

Ispat Sandesh

India is a country of limitless opportunities of growth. The conviction on democratic values, peace and social harmony is the core of Indian spirit. With big young population ratio, India is enjoying demographic dividends. Indian youths constitute a motivated, hard-working and capable workforce aspiring to achieve growth and success for themselves and the nation. Therefore, the world perceives India, as the fastest growing economy of the 21st century. Capitalizing on the opportunities, India succeeded in realizing the fast growth-rate and in the first decade on the century achieved rapid development, illustrated accomplishments and encouraging hopes for the future.

But for the last few years, the rate of growth has been sluggish. India has lost many opportunities of growth and Indian economy has been losing its sheen because of instability of currency as well as cut down of foreign

New **BUDGET,** New **HOPES**

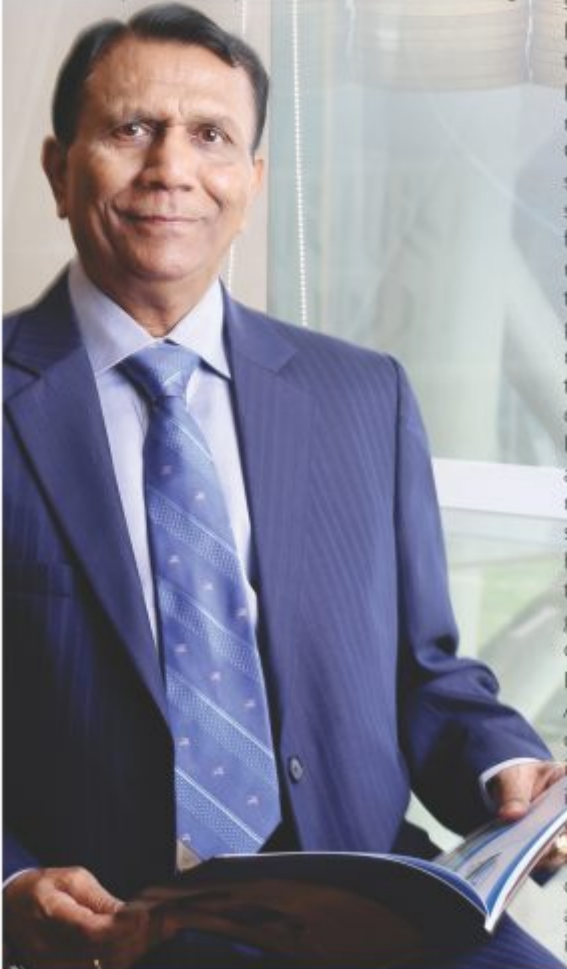
investments. Experts believe that the delay in taking up many important economical and policy related decision by previous government has caused this slow down of economy in the country. In this scenario people are having high hopes from the present day full-majority stable government after so many years. People are waiting with expectation for the new budget by present government. Kamdhenu Ispat Ltd is an esteemed name of Indian Construction Sector. Company has been playing a very significant role in addressing the need of superior quality construction materials for fast paced urbanization and modernization of India. Company, through its Pan India dealer network, is providing world-class construction material manufactured by latest technology in adherence to stringent quality standards. The CMD of Kamdhenu Ispat Ltd, Mr. Satish Agarwal is an expert of repute on issues and nuances related to Indian Infrastructure sector. In his opinion, "New budget must have many tangible decisions favourable to infrastructure sector so that the sector get boost in coming out of present slow down."

Elaborating on his statements Mr. Agarwal added, "For last two years, depressing mood in construction sector is prevailing. In one hand, the infrastructural development has become snail-paced. On the other hand, the disposable income of middle class has decreased due to inflation, which has adversely affected the realty sector. The investment in construction sector has

decreased and the rise in dollar price and crude oil price has resulted in price rise of decorative paints and other imported objects. These factors have distressed the entire sector."

Kamdhenu Ispat Ltd, one of the frontrunner infrastructures sector companies of India, is continuously achieving a formidable growth-rate regardless of this lean period for the sector. The inspiration behind this continuous growth of the company, the CMD Mr. Agarwal feels that, "the effort to minimize the fiscal deficit by the new government would go a long way in stabilizing economy. This will help the government in relocating resources for infrastructural development and also foreign investors would regain their faith in Indian market. This jointly would result in strengthening the construction sector; once again. Steps like, relaxation in Income tax and control over inflation could facilitate realty sector to reclaim its glow. If government would reduce the import tax and supports paint sector, then it would help further in making houses more affordable to people. By ensuring availability of coal, government can give the necessary support to steel industry."

