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November 2017

IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

Volume: 12 Issue: 09 Price: ₹ 1



## KAMDHENU **Nxt** DOUBLE RIB TMT BAR

### launched in Guwahati

In the span of two decades, there's been a robust transformation in different industries across the globe. Many new and innovative products have entered the market, positioning their identity, meticulously. Kamdhenu, a reliable conglomerate has many products that have penetrated the market and are well-established with their unique identities. Kamdhenu has been noticing the flow of trends with a wide eye and thus brought a buoyant product that will become an epitome of success.

Kamdhenu Limited, working in the betterment of the same, organized a launch event for their one of the ambitious products, Kamdhenu Nxt- next generation interlock steel in Guwahati. The product has received overwhelming response from the regions it is already launched. The launch event was attended by approximately 150 dealers from that region. Here, Kamdhenu's products are highly liked and preferred for household and industrial needs. The company is elated with the response it is getting from the region. Guwahati has to go under fast Smart City development which will mark the transitional phase for foundation of development. Kamdhenu Nxt best fits for the needs due to its unique characteristics like the angular double rib design which makes it 2.5 times stronger than the ordinary TMT bars. The ductile strength, earthquake resistant qualities, anti-corrosion features etc. makes it superior to every other TMT bar.



The event held on 17th December 2017 at Vivanta by Taj Guwahati in presence of Mr. Sunil Agarwal, Director, Kamdhenu Limited, Mr. Dilip Mehra, Sr. GM, Ms. Neetu Kataria, Sr. Mgr, Mr. Charanjet Singh, Sr. Mgr, Assam; Mr. Dharnidhar Dutta, Mgr, Assam were among the few from Kamdhenu who were present in the launch. Their presence has been greeted with a spellbinding response by audiences present in the event. Mr. Raju Bhai Choudhary, Mr. Amit Choudhary, Mr. Rohit Choudhary, Mr. Vinod Agarwal from M/s Maa Durga Steel powered the event with their presence and motivated Kamdhenu to produce quality products like Kamdhenu Nxt.

The Director of Kamdhenu Limited, Mr. Sunil Agarwal, in acknowledgment of the company's growth said, "Kamdhenu considers its partners and dealers a great source of motivation. They have played their role excellently towards the growth of the company. As a result, Kamdhenu today stands united with its partners and dealers believes the launch of Kamdhenu Nxt will set a benchmark of quality TMT rebar in the North East India."



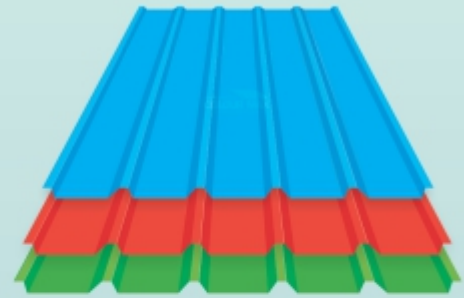
## Kamdhenu dealers rewarded with London & Scotland Tour

A renowned writer Paulo Coelho has said, "When you want something, all the universe conspires in helping you achieve it". Kamdhenu's journey is also an extraordinary tale of ups and downs. The company understands the hard work Kamdhenu family puts in and endeavors to support their journey. Like always, Kamdhenu Limited gives its dealers a wing by organizing a London & Scotland Tour in two groups, first from 27th November to 5th December and second from 28th November 2017 to 6th December 2017. The objective behind this tour was to motivate the dealers and to provide them a rejuvenating experience after a hard working time. Dealers from Delhi and Haryana participated in the tour and experienced the fascinating locations of London and Scotland. In the first group from Kamdhenu Ltd. Mr. Sachin Agarwal (Director), Mr. Rajiv Sharma (Sr. GM, Marketing); in the second group Mr. Neeraj Jain (Director, AMIL), Mr. Sushil Bhardwaj (AGM, DC) and Mr.

Amit Surothiya (Sr. Manager Marketing, Haryana) from Kamdhenu also mesmerized everyone with his presence in the tour. In the first group of distributors Mr. Gulshan Gupta, Mr. Anil Sharda, Mr. Dharampal Khera, Mr. Sanjeev Dang, Mr. Rajan Dua, Mr. Sumit Arora and in the second group Mr. Maman Chand Goyal, Mr. Naresh Garg, Mr. Satish Mahajan, Mr. Suresh Garg, Mr. Rajinder Garg, Mr. Sanjay and Mr. Deepak Mittal graced the tour with their presence.

