agarwal and Mr. Saurabh Agarwal. The award ceremony was a part of the two day Indo-UAE Business Summit 2015 that saw some of the brilliant minds from Asia converging. The most powerful leaders from all genres of Business, Politics, Sports, Entertainment and Fashion were seen at the summit. Kamdhenu was adjudged the Best Brand in 'Iron and Steel' segment owing to increasing brand equity, operational excellence, superior innovation quotient, quicker time to market and overall customer delight.

This event turned into twosome happy occasion when the Kamdhenu Director Mr. Sunil Agarwal had been honored with 'World's Greatest Leader,

2015—Asia & GCC'. Mr. Sunil Agarwal is among the founder members of Kamdhenu Limited, who is taking the company to new heights of success and glory.

The franchisee business model of Kamdhenu is the thriving example of the genius of Mr. Agarwal, which helped the Company towards rapid growth path, while ensuring the reach of branded Kamdhenu product of assured quality to millions of customers. Strategizing the franchisee alliance with the competent companies in the regional steel market, presently Kamdhenu is providing better technology, training and market reach to more than 50 companies towards fast-paced growth. Both the awards to the Company and to the Director can be seen as the endorsement of superior quality and marketing strategies of Kamdhenu by the Global Corporate Players.

Accepting the award, Mr. Sunil Agarwal in an official statement said, "The award reinigorates our commitment to excellence and further inspires us to serve our clientele with the best in class Iron and Steel solutions. With the sharpest brains and the most contemporary technology by our side we will keep innovating for yet superior products with an unwavering focus on adding value to our customers' businesses. Kamdhenu has come a long way to become 'A part of your daily life' and will further go a long way to touch many more lives."

## Engineers endorse Kamdhenu SS 10000

The No. 1 TMT manufacturing company of India, Kamdhenu Limited is renowned for providing India's only authorized double ribs TMT rebar, KAMDHENU SS 10000 in the Indian market. Brand Kamdhenu has achieved the top slot among even the big brands by introducing the epitome of innovative technology and international quality, KAMDHENU SS 10000 in Indian Market. Receiving an unprecedented support from the consumers, within just two years of its launch KAMDHENU SS 10000 had registered glorious presence in all the major markets of entire north as well as west India.

In its tradition to propagate awareness for better and stronger construction, Kamdhenu Limited organized an Architect & Engineer Meet in Alwar district of Rajasthan on 18th December 2015. The



event organized with the support from Kamdhenu Sales promoter M/S Garg Steel and the local Dealer Naveen Agency; Alwar was enthusiastically attended by the architects and engineers of the district in good numbers.

Along with Mr. Yogesh Verma, Sr. Manager (Quality and Product), many other officials including Mr. Amit Kalra (Sales & Marketing Manager), Mr. Manish Soni (Sr. Marketing Officer), Mr. Vishal Saxena (Executive Marketing), Mr. Honey Gopaliya (Executive Marketing) and Mr. Deepak (Quality-In-Charge, Jaipur) attended this event representing the Company.

During the event Kamdhenu Officials informed the invited architects and engineers about the superior quality of KAMDHENU SS 10000. Detailing upon the double strength and double safety features of this premium product, the Kamdhenu officials gave to the point answers to the queries of the architects and engineers. After knowing about the quality and benefits of KAMDHENU SS 10000 all the architects and engineers endorsed its use for safer and stronger constructions.



## Consumer Awareness Programme in Rajasthan

The most appropriate TMT rebar for 100% earthquake safe constructions, KAMDHENU SS 10000 provides more than double stronger concrete bonding in comparison to the ordinary products, thereby provides double safety to the buildings. On 21st December 2015 a Consumer Awareness Programme was organized in Bansur of Alwar District of Rajasthan with the objective to propagate awareness about this unique product among the Masons and contractors of the area. The event, organized with the inspiration of Kamdhenu Sales promoter M/S Garg Steel and active support from the local dealer M/S Kishan Cement Agency, Bansur, was attended by the construction persons of the neighbouring areas in huge numbers.

The Kamdhenu officials who represented the Company in this event and contributed towards creating awareness among the participating construction persons were Mr. Manish Soni, Sr. Marketing Officer along with Mr. Vishal Saxena and Mr. Honey Gopaliya, Marketing Executives. The respected engineer of the area Mr. Jai Singh Meena and popular political person Mr. Mukesh Yadav were the Chief Guests of the programme.

During the Consumer Awareness Programme Kamdhenu Officials gave the information about the Company to the masons and contractors and afterwards explained the special features of KAMDHENU SS 10000 and their benefits regarding the strength, durability and earthquake safety. The questions asked by the participants were replied with proper explanations and appropriate details. This Consumer Awareness Programme had good effect on enhancing awareness level about KAMDHENU SS 10000 and increasing its demand.





## Kamdhenu Paints started manufacturing unit in J & K

Kamdhenu Paints, the new-age decorative Paint brand of India, is continuously gaining popularity across the country. Becoming the favourite paint brand of modern generation Kamdhenu Paint products are decorating the interiors and exteriors of millions of houses in the length and breadth of India. With an aim to deliver the best quality at the best price a wide range of Kamdhenu Paint products are manufactured at the highly modernized state-of-the-art unit located at Chopanki, Bhiwadi; including Exterior Emulsions, Interior Emulsions, Acrylic Distempers, Enamel Paints, Cement Paints, Wall Primers & Putty, and Texture & Designer Finishes, Stainers, PU, Wood Finishes and Metallic Finishes.

