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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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## Annual General Meeting of Kamdhenu

Kamdhenu Ispat Limited, a leading Infrastructure sector company of India, has organized its annual general meeting of year 2014-15 on 29th September. The meeting was held at Rajokari, New Delhi from 10 AM onwards as per the schedule. This Annual meet, commenced in the presence of company's Chairman & Managing Director Mr. Satish Agarwal, was witnessed enthusiastic participation of Directors, Auditor, Company Secretary and Share Holders of the company.

Addressing the share holders in attendance, the CMD of Kamdhenu Ispat Ltd, Mr. Satish Agarwal said, "In today's annual general meeting I am happy to inform you that Kamdhenu Ispat Ltd is poised to chart a new course of growth by capitalizing every market opportunity created by progressive policies of incumbent government. In the first quarter of present financial year, company's profit had increased by an impressive 79% and I have full hope that in the coming quarters also we will keep this track."

Between the roaring sounds of perpetual clapping of share holders, Mr. Agarwal said, "I want to say you that we can only change our tomorrow and not the yesterdays. We have all the capacity over our destiny and none over our past. So we must put all our energy, our strength to move forward towards bigger and better accomplishments."

Underlining the salient aspects of fiscal performance of the company in the last financial year as well as the last quarter, the CFO of Kamdhenu Ispat Ltd, Mr. Harish Agarwal said the shareholders present in the AGM, "During the first quarter of the ongoing financial year the profit of the company has increased and the sales figure has also increased by 11% amounting to 256 crore

rupees. Reflecting the perpetual growth, the turnover of Kamdhenu Ispat Ltd has increased by more than 54%, from Rs. 592 crore in 2012-13 to Rs. 914 crore in 2013-14."

The director of Kamdhenu Ispat Ltd, Mr. Sunil Agarwal took the opportunity to explain the unique franchise model of the company to the share holders. He said, "In the field of TMT bars, the concept branding is initiated by Kamdhenu only and today company's Franchise Model has achieved an unsurpassed position in Indian Market." Discussing the future growth plan he said, "Through our franchise business model, Kamdhenu is harnessing the entrepreneur capabilities and management skills of industrialist all across the India to the Brand Kamdhenu. In this process we all are getting benefitted with better production capacity and cost rationalization."

Addressing the shareholders in inspiring way during the AGM, the director of the company, Mr. Saurabh Agarwal said, "Kamdhenu Ispat Ltd always adheres to the global business ethics. The Company is fueled with the superlative focus on superior performance to be counted as the best companies of the country. This cherished goal would also immensely benefit the investors. We firmly believe that to contribute in the success of others is the real success in actuality."

During the AGM, the share holders have received, considered and adopted the Audited Balance Sheet of the Company for the year 2013-14 with the reports of the Directors and Auditors thereon. The Statement of Profit and Loss as at 31st March, 2014 was also handed over to all the present share holders. Many important resolutions are made during the Annual General Meeting.



## Buxar Dealers visited Bangkok

trip to Thailand was organized by the company, in which 14 Kamdhenu Dealers from Buxar district of Bihar had participated for their credible performance during Financial Year 2012-2013. This tour to Bangkok and Pattaya was duly organized by Mr. Bablu Pandey, super dealer of Buxar, Bihar under the distributorship of M/s Maruti Enterprises Patna. Mr. Krishna Kumar, Marketing Officer, Dadiji Steels Ltd. - the manufacturing company of Kamdhenu TMT in the state under License; accompanied the touring team.

The frontrunner company in Indian Infrastructure segment, Kamdhenu Ispat Ltd is presently counted as one of the biggest manufacturers of TMT in the country. Kamdhenu products are known for its superior quality on competitive price. Supported by millions of satisfied customers across India, today Kamdhenu products are well in demand in every market segment. Company as a business policy, always treats its dealers and distributors as important partners in its success and time and again offers incentives to the performing dealers.

During their stay in Pattaya, Dealers enjoyed the tour of Coral Island, Gems Gallery, Nong Nooch Garden and Pattaya Floating Market. In their stay in Bangkok, the dealers had a fun-filled City tour, including visit to Marble Temple and Golden Temple and shopping at Indra market. The touring team of steel dealers had a very good time with their family and peer-group among the exotic locations of Pattaya and Bangkok city. The trip was very successful in its objective to motivate the dealers and strengthen the ties between the company and its channel partners.

