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Kamdhenu became Indian Power Brand 2016



The brand value of Kamdhenu Limited, one of the most reputed companies in steel segment, is on the rise day after day. Testimonial to this fact, Kamdhenu Limited has recently received **Indian Power Brand, 2016 Award**. This very prestigious award was given to the companies on the basis of a comprehensive and detailed study of various factors related to brand value by Indian Council for Market Research and Franchise India. After the assessment of 684 leading brands of India Inc in 47 categories; the declaration of Kamdhenu Limited as the recipient of this coveted award undisputedly proved that Kamdhenu is the most reputed brand of Indian Market.

One the most powerful symbols of Brand excellence nation-wide, **Indian Power Brand, 2016** was bestowed at Hallmark Power Brand Summit, organized on 16th July, 2016 in New Delhi. Among the many dignitaries present on this occasion included Dr. Harshvardhan, Hon. Minister, Science & Technology, Govt. of India and Cine-star Neha Dhupia. This was the third opportunities in a row within the span of less than 9 months for Kamdhenu Limited to receive an illustrious award on big platforms.

Previous to this, Kamdhenu Limited was announced winners of **World Greatest Brand, 2015 Award** organized in Dubai in December, 2015 as well as **Asia's Most Promising Brand, 2016 Award** organized in Bangkok in the month of March, 2016.

Kamdhenu Limited has exceedingly good brand equity in all over India and to uphold it repute the Company invests substantial resources on the research and innovation. Company not only provides the superior most product-range in India and overseas markets, but it also do so on exceptionally competitive prices. Kamdhenu Limited practice franchise model of branding to ensure the better quality products to the customers at less cost. After establishing itself as the most influential brand in Indian construction material market, Brand Kamdhenu is being recognized and admired at global level too.

During the summit, a trophy and certificate along with the title of Indian Power Brand was presented to the Company, which was received by the Directors, Kamdhenu Limited Mr. Sunil Agarwal and Mr. Sachin Agarwal. In admiration of the powerful brand image of Kamdhenu Limited on this occasion, it was spoken that, "Kamdhenu Limited is known for pioneering advanced technologies and innovative business strategies. The Company

has provided better technologies, training and market accessibilities to more than 50 competent companies in TMT manufacturing sector. This step has not only revolutionized the steel segment in India, it has also helped millions of consumers in getting trusted Kamdhenu TMT rebars of assured quality. Due to its unmatched quality and consumer-centric services, presently Kamdhenu is the **No.1** top selling TMT brand."

After receiving the award the Director, Kamdhenu Limited, Mr. Sachin Agarwal said, "I thank all the stakeholders in the growth of the Company on this prestigious occasion. This award is an inspiration to Kamdhenu for keep marching ahead on the road to excellence. Our commitment to provide superior services and products in the field of Iron & steel solutions has become more profound from this moment onwards".

Answering to the questions of the press-reporters, Mr. Sunil Agarwal said, "The conferral of **Power Brand Award** is the indication of our continuous success in providing superior steel products at competitive price to our customers. The repute Kamdhenu represents today is the outcome of the trust of so many millions in this brand. We will keep reaching to new markets and new consumers while keeping this trust factor intact."

Fabricators admired Kamdhenu Structural steel and pipes

Kamdhenu Limited is providing perfect steel solutions to the infrastructure industry of new age India. The contribution of Kamdhenu Limited in the construction sector is considered the best. With superior range of steel products, extensively used in a variety of construction types, the Company has carved a special niche in the market across the country. The industrial structures, flyovers, bridges, dams, transmission line towers, underground platforms in metro railways, thermal and hydro power plants and many other building projects prefer to use Kamdhenu Structure Steel to get rock solid strength.

To popularize Kamdhenu structural steel products and Kamdhenu steel pipes in Chhattisgarh a Fabricator Meet was organized in the Mungeli District with the support of Mr. Sandeep Daga, Kamdhenu Distributor M/S Maheshwari Steel and the local Kamdhenu Dealer Mr. Sandeep Lunia from M/S Rahul Enterprises, Mungeli. Over 55



fabricators participated in the meet and got the knowledge of quality and range of Kamdhenu products.

