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# Ispat Sandesh

Satyamev Jayate

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Kamdhenu Ispat Ltd. GM- Marketing, Mr. V.K Srivastava, Sr. GM- Marketing, Mr. S.B Sharma, Bhawani Ferro Pvt. Ltd., MD, Mr. Vinod Sultania and Kamdhenu Ispat Ltd., Director, Mr. Sunil Agarwal.

## Kamdhenu Ispat Ltd. Strengthens its Position in Jharkhand

**K**amdhenu Ispat Ltd. further strengthened its position in Jharkhand with its latest licensee agreement with Bhawani Ferro (P) Ltd. in Devghar. The association with Bhawani Ferro (P) Ltd. has been a strategic one, the company is already in the market and holds a good market in the region. This will enhance Kamdhenu Ispat Ltd's TMT's outreach in the region.

The agreement was formally announced in Devghar amidst the presence of Mr. Sunil Agarwal, Director, Mr. S.B. Sharma, Sr. GM-Mktg and Mr. V.K. Srivastava, GM-Mktg from Kamdhenu Ispat Ltd. The event was also attended by Mr. Vinod Sultania, MD, along with directors Mr. Narendra Sultania, Director, Mr. Rajesh Sultania, Mr. Ashish Sultania and Mr. Manish Sultania from Bhawani Ferro (P) Ltd.

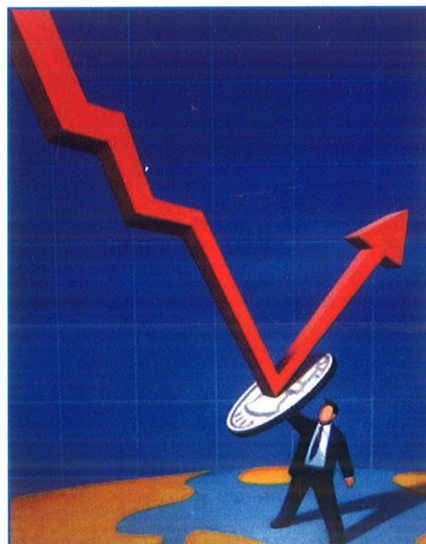
The event was full of excitement laced with presence of over 200 dealers and distributors from the state as well as the neighbouring states. Mr. Sunil Agarwal

congratulated all for this development. He said, "The agreement will further enhance Kamdhenu Ispat Ltd's profile in the market. We are already available in the market with our rich products' portfolio and now Kamdhenu brand TMT will ensure our consumers the best of quality and services."

Kamdhenu as a brand has earned its own

niche in Jharkhand market. Consumers have all the trust and confidence over the brand and the products it delivers. Mr. V.K. Srivastava, who has been handling the marketing for the Company in Jharkhand and adjacent states was enthusiastic about the whole development. He said, "Kamdhenu brand has a pan-India outreach. In Jharkhand we have appointed 5 distributors and around 150 dealers. We believe that whoever gets associated with us, has all the satisfaction and peace of mind, without undermining profits involved."

Jharkhand is undergoing rapid infrastructural development and the government is proactively dealing with constructions and other developmental aspects in the state. Having already formulated its new industrial policy, the government has initiated massive infrastructural boost within the state. This has given great fillip to the industry that is involved in infrastructural materials. Kamdhenu Ispat Ltd. finds itself in the best of times to be present in Jharkhand, which is reinventing its potentials.



# Funfilled Colourful Holi for Kamdhenu Ispat Ltd.

**K**amdhenu Ispat Ltd. celebrated Holi dripped in fun and colours. The Company organized a Holi Milan on 21st March at Tivoli Garden in Chhatarpur, Delhi in the evening. During this colourful event all the directors of the Company along with many dealers and distributors from Haryana, UP, Delhi along with Kamdhenu staff and officials participated.

The event was a gala time for all the participants when all were drenched in widest shades of colours and gulal. The occasion was full of joy and happiness when all enjoyed delectable dishes amidst the



During the Holi Milan: G.M. Mr. Rajiv Sharma, Sr. VP Mr. Pankaj Agarwal, CFO Mr. Harish Agarwal, Sr. Manager, (BP) Mr. Chandan Goswami and the rest of the Kamdhenu Family.

mellifluous music laced with the funkiness of Holi.

Wishing the very colourful life soaked in the happiness and success, Mr. Satish Agarwal, Chairman & Managing Director, Kamdhenu Ispat Ltd. said, "Holi is an occasion when we celebrate the festival of colours with full joy and excitement. Colours symbolize the kind the vibrancy we look forward to in our lives. It is the best time to keep aside all our differences and build new relations and reinforce older ones. I greet all a Happy Holi!"

On the occasion Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd. too wished all the fantastic Holi and hoped for the peace and harmony in the society. All the participating Kamdhenu dealers, distributors, staff were overjoyed on the occasion and they enjoyed the festival with all fun and fervour.

## Kamdhenu Steps into yet another venture

# Colour Dreamz



**K**amdhenu's venture in the construction industry segment Paints has received wide acclamation from all corners of the country. Colour Dreamz is a premium brand & its essence relies on

its reliability while its main values are honesty & knowledge. The company is offering total decorating solutions with risk free color co-ordination & quality driven product range catering all segments of people in our country.

