

CHANNEL PARTNER MEET IN PATNA



One of the biggest manufacturers of TMT bars in India, Kamdhenu Ispat Ltd is the name of trust and superior quality across the country. The demand for Kamdhenu products are growing steadily in every part of India.

Due to rapid infrastructural development and construction works in Bihar, the state is growing significantly as a big market for construction materials. The popularity of Kamdhenu products in the state and good brand perception among consumers and builders are adding in the increase of market share of the Kamdhenu products, thereby benefiting the dealers with good returns and growth. With the objective to consolidate the presence and position in Bihar Market as well as to motivate the dealers, marketing division of the Company organizes dealer's meet on regular basis.

Accordingly, the Annual Channel Partners Meet 2014 was organized in the capital city of Patna, Bihar by Kamdhenu Ispat Ltd. The grand event, organized at Hotel Maurya on 28th June, 2014 was attended by more than 350 distributors and dealers from all over the state.

The occasion was graced by the presence of Director of the Company Mr. Sunil Agarwal along with Sr. GM (marketing) Mr. S

B Sharma, GM (Marketing-Bihar Division) Mr. Y R Pandita and Sr. Manager (Brand Promotion) Mr. Chandan Goswami. In the event, the directors of Dadiji Steels Ltd, the manufacturing Company of Kamdhenu TMT in the state under license, Mr. Ramesh Gupta and Mr. Binay Singh made their appearance along with Mr. Vijay Gupta, Mr. Shishir Gupta and Mr. Vibhor Shingh.

The director of Kamdhenu Ispat Ltd, Mr. Sunil Agarwal appreciated the participating dealers for their efforts and achievements. He said, "Hard work always brings good results. You all have helped the Company in grabbing a decent market share in the state. But we must remember that we have very good possibility to expand and grow further in Bihar. So we have to keep on doing good work and achieve higher."

During the event, prizes, certificates and gifts were given to best performing dealers of the state. Many entertaining programmes were also presented in the event. In the meet, dealers were informed about the future strategies and coming schemes of the Company. GM (Marketing-Bihar Division) Mr. Y R Pandita gave the assurance to the dealers of every necessary help from the Company and motivated them to work towards better performances.



Incentive Trip to Thailand

One of the top companies in decorative paint segment in India, Kamdhenu Paints is known for its widest range of paint products and superior quality on competitive price. Supported by millions of satisfied customers across India, today Kamdhenu Paints has become the fastest growing Company in decorative paints segment. Company as a stringent business policy, always treat its dealers and distributors as important partners in its success and time and again offer incentives and encouragements to the performing dealers.

Similarly from 23rd to 28th July, 2014 a 5 days / 4 nights incentive trip to Thailand was organized by the Company, in which a total of 50 Kamdhenu Paints Dealers had participated. Among the touring team, around 40 dealers were from Himachal Pradesh while 8 were from Lucknow and one was from Bhopal.

The prominent dealers who participated in the programme included, M/s. Kuldeep & Company, Himachal Pradesh, M/s. Bali Ram Sharma & Sons, Himachal Pradesh, M/s. Faziabad Lime Agency, Lucknow, M/s. Shashwant Paints, Lucknow and M/s. Nathan Traders, Bhopal. From the Company, Mr. Nihal Rapta, Branch Mangar, Himachal Pradesh, Mr. Lovejeet Singh, Manager Brand Promotions and Mr. Shahzad Ahmed Khan, AM – Lucknow also accompanied the team.

During the stay in Pattaya, Dealers enjoyed the tour of Coral Island in a private speed boat. Next day they visited the world's biggest jewelry and gems center, Gems Gallery in Pattaya as well as experienced a leisurely walk in and around Nong Nooch Garden, Pattaya Floating Market. In their stay in Bangkok, the dealers had a fun-filled City tour, including visit to Marble Temple and Golden Temple and shopping at Indra market. On the fourth day of tour the dinner on board Chaophraya Princess Cruise was an enchanting and memorable experience for the visitors.

Mr. Nihal Rapta, Branch Mangar, Himachal Pradesh informed the dealers from the state that, "Today Company has reached among the

top 5 Paints companies in the area." He thanked the touring dealers for their valuable support to the Company.

The favorite Southeast Asian vacation center, Thailand was explored by the steels dealers of Kamdhenu group as well. A fascinating destination to the tourists, holiday makers and vacationers from around the world, Thailand indeed unfolded an incomparable enjoyable moments and memorable indulging to the visiting team.

This Thailand tour was organized by Kamdhenu Ispat Ltd with the objective to motivate the best performing steel dealers from Punjab. The tour, organized from 25rd to 30th July, 2014 offered the 39 steel dealers of the state a fun-filled 4 night- 5 days stay in the capital city Bangkok and beach city Pattaya during the tour period. Mr Chandan Goswami, Sr. Manager (Brand Promotion), Kamdhenu Ispat Ltd also accompanied the touring team.

The touring team of steel dealers had a very good time with their family and peer-group among the exotic locations of Pattaya and Bangkok city. The trip was very successful in its objective to motivate the dealers and strengthen the ties between the Company and its channel partners.



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Engineers appreciate Kamdhenu Products

Kamdhenu Ispat Ltd, the leading infrastructure sector Company of India, has organized a meet of engineers and architects in Bilaspur, Chhattisgarh in accordance with the awareness programmes the Company undertakes across the country for various stakeholders engaged in construction activities. This grand event, organized at Hotel Anandam Imperial, Bilaspur, was attended by 30 retailer's engineer from the district.