From the Company Mr. Abhishek, Mr. Chamkour Singh, Mr. Rajeev Chandrakar, Mr. Nitin Shrivastava had attended the meet. Mr. Arvind Daga of M/S Maheshwari Steel also made his presence in the event. During the Meet he informed the fabricators that; "There is a range of shapes and sizes available in Kamdhenu Structural Steel that includes; Channels, Flats, Angles and Beams. Apart from these Kamdhenu Steel pipes are another very popular construction material."



Punjab Dealers on Thailand Tour

Known for Quality, Trust and Innovation, Kamdhenu is the No. 1 Top selling TMT brand of the country. The Company is enjoying a robust market network in every part of the country. Kamdhenu dealers always offer quality services to the customers and Kamdhenu Limited highly regards their contribution in the growth of the Company. To motivate the dealers towards better performances, the Company offers beneficial and rewarding incentive schemes on regular intervals.

In Punjab, recently a 6-days incentive tour was organized for a total of 47 dealers of the state to the world famous tourist destinations of Thailand. Held from 10th July to 15th July this tour included the staying and sightseeing in Bangkok, the capital city of Thailand as well as Pattaya, the gorgeous beach-town. Represented the Company Mr. Himanshu Sharma accompanied the touring team.

All the dealers and distributor had lots of fun during their 4 night/5 days stay in Thailand. During their 1 night 2 days stay in Bangkok, they stayed in Hotel Holiday Inn and visited famous tourist places, gem jewellery factory, temples and did shopping. In Pattaya during their 3 night stay in Hotel Nova Platinum, they spend very relaxing time, visited coral island and watched famous Alcazar Show.

During the trip the bonding between the channel partners increased many-folds and they spend considerable time together exchanging their thinking and understanding of market and business strategies. This way the tour played an important role in motivating the team of performing dealers to go for even bigger goals and higher targets.



Delhi declared KAMDHENU SS 10000 is the best



The No. 1 TMT manufacturing company of India, Kamdhenu Limited is the only authorized manufacturer of premium double ribs TMT rebar, **KAMDHENU SS 10000** in the country, using the most advanced technology of UK. **KAMDHENU SS 10000** is the most appropriate product for 100% earthquake safe construction. Yielding 254% stronger bond with concrete in comparison to ordinary bars, **KAMDHENU SS 10000** gives double safety to the constructions.

Recently a Mason Meet was organized in Delhi to enhance awareness about the product among the contractors and masons of the capital city. More than 80 Construction persons enthusiastically attended this Meet organized at the premise of local dealer M/S Sunrise Steel, Main Dhansa Road, Rawta Mor in Delhi on 13th July, 2016.

The mason meet organized with the support of the local dealer Mr. Rishi Dagar and Kamdhenu Distributor Mr. Anil Sharda. Kamdhenu Sales Promoter, Mr. Rajinder Garg from M/S Satum Steel Pvt. Ltd. along with many Kamdhenu personnel including; Mr. Sushil Bhardwaj, AGM, Mr. Vijay Shankar Sr. Sales Manager and Mr. Saurabh Yadav, Marketing Manager had participated in the event.

Speaking about the benefits of the product, Mr. Rajinder Garg said, "**KAMDHENU SS 10000** is the best TMT available in the India for earthquake safe stronger constructions. It can provide the strength up to 10000 Psi with appropriate concrete mix, which is much higher than other products." Mr. Sushil Bhardwaj, AGM, Kamdhenu Limited further added that, "Double ribs TMT rebars are being used in all the advanced countries of the world for stronger and safer constructions. Considering the earthquakes at regular intervals in recent past, double ribs rebar should be used in India also. You must remember that, **KAMDHENU SS 10000** is the only authorized double ribs TMT rebar in the country promising double safety and double strength." Knowing about the product, after being explained by the Kamdhenu officials, participating masons and contractors said that **KAMDHENU SS 10000** is certainly the best.



Darjeeling Trip for Bihar Sub-Dealers

The No.1 Top selling TMT brand of the country, Kamdhenu is very popular in every part of Bihar, in line of its popularity across the country. Presently Bihar is undergoing a big change and everywhere in the state housing and construction activities are taking place. To cater the huge demand for quality construction materials in the rural and interior part of the state, Company is utilizing the extended army of its channel partners in form of Sub-dealers. These sub-dealers associated with Kamdhenu dealers play a very important role in ensuring the reach of Kamdhenu products to the consumers from semi urban and rural areas.