Kamdhenu's ambition is to help people to create a beautiful environment with confidence, vivid color range & build up a trust in terms of quality, packaging & service to their customers. Colour Dreamz will provide true value for money for professional users, decorators & specifiers though the premium quality products and unrivalled business support.

It will give them confidence to achieve business success and would strive its best to create confidence in consumers from beginning to end. Available in wide spectrum of vibrant & eye catching shades, the range offered is just perfect to suit the needs of its customers.

Pursuant to the special resolution passed at its Extraordinary General Meeting held on 3rd March, 2008, Kamdhenu Ispat Ltd. informed the shareholders that it will issue 27.89 Lakhs of convertible warrants to select investors on preferential basis. This is being done to meet the Company's requirement of additional funds for the margin money to undertake the paint project, plywood project and other new business verticals.

The Board of Directors at its meeting has decided to issue 27.89 Lakhs of convertible warrants of Rs. 37 each, convertible into one equity share of Rs. 10 at the premium of Rs. 27 per share, to identified persons in the promoter group and others. The warrants are convertible within 18 months from the date of allotment.

Commenting on the issue, Mr. Satish Agarwal, Chairman & Managing Director, Kamdhenu Ispat Ltd. said, "We are issuing these convertible warrants to the promoters and investors with a view to garner funds for our several upcoming projects that include, Paints, Plywood. We believe this will enable us to meet up our demands and thus allow us to add profits for our investors and end consumers."

Kamdhenu Ispat Ltd. has been up on its mark with its corporate philosophy of growth through diversification. Although with its focus on its steel products, the Company has taken to different business verticals in its quest to become one-stop construction products provider Company under licensee agreement (Franchisee association). The latest products that were added to the Company's portfolio has been Kamdhenu brand Plywood, PVC Pipes. Soon the Company will launch Kamdhenu brand Paints.

With its firm conviction on its potential and focused vision, Kamdhenu Ispat Ltd. has been gearing ahead in the industry



with innovative business techniques and sound strategies. Backed by high performance marketing team, the Company has established good brand equity in the market. It has been the Company's innate philosophy to deliver with uncompromising quality consistency, state-of-the-art technology and robust supply chain that together ensure the products' outreach to the consumers without any hassle.

Today Kamdhenu brand products are available across the country and one can find Kamdhenu brand TMT in the neighbouring country of Nepal as well. The Company is committed to growth and expansion. The brand 'Kamdhenu' is now synonymous with trust and confidence that it has earned in over 13 years of its industry presence.

## Kamdhenu Ispat Ltd. to Issue 27.89 Lakhs Preferential Warrants



During the EGM of Kamdhenu Ispat Ltd.: CFO- Mr. Harish Agarwal, Company Secretary- Mr. Sanjeev Bajaj, Director- Mr. Sunil Agarwal, CMD- Mr. Satish Agarwal, Director- Mr. Saurabh Agarwal and Mr. Sachin Agarwal.



Mr. Pankaj Agarwal, Sr. VP, Kamdhenu Ispat Ltd.

## Mr. Pankaj Agarwal To Steer Kamdhenu's PVC Pipes Business Vertical

With its progressive and visionary business processes in the competitive Indian construction and infrastructure segment, Kamdhenu Ispat Ltd. has appointed a dynamic person and a seasoned personality, Mr. Pankaj Agarwal as its Sr. Vice President. Having rich experience working in India and Singapore, Mr. Agarwal is believed to bring in the global corporate knowledge to Kamdhenu's business.

Mr. Pankaj Agarwal is a graduate from IIT Roorkee. He has done his B.E. in Electrical Engineering. Energetic and a go-getter by nature, Mr. Agarwal will be handling one of the most important business vertical of Kamdhenu Ispat Ltd. - Kamdhenu PVC Pipes. With his rich domain

knowledge and expertise in the field, Mr. Agarwal will be the vital guiding force for the products to establish themselves in the market and gain the windfall of rising construction sector.

According to Mr. Agarwal, "India is experiencing a phenomenal construction and infrastructure boom. The country is offering the industry opportunities that were never seen before. We want to make the most of the situation to position our product and to reach out to our consumers with their complete satisfaction."

Also talking about Kamdhenu Ispat Ltd. and its business models, Mr. Pankaj Agarwal quipped, "Kamdhenu Ispat Ltd., is among the most progressive companies in the country.

**BEST  
SUPPORTING  
DEALER**  
of the Month



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We have our priorities clear and we know our goals and ways to achieve it. We have adopted an inorganic mode of business growth through franchisee association. This model has been very visionary and in line with modern business dynamics. However, the success of this model owes to our robust brand presence in the market. Kamdhenu brand is associated with trust and best value for money."

About his association with Kamdhenu Ispat Ltd., Mr. Agarwal said, "I feel honored and privileged to be associated with Kamdhenu Ispat Ltd. I firmly believe that I will be able to deliver best results for the vertical kept under my responsibility."