

Ispat Sandesh



Kamdhenu Ispat Ltd., manufacturer of the largest selling TMT brand of India is known for its quality and innovation. For last many years winning trust of the customers in the way to emerge as the segmental leader, Kamdhenu TMT has carved a niche in India by introducing advanced product variants like 500D. These TMT products have the ability to mitigate the quantum of harmful impurities of Sulphur and Phosphorus up to 0.075% thus providing extra strength to withstand harsh weather conditions resulting in enhanced life span of the structures. These variants are in addition to the other variants of TMTs as Fe-500 and Fe-550 duly being manufactured conforming to the latest BIS specifications.

Manufactured in over 50 production units across the country, using advanced technology, Kamdhenu TMT is considered as an essential construction material for strong and durable building by millions of satisfied customers. Himachal Pradesh, being an earthquake prone area, the benefits of using the quality TMT rebar is immense, and so Kamdhenu TMT is highly favoured by most of the builders as well as majority of the retail customers in every corner of the state.

With the aim to help the consumers of the state in constructing stronger earthquake resistant houses, the Company is regularly working in the state towards increasing awareness about different variants of Kamdhenu TMT products, making these very successful and well known in Himachal. With the help of the marketing unit of HP and all the channel partners in the state, Kamdhenu TMT is continuously increasing its market share.

After the recent successful Launch of **KAMDHENU SS10000** and a very successful financial year regarding the sales of Kamdhenu TMT, to celebrate the enthusiastic outcomes and discuss the strategy for the future, the Himachal Pradesh Dealer Meet was organized at hotel Park Plaza, Zirakpur on 9th May 2015. The event was attended by all the distributors and dealers in the state totaling to approximately 250 participants. The Director, Kamdhenu Ispat Ltd., Mr. Sunil Agarwal had graced the occasion with his presence. In the event many Kamdhenu personnel including the GM, Mr. Rakesh Misri were also present. The directors of the manufacturing companies of Kamdhenu TMT under license, Mr. Ashok Raja and Mr. Ajay Agarwal from M/S Him Alloy & Steel Pvt. Ltd. and Mr. Anuj Gupta from M/S Radiant Casting also attended the event.

During the event, the Director, Kamdhenu Ispat Ltd., Mr. Sunil Agarwal expressed condolences to the earthquake victims in the neighbouring country Nepal. He said, "Kamdhenu has the deepest concerns for the safety of human lives and properties and considering the regular phenomenon of seismic activities in Himalaya, we must work for increasing the use of quality TMT rebars in constructions activities in Hilly areas and foothills. We must educate the consumers about the importance of the selection of high quality Kamdhenu TMT products for their safety. We must consider ourselves not just the businessmen but the messengers of safety of innocent public."

During the event Trophies were distributed among the best performing dealers for their achievements. A fun-filled lucky draw was also organized and all the participants were given the gifts as per the draw. In the late evening the event concluded with a very entertaining dance programme followed by cocktail and dinner.



Raipur Let its Imagination Shape

Kamdhenu Ispat Ltd., the leading infrastructure sector company of India, represents a number of product verticals in construction material segments; including TMT rebars, Structural Steel products, Roofing Sheets, Decorative Paint products, PVC pipes and Plywood etc. like all the Kamdhenu products, Kamdhenu Structural Steel products are known for its quality and affordability.

Offering a wide range of sizes and specifications all the four popular product categories of Kamdhenu Structural Steel, Beams, Channels, Angles and Flats are offering durable, hassle-free and cost-effective structural solutions. Admired by big construction sector developers and retail consumers alike, Kamdhenu structural steel products are in good demand across the India.

A relatively new state, Chhattisgarh is undergoing a very fast paced progress and a lot of construction work is taking place here, making it a significant market for the Structural steel products. With the objective to increase the market share of Brand Kamdhenu even further in the state along with Madhya Pradesh, a dealers and distributor's Meet was organized in the capital city Raipur on 19th May 2015.

The Meeting held at Hotel Babylon Inn, Raipur was attended by a number of personnel from the Company; including Mr. S B Sharma



(SGM, Marketing), Mr. T K Pandey, Mr. Vipin Agrawal, Mr. Pradeep Goyal, Mr. Saurav Nath, Mr. Alok Mishra, Mr. Avneesh Rajput and Mr. Sandeep Paikra. The name of distributors having participation in the event included, Mr. Raghav Sarda, Mr. Chandresh Khandelwal, Mr. Niraj Agarwal from M/S Sohanlal & Sons, Mr. Niraj Jindal & Mr. Amit Shukla, Mr. Sandeep Daga, Mr. J P Agarwal and Mr. Naresh Rathee.

During the Meeting many important decisions took place, of which one of the major decisions was going more aggressively in the market with increased number of dealers in the states of Chhattisgarh & Madhya Pradesh. It was decided that according to the potential of a specific area more number of dealers would be roped in and the network will be developed and strengthened suitably. It was agreed that dealers would fill their dealer form within the stipulated time in view of smooth functioning. It was also decided that the area of M/S Archana Steels, Raipur would be increased and the distributor was given full support to develop sales matching the potential of the area.

As per the legacy of quality and innovation, the representatives of the Company assured about continued emphasis on quality of material. Reflecting the best of business practices the participants in the meeting voiced agreement on the Open policy on rates. With the objective to reach to more number of the customers it is agreed that next phase of Advertisement like wall painting, shop boards etc. would be handled on priority. The meeting concluded with renewed hope to work towards growth and excellence.





Kamdhenu Paints Splashescolour in HP

The fastest growing paints company of India in decorative segment, Kamdhenu Paints manufactures and supplies a wide range of paint products catering to the needs and choices of every kind of consumer groups. Company has a robust Pan-India marketing network consisting of over 6000 dealers.