On 17th of July, 2016 a meet was organized to discuss marketing strategies with these sub dealers and recognize their good work towards increasing the market penetration of the brand as well as giving services to consumers near to their places. This Meet was a part of the 3 Nights/4 Days Trip to the beautiful hill-station Darjeeling. The trip and meet was organized under an incentive scheme with the support of Kamdhenu Distributor M/S Radika Enterprises and two Kamdhenu dealers namely; M/S Goenka Trading Khagaria and M/S Gupta Trading Company Maheshkote.

About 60 sub-dealers got the opportunities to go on this fun-filled trip to Darjeeling. Both the dealers Mr. Navin Goienka and Mr. Ajay Gupta accompanied the touring team. The event was also attended by Mr. Mukund Sahai, Assistant Manager, M/S Dadiji Steels the manufacturing Company of Kamdhenu TMT under license in the state. On the evening of the meeting, gifts, awards and rewards were distributed with zeal and zest among the participating Sub-dealers.





The manufacture of top selling TMT Brand in the country, Kamdhenu Limited is an acknowledged segment leader. The Company believes in leading with example and so it always put resources to create awareness for safer and stronger construction. Recognizing the important role played by mason in making a safe dwelling for common people, Company organizes Consumer Awareness Programmes on regular basis, with the objective to increase the awareness level among the persons connected to construction field about the benefits of using high quality construction material from a brand of repute like Kamdhenu. In the same line, recently a mega consumer awareness programmes for masons was organized at Sitamarhi district in Bihar.

This Mega Mason Meet organized on 16th of July, 2016 in Hotel Sidhi Vinayak, Sitamarhi was attended by a whopping gathering of 1500 masons. All the leading dealers in the area participated in this meet with enthusiasm. Everyone was excited and thrilled to see the grand arrangements made for this mega event with support of M/S Dadiji Steels, the manufacturing Company of Kamdhenu TMT under license in the state and Kamdhenu Distributor of the area M/S Kusum Trading Company, Sitamarhi. First time in Bihar such a huge gathering of Masons was seen in any event and the atmosphere of the Mega Meet was full of festivity and praises of scale and arrangement of the event.

Kamdhenu Wins the Heart of Bihar

The participant attended the Mega meet with patience and aptly listened to the presentation made by Kamdhenu personnel about the insight of the Company, Kamdhenu products and their quality parameters. Speakers explained the benefits of using Kamdhenu products for better construction. This Mega Mason Meet was addressed and attended by Mr. Y R Pandita, GM-Marketing and Mr. Vikash Ranjan Rauth, Sr. Marketing Officer; along with Kamdhenu distributors Mr. Ramesh Kumar Sunderka and Mr. Abhishek Sunderka.

Giving very simple and accurate speeches, all the speakers moved and motivated the masons. Mr. Y R Pandita said on this occasion, "Being one of the core components in any construction work, TMT bar is a crucial construction material on which strength and longevity of the building depends. In highly earthquake prone zones of India, the importance of superior quality TMT rebars manufactured using advanced technology is all the more. As the leading TMT Manufacturing Company of India, Kamdhenu is relentlessly invest in technological upgradation and world-class innovation for the safe constructions across India. Enjoying the trust of customers all around today Kamdhenu TMT has become the most selling TMT rebar in the country."

Praising the masons and contractor on the vital roles they are playing, Kamdhenu distributors Mr. Ramesh Kumar Sunderka said, "Kamdhenu products are trusted for its superior quality and today the consumers all over the India prefer Kamdhenu TMT bars." Praising the good works of the dealers of the area, he further said, "the dealer of the Samastipur is performing well and I have every reason to believe that if he works in the same way we surely achieve new height of success in this area."

Answering the queries of the masons, Kamdhenu officials elaborated on important aspects of Kamdhenu Products and explained why these products are better than the other products of competitive brands. This event has been endorsed as the most fruitful event ever happened by the participant. These masons of Bihar said in unison that Kamdhenu wins their hearts.



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of the Month**

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