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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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## With great pomp and show, Kamdhenu Paints concludes Target Ka Badshah 5 in Dubai

After proving their mettle and being known as the leading paint companies of India, Kamdhenu has become the trustworthy name in decorative paints as well and has succeeded in becoming the choice of innumerable household and industrial consumers. Stepping forward towards success, the company is widening their initiatives to offer a healthy business environment to the channel partners so that they can work with their full zeal, endeavor and positive energy. Target Ka Badshah is one such initiative to boost the channel partners and dealers.

This year, TKB celebrated its 5th season and the company has gone beyond the boundaries to add more verve to it on an international soil. Dubai, the glittering desert of the royals was selected to be the hosting country. This is the first time when TKB has been celebrated on such a massive scale overseas, which also set a record. In the star studded event, celebrities like Shilpa Shetty, comedian Sunil Grover and singing heartthrob Kanika Kapoor were the talk of the town.

First ever time in India, any paint company has organized such an event at such a scale to encourage their channel partners. In this respect Mr. Satish Agarwal, CMD, Kamdhenu Limited said, "To work forward with energy and encouragement has been the work

culture of Kamdhenu Limited and this is what has made the company to shine amongst the league of other paint companies of India in a short span of 8 years. Along with the contribution of the employees of the company, the victory shares its credit with our esteemed dealers and channel partners."

Addressing the channel partners, Mr. Sunil Agarwal, Director, Kamdhenu Limited, shared his thoughts and said, "To cheer those who have proved their mettle to take the company to such heights is our one of the prime concerns and responsibilities and we have always tried to fulfill that. We have chosen Dubai to host the award ceremony and gala event because it is known as the jewel of the tourism world and our dealers would feel elated to be here. This celebration is the festival of Kamdhenu Paints's success."



Mr. Saurabh Agarwal

"We appreciate our will to begin such an event like TKB and in a short time, it has reached to its 5th season. Undoubtedly, we are looking forward and are all set for many more seasons coming our way. We believe in working with all our abilities and celebrate our win with equal energies."

# Kamdhenu Paints Diamond Club Dealers Award



The award ceremony was held during the celebration of Target Ka Badshah-5, a sparkling event full of glamour and spirit. The talented actor and successful businesswoman Shilpa Shetty distributed the awards along with the top management of the company. The popular comedian Sunil Grover aka Guththi thrilled the night with laughter and light moments. The dealers were overwhelmed with such an encouraging attempt by their company. They learned management skills from the spokespersons of the event from Kamdhenu Limited.

The awards were distributed in three categories. The winners of the diamond club are as follows: 1. M/s Roshan Lime Company, Chandoli, Varanasi, 2. M/s Shri Vrindavan Marketing, Hisar, Faridabad, 3. M/s SK Traders, Dehradun, 4. M/s Sumit Sale, Haldwani, 5. M/s Vihan Traders, Ludhiana, 6. M/s Bhagwati Hardware & Marble House, Haldwani, 7. M/s Suresh Chand Anil Kumar, Haldwani, 8. M/s Saluja Paints and Ply, Raipur, 9. M/s Mukesh Kumar Lokesh Kumar, Hapur, Ghaziabad, 10. M/s Pragati Paints, Rajkot, 11. M/s Punjab Hardware Paint Store, Rai Bareilly, Lucknow, 12. M/s New Jagmag Paints & Sanitary Company, Patna, 13. M/s Aadinax Enterprises, Ludhiana, 14. M/s Rizwan Paints and Rope Stores, Lucknow, 15. M/s Bansal Colors Private Limited, Shahdara, Delhi, 16. M/s Gupta Paints, Meerut, 17. M/s Vipin Kumar Udit Kumar, Haldwani, 18. M/s Maa Lakshmi Stores, Patna, 19. M/s New Sameer Paints, Ghaziabad, 20. M/s Ravindra Hardware, Raipur, 21. M/s Anil Traders, Rajasthan.

