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TARGET KA BADSHAH



Kamdhenu paints, one of the top companies of the decorative paint segment in India, is known for trusted quality and best of business principles. Augmenting a significant market share in various markets within very short period, Kamdhenu paints offers its customers the widest range of world-class paint products at competitive prices. The assortment of Kamdhenu paint products addresses every segment of consumers and provides best decorative paint solutions according to their budget, choice and requirements.

As a firm business policy, Kamdhenu Paints always treats its dealers as important associates. Admiring their crucial role in reaching to consumers, Company launches innovative incentive

schemes to reward the performing dealers time and again. These incentive schemes, intended to motivate performing dealers to do even better while inspiring all the dealers, have always been received with enthusiasm by the dealers.

This year too, the Company had launched its biggest dealer incentive scheme of the year in the month of August offering its performing dealers a chance to participate in the Bollywood Star Night organized at Aambi Valley City, Lonavala near Mumbai and spending 2 nights/3days there.

According to the scheme, all the dealers, those have lifted the paint quantity equal to or more than the mentioned quantity in the scheme and cleared all outstanding account, had been invited

to the scenic location of Lonavala to participate in the super entertaining event "Kamdhenu Paints Target Ka Badshah"; organized on 9th and 10th November, 2014.

More than 400 dealers, selected as "Target Ka Badshah" from all

areas. Making the exotic experience in the scenic beauty of Loanavala more memorable, the entertaining programme started at 6 in the evening.

In the beginning of the event Kamdhenu Paints Super Star Awards



over the country, reached to Mumbai airport on 9th November. At airport, first class transportation arrangement to the Aambi Valley City was provided to all the invitees. During the daytime participating dealers enjoyed the view of the resort and surrounding

were given to the dealers. Testimonial to the highest contribution of the performing dealers; these awards were distributed by the Chief Guest of the event Ravina Tandon, the National Award Winning famous film actress.

Awarded Kamdhenu Paints Dealers from all over India



The Topper of Target Ka Badshah - M/s. Santosh Machinery (Haldwani)

The other winners of the event include M/s. Mukesh Kumar Lokesh Kumar (Ghaziabad), M/s. Jindal Enterprises (Nihalsingh Wala, Ludhiana depot), M/s. S. K. Trading Company (Dehradun), M/s. Shree Vrindavan Marketing (Hissar, Faridabad depot), M/s. Punjab H/W Paint Store (Lucknow) and M/s. Roshan Lime Company (Varanasi) and other.



In her charming way Ravina Tandon inspires the dealers with her words of encouragement and motivation during the awards ceremony. Afterwards the phase of big party and matchless entertainment unfolded. Kamdhenu Paints Target Ka Badshah, Bollywood Star Night thrived with the glamorous presence of celebrities and stars from Film and TV industries.

The Famous TV anchor Hussain Kuwajerwala and the gorgeous Dipti Sadhwani had brilliantly hosted the show. The mesmerizing live performances of famous actresses like Huma Qureshi and Shefali Zariwala at the event compelled all the dealers present at the event to tap the feet and dance on the tune. The dancers of Sumit Vinod Dance Troupe had also presented fascinating performances during the event.

The Indian Idol fame, beautiful singer Drishti Saran presented some beautiful songs in her melodious voice during the evening. The live





target prediction by renowned Tarot Card Consultant, Anubha Gupta was a major attraction of the event, in which many dealers had enthusiastic participation.

The 2nd day of the event was started with breakfast at Lagoon Beach of Ambli Valley. Thereafter, the guest took participation in a rain dance party with cocktail on live DJ.

After lunch at the auditorium, the Kamdhenu Paints Designer Gallery was unveiled and presented to the viewers.

On this occasion the CMD of the Company, Mr. Satish Agarwal and Directors, Mr. Sunil Agarwal and Mr. Saurabh Agarwal appreciated the good work of paint dealers and thanked them for their enthusiastic participation in the scheme. Addressing the clapping and cheering dealers, they assured that Company would very soon launch another incentive scheme for them.

At 6.30 evening, the entertaining events of the 2nd day started. At the beginning, Kamdhenu Paints Super Star Award-2 and Kamdhenu Paints Wacky Awards were given to the winning dealer by the hands of Ex Miss World Diana Hayden. During the event a fun-filled lucky draw was organized, in which participating dealers were given a chance to win motorbike, mobile phone, AC, refrigerator, washing machine etc.

After that, the Famous host, the sizzling Dipti Sadhwani took the stage on the roller-coaster ride of entertainment. The temperature of autumn night of Lanavala soared high with the captivating dance performances of international dancers. The mesmerized audiences kept tapping their feet, as a number of dancers from dream world of Bolywood performed on popular song numbers on the stage.

With the unforgettable memory of celebrity interaction, top class arrangement and matchless entertainment, all the dealers returned to their places on the morning of 11th November with the deep in the heart resolve to excel again... to become Target Ka Badshah yet again.



Rajasthan embraces KAMDHENU SS 10000



Kamdhenu Ispat Ltd, one of the leading infrastructure sector companies of India, has made a strong statement in Indian Construction material market with its pioneering feat, company's latest premium product Kamdhenu SS 10000. Being hailed as the first of its kind of product, Kamdhenu SS 10000 is being widely appreciated for its unique double rib lending the concrete super strong interlocking grip resulting in 100% earthquake safe construction.

Recently the company has organized a series of awareness meetings with contractors and masons in different districts of Rajasthan with the objective to increase awareness about the product among them. The additional purpose of these meets was to speed up the growing market share of this product in the state.

The 1st contractor meet was organized at Dausa district on 26th November, in which a large number of contractors and masons of the district had participated. The event organized brilliantly in the guidance of Sales Promoter in the area M/S Saturn Steel along with the Dealer in the district M/S Raj Traders was attended by many regional officers of the company including Mr. Vishal Saxena (Area marketing Executive), Mr. Mukesh Sharma (Marketing Officer) and Mr. Manish Soni (Marketing Officer).

The chairman of Nagar Parishad, Dausa, Mr. Rajkumar Jayswal graced the occasion as the Chief Guest of the event. Prominent Architects of the area namely, Mr. Rajeev Patel, Mr. Rajesh Chawadi, Mr. Satyendra Agarwal, Mr. Satyendra Sharma and Mr. Surendra Sharma also participated in the event.

While making a statement regarding unique features of Kamdhenu SS 10000, Mr. Vishal Saxena (Area marketing Executive) said, "The only TMT in India having unique double ribs based on the advanced technology of UK, Kamdhenu SS 10000 can provide 254% stronger bond than the plain bars. This product can provide up to 10000 Psi strong concrete with right mix."

In the second contractor and Mason meet organized on 27th November at Rajgarh of Alwar District, Mr. Vishal Saxena, Mr. Mukesh Sharma and Mr. Manish Soni along with the Sales Promoter, M/S Saturn Steel joined an enthusiastic group of more than 50 local contractors and mason. The dealer of the area M/S Rama Iron Store was also present in the meet. A class contractor, Mr. Jagdish Saini made his presence in the event as the Chief Guest.

Here explaining the double ribs feature of the product, Mr. Vishal Saxena said, "Kamdhenu SS 10000 bonds with concrete with more than twice strength and for this reason the strength of a construction increased many folds. This product is made from superior quality billets using latest international technology. Having best earthquake resistance properties, Kamdhenu SS 10000 is capable to give your buildings best protection against earthquakes."

During both the contractor and mason meets the participants were very happy to get useful information about the product and expressed their willingness to use Kamdhenu SS 10000 in future to make stronger and earthquake secure buildings.



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