Similarly from 1st to 7th September, a 5 days / 4 nights-incentive

The latest and premium product of Kamdhenu Ispat Ltd, the leading infrastructure sector company of India, KAMDHENU SS 10000 is the pioneering product in the country featuring double ribs and double strength for double safety. Due to its unique feature KAMDHENU SS 10000 is capable of lending 254% stronger bond strength to concrete in comparison to ordinary bars. Besides unmatched strength, KAMDHENU SS 10000 has unique seismic design for much better earthquake resistance.

Like the other parts of India, the demand for KAMDHENU SS 10000 is growing rapidly in Punjab too. Recently company had organized a Consumer awareness programme involving contractors & masons in the state, with the objective to further promote KAMDHENU SS 10000 in Punjab and contribute towards stronger and safer construction. The event organized at Om Palace in Killanwali of Muksar district was attended by more than 90 enthusiastic contractors and masons of the locality.

From the company, Mr. V K Gahlaut, Sr. GM



## Punjab praises KAMDHENU SS10000

along with 3 managers Mr. Rajnish, Mr. Himanshu and Mr. Shailendra participated in the event. The Distributor of KAMDHENU SS 10000 Mr. Dinesh Rathi also made their presence. Mr. V K Gahlaut, Sr. GM elaborated upon the superior quality and international technology of KAMDHENU SS 10000. He said, "This product is the outcome of 2-3years of hard-work of our research team and the latest technology of UK."

All the participating contractors and mason were very pleased to get useful information and expressed their desire to use the product for better constructions.



# KAMDHENU SS 10000 REDEFINES the Indian Market



One of the most renowned companies of Indian infrastructure segment, Kamdhenu Ispat Ltd has made a successful entry of its path-breaking latest premium product **KAMDHENU SS10000** in the Indian construction material market. Attributing best earthquake resistance properties and advanced seismic design, **KAMDHENU SS10000** is the unique product in India lauded by one and all for its double ribs, double strength and double safety features.

**KAMDHENU SS10000** is developed through the latest world-class technology, keeping in mind the special needs of big projects of modern infrastructures like high-rises, flyovers and highways as well as the constructions under seismically sensitive zones. While lending best earthquake resistance due to its unique seismic design; **KAMDHENU SS10000** yields more than twice stronger bonds with the concrete. Made from superior quality billets using international technology, **KAMDHENU SS10000** exhibits much better chemical and physical properties than any other products.

Presently **KAMDHENU SS10000** is available in the state of Rajasthan, Haryana and Delhi through a strong marketing network consisting of over 200 dealers. This product is also being offered to the customers of Chhattisgarh, Punjab, Himachal Pradesh, Jammu & Kashmir, Uttar Pradesh and Gujarat, where the popularity, demand as well as market share of **KAMDHENU SS10000** is increasing consistently. Through a process of market network expansion, Company is planning to ensure its availability in all the markets of the country.

To encourage the dealers of Delhi, Haryana and Rajasthan, Kamdhenu had organized a 2-days dealer meets in the Taj city, Agra. This grand meet, organized at Hotel Clarks Shiraz, Agra was attended by more than 200 dealers of all the 3 states. The Director,



Kamdhenu Ispat Ltd, Mr. Sachin Agarwal along with Mr. Rajiv Sharma, Sr. GM and many other officials of the company also made their presence in this meet. Together with the distributors of **KAMDHENU SS10000**, the sales promoters in these 3 states Mr. Maman Chand Goel, Mr. Naresh Garg, Mr. Rajiv Garg, Mr. Rajendra Garg, Mr. Anand Goel and Mr. Amit Goel participated in the event.

Addressing the participating dealers the Director, Mr. Sachin Agarwal elaborated on the quality aspects of the product, "**KAMDHENU SS10000** is a distinctive product and a pioneering feat in the steel industry, which is revolutionizing the construction parameters in India. Featuring double ribs, this product lends the unmatched strength of 10000 psi and its bonding capacity with the concrete is most remarkable at more than two and half times in comparison to ordinary bars. The product of 500D classification adheres to international quality standard along with the Indian Quality standard."

During the event a new scheme was launched for the dealers of **KAMDHENU SS10000**. After that awards were given to the best performing dealers. While sharing his experiences with participating dealers; the sales promoter of Haryana Mr. Maman Chand Goel said, "I am attached to the Kamdhenu since the initial days of my career and I am still proud of my decision of getting attached to the Kamdhenu."

The dealers participated and enjoyed in a delightful entertaining event organized to celebrate the success of **KAMDHENU SS10000** during the meet. All of them had good times and visited the world famous tourist destinations, Taj Mahal and Agra Fort.