New budget is giving new hopes to all and Mr. Agarwal believes that "in coming time the demand for construction material will steeply rise, due to the favorable environment for fast paced constructions all over. This is the time to get oneself prepare for the opportunity." If his views will hold true, then undoubtedly good days are ahead for Indian construction sector.



Incentive Trip for KAMDHENU PAINTS dealers



One of the top companies of the decorative paint segment in India, Kamdhenu Paint is continuously gaining ground in different markets to augment substantial market share. Kamdhenu paints as a paramount business philosophy always treat its dealers as important associates in its growth story and recognize their contribution towards better consumer relationship and market share. Times and again many awards and rewards programmes are being run for the dealers of Kamdhenu Paints by its pro-active sales and marketing divisions.

Similarly, to reward the dealers of Haldwani, Uttarakhand in recognition of their good work in the previous financial year, Kamdhenu Paints has organized a 3-day incentive trip, commenced between 16 to 18 June. This incentive tour gave the dealers to have fulfilled tour of Mumbai city life as well as pilgrim to Shirdi with their families. In the first two days, the dealers with family enjoyed Essel World, Film City Tour & Local Sight Seeing of Mumbai including Gateway of India and Marine Drive and then they proceeded to holy shrine at Shirdi for the third day.

A total of 25 member team participated in this trip including top prominent dealers M/s. Suresh Chand Anil Kumar from Ram Nagar, M/s. Sanwal Builders from Haldwani and M/s. New Azad Paint from Haldwani. Mr. Mayank Manglik, Branch Manager (Haldwani Depot) had accompanied the team during the trip. After the successful completion of the tour, Mr. Mayank Manglik thanked the Dealers for their hardwork and the support they gave to the company. He expressed happiness for dealer's participation in the trip.

One among the top six companies of the decorative paint segment in India, Kamdhenu Paint is continuously becoming favourite to the consumers of Haryana and in the process gaining a substantial market share. This growth is due to wide range of choices and superior quality of Kamdhenu Paints Products, but the contribution towards better consumer relationship of Kamdhenu Paints dealer is also played an important role in making the company among one of the top brands.

Kamdhenu Paints as its guiding policy always complements its dealers for their efforts and times and again many awards and rewards programmes are being run for them by Kamdhenu Paints. For rewarding the dealers of Haryana in recognition of their good work in the previous financial year Kamdhenu Paints has organized 3-days incentive trip to Vaishno Devi Temple, Jammu.

On 27th June a special Volvo was arranged for the trip of 40 member team constituting Dealers from Ambala and their families to Vaishno Devi and return. The Top Dealers Participated in this Trip include the proprietors of M/s. Shri Krishna Trading Company, Dhand, M/s. Agarwal Building Material Store, Ambala, M/s. Shri Balaji Trading Company, Kharkhoda, M/s. Bansal Traders, Kundli, M/s. Batra Paints, Gohana and M/s. Haryana Paints, Gohana.

Mr. Deepankar Sharma, Marketing Head (Haryana) and Mr. Bhupinder Singh - Branch Manager (Ambala Depot) of Kamdhenu Paints also joined the incentive trip with the dealers. The dealers and officials of company spend candid time together and this helped in bridging even stronger bond among them towards shared goal of growth.

In the end of the trip Mr. Deepankar Sharma thanked the Dealers for their support to the company and praised them for their contribution in growth of the Company. He motivated them to keep up with good work and continue their full support to company in future.

Haryana Dealers visit VAISHNO DEVI





Kamdhenu Meet in Udaipur

Kamdhenu Ispat Ltd, the leading infrastructure sector company of India, is a name of repute for the trust and high quality of its products. On account of this strong trust of consumers towards the brand Kamdhenu, the products of the company are in huge demand in every corner of the country. Today Kamdhenu is one of the biggest manufacturers of TMT bars having its dealership network across the country.

Kamdhenu products are very popular in Rajasthan and the dealers in the state are getting benefitted by this popularity and keen acceptability of brand Kamdhenu. With the objective to strengthen company's market position even further, marketing division of Kamdhenu organizes dealer's meet at regular intervals.

With the purpose to motivate the dealers of Rajasthan, a grand dealer's meet was organized at hotel Radisson, Udaipur on 14th

June. More than 120 dealers from the different parts of state participated in the meet. Mr. Sunil Agarwal, Director of Kamdhenu Ispat Ltd along with Mr. Dilip Mehra, Sr. GM of the company graced the occasion. The Directors of Raghuvveer Metal Industries, the manufacturing company of Kamdhenu TMT in the state under license, Mr. Rajkumar Pokharna, Mr. Anil Pokharna, Mr. Pushpendra Pokharna and Mr. Sunil Pokharna also made their presence in the event.