Famous for its eco-friendly paint products and rich array of colour options, Kamdhenu Paints has become the preferred paint brand of consumers of Himachal Pradesh, the beautiful state situated in the lap of mighty Himalaya. The paints dealers of the state are also very enthusiastic about the continuously growing demand of Kamdhenu Paint products. This enthusiasm of dealers of Himachal was reflected in the recently organized 6th Annual Channel Partners Meet by the state unit of Kamdhenu Paints.

This two-day event organized on 9th and 10th May, 2015 at Tarika Jungle Retreat in Chhail, Himachal Pradesh, was joined by more than 100 paint dealers from all the areas of the state. Some of the senior personnel of Marketing Division, Kamdhenu Paints including, National Marketing Head of Kamdhenu Paints Mr. Rajkumar Shrivastava, GM (North) Mr. Shailendra Veer and the RSM Mr. Nihal Rapta made their presence in the Meet to represent the Company.

One of the prime objectives of this 6th Annual Channel Partners Meet was to honour and inspire the best performing dealers of Himachal Pradesh with "Achievement Awards" for meeting the biggest sales target during the financial year 2014-15. The recognition and awards motivate all the channel partners to work harder and get better results. During the event, first prize was given to M/S Ganesh Traders, Parwanoo and second prize was given to M/S Kuldeep Kumar & Co.,



Barmana. M/S Amit Iron store, Nurpur got the third prize while M/S S. K. traders, Chanaur and M/S Khera Associates, Rajgarh received fourth and fifth prizes consecutively.

The National Marketing Head, Kamdhenu Paints, Mr. Rajkumar Shrivastava thanked the dealers for their support to the Company. He said, "With our collective effort today Kamdhenu paints is counted as one of the biggest paint companies in the state. Company is continuously growing in Himachal for the last 6 years and there is a positive inclination among the consumers towards Kamdhenu Paints Products." Motivating the paint dealers to perform even better in the current financial year, Mr. Rajkumar Shrivastava added, "Kamdhenu Paints Products stand ahead of competitive brands on the scale of quality and pricing. We must not forget that our company's presence in the state is only 6 year long and many of the consumers are still not know about the special features of our products. We have a big opportunity to grow and if you work whole heartedly we can easily achieve 30 to 40% annual growth."

Concluding the event the officials of Kamdhenu paints said that, "in the future also the Company would provide many opportunities for better performance to its dealers and provide all the necessary help in increasing the market share. Who did not get the awards this time can get it next time through their hard-work and persistence."





KAMDHENU SS10000, the latest and premium product of **India's No. 1** TMT manufacturing company, Kamdhenu Ispat Ltd. Is the only authorized double rib TMT rebar of the country. The best suited product for 100% earthquake safe construction, **KAMDHENU SS10000** features double strength than ordinary bars and thus gives double safety to the constructions. With the objective to enhance awareness among the construction workers about the superior earthquake resistance and double strength of **KAMDHENU SS10000**, manufactured from high quality billets using advanced international technology of UK, 3 consecutive mason meets were organized in Rajasthan.

These awareness programmes organized in the Jaipur and Alwar Districts from 14 to 16 May were enthusiastically attended by the contractors and masons of the surrounding areas. Along with the Senior Marketing Officers of Kamdhenu Ispat Ltd. Mr. Manish Soni and Mr. Mukesh Sharma, many other officers including Mr. Ekeshwar Sahu, Marketing officer and Mr. Vishal Saxena, Executive Marketing had participated in these awareness programmes. The sales promoter in these areas, M/S Satum Steels Pvt. Ltd. and Distributor M/S Ganpati Steel Corporation provided the praiseworthy contributions towards making these events successful.

On 14th May, first of the three mason meets were organized at Paota of Jaipur district with the support from Distributor M/S Ganpati Steel Corporation and the local dealer M/S Goyal Iron Store, Paota. The famous builder of the town Mr. Vijay ji was the Chief Guest of the event. Mr. Manish Soni informed the gathering during the event that,

Construction persons welcome **KAMDHENU SS 10000**



"**KAMDHENU SS10000** provides 254% stronger bonding with the concrete. Due to its unique double ribs design it can provide the strength up to 10000 Psi with appropriate concrete mix, which is much higher than other products." In the end of the session, Mr. Mukesh Sharma and Mr. Ekeshwar Sahu gave answers to the questions of contractors and masons about the product.

A similar awareness programme was organized at Shahjapur of Alwar District on 15th May with the support of the Sales Promoter M/S Satum Steels Pvt. Ltd. . The management of the mason meet was looked after by the local dealer M/S Mahavar Steels. The reputed builder of the area, Mr. Giriraj Ji was the Chief Guest of the event. During the event, explaining the special feature of **KAMDHENU SS10000**, Mr. Mukesh Sharma said, "Due to its innovative double ribs design **KAMDHENU SS10000** provides double and two sided unique interlocking grip over the concrete, which can easily withstand even the high intensity tremors of earthquake."

At Rajgarh of the Alwar District another mason meet was organised on the next day, 16th May in which masons and contractors of nearby areas were eagerly participated to get information about **KAMDHENU SS10000**. The respected dealer Mr. Hari Shankar Ji was invited as the Chief Guest in this event, organized with the support of Sales promoter M/S Satum Steels Pvt. Ltd. and the local dealer M/S Rama Iron Store, Rajgarh. Making the mason aware about the importance of using the product, Mr. Manish Soni said, "**KAMDHENU SS10000** is very crucial for the construction of earthquake safe stronger constructions. Advising the consumers to use this product is a duty of every responsible construction person." During the meet Mr. Mukesh Sharma and Mr. Vishal Saxena answered in detail to all the technical questions of invitees.



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