# Kamdhenu Paints Gold Club Dealers Award

1. M/s Khandelwal Paints and Chemical, Ghaziabad, 2. M/s Bharat Hardware and Sanitary Store, Lakhimpur, Lucknow, 3. M/s Pent House, Banda, Kanpur, 4. M/s Dhaniprem Builders, Haldwani, 5. M/s Gupta Paints Store, Sonipat, Ambala, 6. M/s Aamod Electric House, Patna, 7. M/s Unique Enterprises, Sultanpur, Lucknow, 8. M/s Madan Mohan Daripa, Bankura, Kolkata, 9. M/s Durga Paint Store, Haldwani, 10. M/s Lakshmi Marble House, Mahoba, Kanpur, 11. M/s Adarsh Hardware & Paints, Barabanki, Lucknow, 12. M/s PG Sales, Agra, 13. M/s Faizabad Lime Agencies, Faizabad, Lucknow, 14. M/s Arunodaya Agencies, Raipur, 15. M/s Munimji Paints, Bulandshahr, Ghaziabad, 16. M/s Shri Krishna Paints & Color House, Patna, 17. M/s Nagrukhra Color House, Kolkata, 18. M/s Raja Paints, Patna, 19. M/s Pooja Traders, Gobardanga, Kolkata, 20. M/s Chunnilal Devraj, Haldwani, 21. M/s Ganesh Traders, Parvanu



## Excellence Award



**AWARD FOR EXCELLENCE**

Mr. Rajkumar Srivastava  
- National Marketing Head





## Kamdhenу LW + launched to give full proof security from dampness

**KAMO DAMPGUARD**  
ADVANCE WATERPROOFING TECHNOLOGY

सीलन और शोरा को  
छुपाओ नहीं, सुधारो!



Kamdhenу Paints is counted among the top paint companies of India. It has progressed into a diverse range of products and every product has established a huge customer base. Kamdhenу Paints has entered in the league of leading decorative paints segment in the recent past. The best thing about the company is that it shares its achievements and accomplishments with the channel partners.

Adding to the range of their waterproofing products, Kamdhenу Paints have again come up with another fine product 'Kamoproof LW+' and 'Kamocrete URP'. The products are lately launched in Delhi which are regarded as the best products of waterproofing division. These not only help the house or the building from dampness but also secure the TMT bar and plaster from being moist. As a result, it helps in safeguarding the structure's roof from being cracked resulting in their long life.

The company has appointed M/s SRDM Sales Private Limited as the stockist and the distributor for the sales and distribution of these products. And with consistent hard work, they have further appointed 50 dealers to sell the products. The dealers are conspicuously working hard and outstandingly to fetch customer satisfaction and connect with the new product of Kamdhenу in the market.

These products act as tonic in the foundation, beam, columns, pillars, roof, interior and exterior of the structure giving them exceptional strength and safety from clamminess.

For any kind of trade inquiry, please contact  
Mr. Deepak Mittal on 9871812888.

### Lucky draw winners

Target Ka Badshah-5 successfully concluded in Dubai leaving one of a kind impact on the minds of everyone. The channel partners were optimistic, elated and delighted to be awarded on an international platform and this has added a lot to their abilities to do better in future.

**The Queen: 1st Prize-** Maruti Celerio VXi- M/s Unique Enterprises, Lucknow, **2nd Prize:** Rs. 1 Lakh- M/s Bulhawal Cement, Jalandhar, **3rd Prize:** Rs. 50 Thousand, M/s Shri Venkateshwar Sales and Plywood, Vijaywada

**The Princess: 1st Prize -** Renault Kwid, M/s Amar PVC Industries, Raipur, **2nd Prize-** Rs. 75 Thousand, M/s Vajpayee Traders, Patna, **3rd Prize-** Rs. 40 Thousand, M/s Loknath Vishwanath, Patna

**Single Entry: 1st Prize -** Royal Enfield Bullet 350, M/s Taj Iron and Hardware Store, Jabalpur, **2nd Prize -** Rs. 50 Thousand, M/s Zulfigar Mussagar, Indore, **3rd Prize -** Rs. 30 Thousand, M/s Shyam Tools, Rajkot



### Best Supporting Dealers



M/s. Bulhawal Cement Corporation, Jalandhar, M/s. Baba Hardware & Paints, Orissa, M/s. India Hardware, Kolkata, M/s. Goyal Traders, Delhi, M/s. Bansal Paints & Marble House, Ghaziabad, M/s. J. J. Traders, Indore, M/s. Bhatia & Sons, Dehradun, M/s. Pradhan Ji Paints, Ghaziabad, M/s. Chiranjilal Shiv Prasad, Ambala, M/s. Rajasthan Paints & House, Jaipur, M/s. Sangal Paints & Hardware Store, Ghaziabad.

### Highest Value Sale Distributor Award

1. M/s. Anil Chhabra (Hanumangarh)
2. M/s. Nanda Builders (Jammu)