Kamdhenu Paints is having a robust marketing network of over 4000 paint dealers across India. At regular intervals, the Company organizes events to motivate its channel partners and involve them in participatory marketing strategies formulations. With the similar objective an Annual Channel Partners Meet of the paint dealers of Jammu & Kashmir was organized on 10th January 2016 at 17 Miles Hotel, Jammu. Along with the Director of Kamdhenu Paints, Mr. Saurabh Agarwal, the National Marketing Head, Mr. Rajkumar Shrivastava and Marketing Head- Jammu & Kashmir, Mr. Subash Nanda made their presence in this Meet. Over 300 paint dealers from all across the Jammu & Kashmir had participated in this event.

While addressing the paint dealers on this occasion, the Director Kamdhenu Paints, Mr. Saurabh Agarwal said, "The Company always treats the paint market of J&K as one of the

priority territories. Displaying hard-work and consistent performance, the Dealers of Jammu & Kashmir has proved that the confidence of the Company on this territory is absolutely right. Overtaking many of the old and established brands, today Kamdhenu Paints has reached on third rank in Market Share in the state. To facilitate unhindered and regular supply of Emulsion products of Kamdhenu Paints, Company has started a plant in Jammu with M/S K. C. Mines & Minerals, in which high quality Paints will be manufactured using advanced technology. Additionally Kamdhenu Paints has also launched new products like, construction chemical and wood finish range in the J&K Market. With this new plant, we are taking strong steps towards new heights of success in the New Year."

During the event, Mr. Rajkumar Shrivastava, National Marketing Head said, "Kamdhenu Paints endeavor to offer best paint solutions to every category of the consumers according to choices and needs. I am pleased to inform you that now Kamdhenu Paints is also offering Wood Coating as well as Water Proofing products. You all are must be knowing that, there is a huge market for Wood Coating and Water Proofing products in the state. I have full confidence that by promoting our both the new ranges, Kamowood and Kamo dampproof, you could also get a good hold on this chunk of the market."

During the event, some of the dealers were awarded for their significant achievements. The names of the awardees include, M/S Vikas Traders, M/S Sanjeev Hardware, M/S Gupta Traders, M/S Vishal Agencies, M/S Rahul Hardware, M/S Sharma Traders and M/S Mahesh Traders.



# Kamdhenu Colour Max for DREAM ROOFING SOLUTIONS



Kamdhenu Colour Max are one of the latest offering in Indian Market by Kamdhenu Limited, the World's Greatest Brand in Iron and Steel Segment. Creating ripples in then existing roofing solutions market of the country at the time of launch backed by supreme quality, robust market network and reasonable pricing Kamdhenu Colour Max has carved a niche for itself in a very short duration. Today Kamdhenu Colour coated Sheets as well as pre painted products are available in all the major markets of Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana and Rajasthan apart from the selected outlets in every states in central and western India.

In accordance of the long tradition of Kamdhenu Limited signifies with the motto of "quality, innovation and trust" Kamdhenu Sheet products are also made from carefully selected raw materials observing strict quality adherence policies. The pre-painted galvanized sheet or galvalume sheet used to make Kamdhenu Colour coated sheets are uncompromisingly 1st grade. Manufactured through eco-friendly process using rust-free galvanized material, Kamdhenu offers quality roof-sheets ensuring secure and long-lasting roofing solution.

Due to its exceptionally good quality Kamdhenu Colour Max exhibits Low maintenance and exceptional corrosion resistance features. These products are having high resistance to weather and can safely withstand harsh weather conditions and strong wind. The strong locking system of the product ensures durability under dynamic load, strong wind up lift and adverse weather conditions. Comfortable round the year in every geographical locations and giving ultimate protection from weather these products are thermally efficient and thereby keep the interior cozy and comfy in scorching summer and freezing winter. Having capillary groove to ensure completely leak-proof roofing, Kamdhenu Colour Max also offers wide range of accessories and rain water system to achieve customer satisfaction.

Highlighting the all weather comfort aspect of the product Mr. Sunil Agarwal, Director, Kamdhenu Limited explained, "The 75% of heat enters a house from the roof and only 25% from the walls. This is because the roof is exposed the most and for the longest period to solar radiation. Offering the users comfort and energy saving on cooling, the advanced high reflective coating used in Kamdhenu Colour Max reduces roof temperature up to 20% in summers. Apart from this, Kamdhenu Colour Max take very less cooling time after sunset and save on energy and expanse on cooling at night."

The colour coating used in Kamdhenu Colour Max are not only high reflective, these are aesthetically appealing too. These versatile colour metal products make the building look stylish and elegant. Making dream housing a reality by offering wide variety of colours for selection, while complying with international RAL system- the international standard for the colours used in architecture, construction, industry and road safety, Kamdhenu Roofing products are having an upper-hand to other competitive products.

Featuring flexible designs, attractive colours and environment friendly features; Kamdhenu Colour Max are the assurance for fire proof, strong, safe and durable roofing. Providing optimum coverage of space and ensuring accurate thickness, width and length these products leverage symmetry thus smooth installation. With high strength to weight ratio, Kamdhenu Colour Max are cost effective too. Offering the choices of in 3 distinct designs, including hi-rib profile sheet, tile profile sheet and corrugated sheet; Kamdhenu Colour Max are available at competitive prices in the range of 0.35 mm to 0.60 mm thickness. All variants of Kamdhenu Colour Max offer rich aesthetic colour options to choose from.

For trade enquiry for sheets

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