Mr. Vishal Agarwal, Marketing Manager has represented the Company in the meet. The chairperson Mr. Deepak Agarwal and the secretary Mr. N P Gupta of the Engineer's Association were also graced the occasion with their presence among the participating engineers.

During the event, the officials of the Company elaborated upon the superior quality of Kamdhenu products. The participating engineers enthusiastically asked many questions and received the answers with clarity. After knowing about the quality aspects and thereby advantages of Kamdhenu products, the engineers appreciated these products and voiced their willingness to use these for better and safer constructions.

CAP in Chhattisgarh

One of the frontrunner companies in construction sector in India, Kamdhenu Ispat Ltd is trusted for the superior quality of its products across the country. Company organizes Consumer Awareness Programmes on regular intervals in different states, with the objective to increase the awareness level about the Kamdhenu products among the persons connected to construction field. In the same line, recently two consumer awareness programmes with contractors and masons were organized at Bilaspur and Dantewada districts in Chhattisgarh.

The Consumer Awareness Programmes organized at Kota, Bilaspur was attended by more than 40 contractors and mason of the area.

Mr. Sunil Agrahari, from the local dealer M/S Agrahari Traders, played a praiseworthy role in the organization of this event.

The second Consumer Awareness Programmes at Gidham, Dantewada was also attended by more than 40 contractors and mason of the district. The active participation of Mr. Neeru ji from local dealer M/S Uttam Hardware in organizing the event help the programme in achieving its intended objectives.

The marketing manager of the Company, Mr. Vishal Agarwal participated in both the events and disseminated the information about the Company among the participating contractors and masons. Mr. Agarwal explained about the unmatched quality of Kamdhenu products and answered the queries of the participants with patience and clarity. Participating contractors and masons were found the programme very useful and used the occasion to understand the issues thoroughly. Participants expressed their intent of using Kamdhenu products in their upcoming projects.





Himachal appreciates KAMDHENU SS10000



KAMDHENU participated in Steel long products summit



The latest and premium product of Kamdhenu Ispat Ltd, the leading infrastructure sector Company of India, KAMDHENU SS 10000 is the pioneering product in the country featuring double ribs and double strength for double safety. The experiment by the reputed engineering institute of India, IIT Roorkee established the fact that KAMDHENU SS 10000 is capable of lending 254% stronger bond strength to concrete in comparison to ordinary bars. Besides unmatched strength, KAMDHENU SS 10000 has unique seismic design for much better earthquake resistance.

Like the other parts of India, the demand for KAMDHENU SS 10000 is growing steadily in Himachal Pradesh too. With the objective to further promote KAMDHENU SS 10000, the guaranty for safer construction, in the state a contractor's meet was organized in Solan. The event organized at Himani Hotel & Restaurant on 29 May, 2014 was attended by more than 40 enthusiastic contractors of the locality. From the Company, Mr. Rakesh Misri, GM, Mr. Balwant Singh Chaudhary, Sr. Manager (Marketing), Mr. Sunil Sain, Sr. Manager (Marketing) and Mr. Amit Shukla, Marketing Executive participated in the event. The Distributor of KAMDHENU SS 10000 Mr. Mohan Agarwal and Dealers from Solan Mr. Gaurav Mittal and Mr. Saurav Mittal from M/S Mittal Hardware were also made their presence.

Mr. Sunil Sain, Sr. Manager (Marketing) had welcomed the contractors and shared the information about the Company with them. Mr. Rakesh Misri, GM elaborated upon the superior quality and international technology of KAMDHENU SS 10000 with the help of a power point presentation. After that he answered all the queries of participating contractors. At the end, Mr. Mohan Agarwal, Distributor had thanked all the contractors for their patient participation. All the contractors expressed happiness over the useful information they received and voiced their keenness to use KAMDHENU SS 10000 in future.

Kamdhenu Ispat Ltd, one of the biggest manufacturers of TMT bars in India, is a name of repute not only among the consumers and construction companies but also to the peers. The director of the Company Mr. Sunil Agarwal is an acclaimed personality and expert on steel long products. It is but natural, Mr. Sunil Agarwal was a esteemed invitee in the Steel long product summit 2014 organized on 18th July, 2014 at Shangri-La's-Eros Hotel, New Delhi.

Many senior personnels from the Company including, Mr. Dilip Mehra (Sr. GM Business Development), Mr. Vivek Maheshwari (AGM Business Development), Mr. Amit Soni (AGM Brand Promotion) and Mr. Chandan Goswami (Sr. Manager Brand Promotion) accompanied the director, Mr. Sunil Agarwal in the event.

Participating in the inaugural Session, Mr. Sunil Agarwal expressed his valuable observations on the changing dynamics of the Market Scenario in construction segment from the Past to Present. Further he gave his insightful inputs on the Future of the steel long product in construction segment.

Mr. Sunil Agarwal pin-pointed the huge opportunities of growth in India and underlined the need of innovation to enhance speed as well as quality of constructions. To motivate the big players to invest more resources in R&D and technological up-gradations Mr. Agarwal suggested that, "There is a need to sensitize market players on quality parameter and also propagate the awareness in the consumers for the same; so that market could accommodate the premium pricing for the innovations and better solutions."