Praising the role of dealers of the state for the success in the Rajasthan market, the Director of Kamdhenu Ispat Ltd Mr. Sunil Agarwal said, "The height Kamdhenu has attained is the outcome of your efforts and hard-work. But we also must not forget that to be ahead of all others, we need to keep up with good works. You all have the capacity to go further and achieve higher. The company has full faith in

your ability and therefore we give you all the necessary support to win over the market."

Amidst the thundering claps of participating dealers Mr. Sunil Agarwal added, "Rajasthan is the land of brave -hearts. Here people go to every extent to fulfill their promises. I have complete trust that when you promise a target, you work with full commitment to achieve that."

Senior GM Marketing of the company, Mr. Dilip Mehra discussed with dealers about new market strategies and informed them about new targets for ongoing financial year. He assured all the necessary help to achieve this target. The best performing dealers in the previous financial year were honoured and prizes were given to them. A fun filled lucky draw was also organized and all the present dealers were given gifts accordingly.



Turn your wall into a masterpiece



KAMDHENU
PAINTS

**Dreamz
Colour**

Di'Xe Rang Deswaron Pe



Kamdhenu Rocks Raipur



Today the products of Kamdhenu Ispat Ltd, one of the biggest manufacturers of TMT bars in India, have become the first choice for trustworthy construction across the country. The company's track record of providing world-class products according to market needs with unmatched quality has won the trust of consumers in its favour. Hence a sustained demand for different Kamdhenu products is being experienced in all parts of the country which are being addressed promptly and aptly by strong pan-India network of dealers of the company.

Adhering to best of the corporate policies, Kamdhenu Ispat Ltd respects all its dealers as the true associates and the foundation of company's success. Time to time company comes up with profitable schemes for the dealers and motivates the best performing dealers by awarding them on their accomplishments. With the objective to establish direct dialogue with dealers even the Directors and senior officials participates in Dealer's meet organized at different states.

A similar such direct dialogue between senior officials of Kamdhenu and its dealers was witnessed during the grand dealer's meet in capital city of Chhattisgarh, Raipur at hotel The Gateway on 31st May. The magnificent ceremony; commenced in the presence of Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd and GM Marketing, Mr. Sushil Chaudhary; were attended by more than 250 dealers and distributors enthusiastically. These participants include dealers across the Chhattisgarh and some parts of Madhya Pradesh and Maharashtra.

The directors of Lingraj Steel and Power Pvt. Ltd, the manufacturing company of Kamdhenu TMT bars in the state under license, Mr. Siddheshwar Prasad Agarwal, Mr. Ganesh Agarwal and Mr. Suresh Goyal were also participated in the event.

Congratulating the dealers for the success of Kamdhenu in all the three states, Mr. Sunil Agarwal, director Kamdhenu Ispat Ltd said, "The trust of consumers on Brand Kamdhenu is our biggest strength and the most valuable asset. We have to keep this trust at all the cost. The company gives utmost importance to the quality of the products and better services. I have full confidence that you all dealers would never fail in giving better services to your customers."

Later on, the GM marketing of the company, Mr. Sushil Chaudhary told about the new market strategy to the dealers. After informing the dealers about new targets for the ongoing year, Mr. Choudhary assured the dealers on behalf of company to give all the necessary help towards achieving the targets. In the afternoon a motivational session was conducted by Mr. Vivekanand Vivek and after participating in this session the dealers felt new energy in themselves. Some entertaining programmes were also presented during the event. The best performing dealers of previous financial years were honoured and awarded in the presence of all the participants. During the meet, a lucky draw was organized and all the present dealers were given gifts.



Mr. Vivek Bhai
Shree Krishna Hardware Centre
Opp. - Dharma Super Market
N. H. 8, Kim Char Rasta
Talluka - Mangrol
Distt. - Surat, Gujrat
Mob. No. - 09924131026

Mr. Alkesh Patel
Shree Bahuchar Paints & Hardware
G-62, Tirupati Market
Bhabhar, Distt. - Banaskantha
Gujrat
Mob. No. - 07802017344

Mr. Tara Chand Bhai
Shree Ram Traders
Near Odhav Bus Stand
Odhav, Ahmedabad
Gujrat
Mob. No. - 09998725416