The tour began on 28th November, 2017. After arriving at Edinburgh, everybody went to The Mumbai Mansion, St. Edinburgh and had a sumptuous lunch. From there they boarded their coach and proceeded to the Royal Yacht Britannia. After the Yacht, everybody checked-in at the Novotel Edinburgh Park Hotel and then went to an Indian restaurant 'Kama Sutra' for dinner. Throughout the tour, Buffet, Gala Dinner, and many other lip-smacking food & drink experiences tantalized the taste buds of people. Edinburgh, Glasgow, London Eye and many more destinations were explored and architectures, technology and culture were understood with a lot of sightseeing. The 8 day tour was a fresh experience and everybody seemed enthusiastic throughout the journey. The 8th day of the tour ended the journey on a happy note and everybody took back a lot of beautiful memories.

Kamdhenu considers the motivation of its dealers an utmost priority. The company built a strong rapport in the market with its innovative and quality products and believed to communicate about its products to the end-consumer, strongly. These tours have always proved to be the driving force behind the strong inter-organizational relationships.



**KAMDHENU**  
**COLOUR MAX**  
 COLOUR COATED METAL SHEETS

## Kamdhenu Colour Max organized Fabricators' Meet at Gujarat



Kamdhenu Colour Max is into the business of establishing sound customer relations through offering them finest quality products for their roofing needs. The company is well known for organizing events that boost the encouragement and build enthusiasm between dealers, distributors and fabricators.

In this league, the company organized a Fabricators' Meet on 31st October 2017 at Navsari, Gujarat. More than 25 contractors attended the meet with great delight. The meet was successfully managed by distributor M/s Arihant Steel Agency, dealer M/s Urvi Traders. The fabricators' meet was an event for exchanging positive energies through the influential words of the officials from Kamdhenu's side, Mr. Rakesh Tripathi (Sr. Ex. Marketing) and Mr. Jainam Shah (Distributor, M/s Arihant Steel Agency) with Mr. Nehus (Marketing Dept., M/s Arihant Steel Agency). Mr. Tripathi elaborated the use of PPGL & PPGI products in Kamdhenu Colour Max to offer comprehensive roofing solutions which are of everlasting quality. He added, "Our motive is to provide complete roofing solutions to customers of all level and earn their satisfaction. Mr. Shah added to his words and said, "Kamdhenu Colour Max provides better quality along with committed delivery at affordable cost. We have maintained a level of optimum trust with our customers and will do so in future as well."

The fabricators meet was overall financed by the dealer and was a winning event where everybody enriched inter-organizational relationships. The fabricators supported the view of company officials for the use of Kamdhenu Colour Max sheets.



## Passion that made the nation's foundation strong

possibilities, Mr. Sunil Aggarwal has played his part very well.

While Kamdhenu was given a new definition of steel products in the country, Indian steel got new recognition under Kamdhenu. It includes Kamdhenu's finest TMT bars. Today, 'Smart' is the new word that defines development and displays the next-generation potential. Smart City, Smart Constraint, Smart Architect Design and Smart Engineering, Mr. Sunil Aggarwal worked with all the smart initiatives and developed the new TMT Kamdhenu Nxt. Due to future generation needs, it is called Next Generation Interlock Steel.

Under the guidance of Mr. Sunil Aggarwal, it was launched in 2016 with the best plan in the Indian market. And in just one year, Kamdhenu Nxt has made a reputation in the Indian market. Excellent logistics, management and planning in the development of the concept of this product were an unprecedented task that was successfully done in a limited time. Today Kamdhenu Nxt is a well-known name in the TMT products. The unique TMT product has 2.5 times better hold, stability and the best ductile capacity.

While this great product made its mark in the Indian market, Mr. Agrawal developed the best business model to deliver it at an affordable cost. This business model has two major properties; first, franchisees and second, dealers, both of them have been smartly managed and developed. Today the number of franchisee partners and dealers of the company is increasing every day. Both are developing together with the company. Dealer and franchisee partners were treated as a family and beneficial plans were developed for them so that they could also understand the company as a family. Dealers also showed their full faith in Kamdhenu Limited and today the number of dealers across the country has crossed the number of 7500. Due to better policies of the company, this figure is increasing steadily and will reach the goal of 10000 in the near future, which will be an achievement for all.

If you want to meet any goal then it requires a correct thinking. But when there is a goal that meets many dreams at once, you need an obsession. Such an obsession Mr. Sunil Agrawal showed for Kamdhenu Limited. Within two decades, Kamdhenu made a contribution in establishing a company that established its steel products in the country as a brand. Innovations and quality were always kept on the first notch to induce constant growth. By analyzing the changes of the market from its visionary perspective, Kamdhenu is continuously moving with the managerial capacity. Our intentions in the development of the finest TMT are strengthening the foundation of the entire country with the company.

On one hand, Kamdhenu was established in the Indian market and on the other, it was also promoted across the globe. Asia's Most Promising Brand, the World's Greatest Brand and the Indian Power Brands are among the awards won by the company. We kept a wide eye on the needs of the people and the world to understand every trend that meets the needs of the country. Understanding the growing potential of infrastructure and making better products according to those



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