

Kamdhenu Annual Meet in Varanasi



Kamdhenu Ispat Limited, the **No.1** TMT rebar manufacturing company of India, has registered a powerful presence in Uttar Pradesh, similar to other states of India. Presently Kamdhenu TMT rebars are being used to construct millions of earthquake resistant buildings and durable infrastructures across the state. Kamdhenu products have become the first choice of the customers of the state due to trusted quality supported by a very strong dealer network.

With the objective to appreciate the support of Kamdhenu Distributors and dealers towards increase in the demand of Kamdhenu products as well as to make them aware future strategies, the annual meet of Kamdhenu Channel Partners from eastern UP region was organized in the holy city of Varanasi. More than 450 dealers had enthusiastically participated in this meet organized at Hotel Surya, Varanasi on 19th of September 2015.

Along with the Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal many senior personnel of the Company including Mr. Chandan Goswami (Sr. Manager- Brand Promotion), Ms. Neetu Kataria, Mr. Sameer Gupta and Mr. Sagar Pratap Singh (Sr. Manager-Marketing) made their presence in the meet. Mr. Bhupendra Agarwal and Mr. Akhil Agarwal, the Directors of M/S Mahamaya Alloy Pvt. Ltd., the manufacturing company of Kamdhenu TMT in the state under license user agreement, distributor Mr. Sunil Nimani, Mr. Ashok Jaiswal and Mr. Baijnath Kesari were also present in the event.

On this occasion, admiring the efforts of dealers and distributors, Mr. Sunil Agarwal, the director of Kamdhenu Ispat Limited said, "the Company recognizes the importance of the support of all the channel

partners. In one hand the Company is growing by your contribution and on other hand you all are also climbing the ladder on the path of success. We need to work together accordingly and keep on moving ahead."

Underling the importance of the Kamdhenu Annual Meet, the director of the Company, Mr. Sunil Agarwal further added, "this meet is not organized only to discuss the marketing strategies for the future with you all. I consider this event as an opportunity to meet up and sit together with the aim to strengthen our relationship. Today, we all present here, would rewards our friends who achieved the best results due to their hard work. You all must take inspiration from them and work towards better performance in coming time. We must remember that a successful person in life makes every coming tomorrow better and more prosperous."

Afterwards, the prizes were given to the best performing dealers and distributors in the last one year on behalf of the Company. During the meet the targets for the current financial year were discussed and future strategies were explained to the channel partners. While speaking to the dealers, the senior personnel of Kamdhenu promised them to provide all the necessary facilities towards achieving bigger sales targets. In the end of the event gift were given to all the participating dealers. The Varanasi Dealer's Meet of Kamdhenu was concluded with the resolve to expand the network of the Company with the aim to offer better quality products and services to the customers of the state.



Awareness Meet in Andhra Pradesh

The biggest TMT rebar manufacturing company of India, Kamdhenu Ispat Ltd has organized a grand consumer awareness programme to give its continuously growing market share in Andhra Pradesh further boost by informing the contractors and masons of the area about the quality of Kamdhenu Products. The event, organized on 23 September 2015 in Anantapur District of Andhra Pradesh with the support of Mr. Jonna Suresh proprietor of local dealer M/S Jonna Iron Mart, Anantapur, was enthusiastically attended by local construction workforce.

From the company many officials from the sales and Marketing Department including, Mr. Mayank Srivastava, Mr. Niranjana Kumar, Mr. Mukesh Pathak, Mr. Sudhakar Singh, Mr. Praveen Reddy and Mr. K. Jayanarasimhulu participated in the meet.

Praising the masons and contractor on the vital roles they are playing, Mr. Mayank Srivastava said, "Kamdhenu products are trusted for its superior quality and today the consumers all over the India prefer Kamdhenu TMT bars." Praising the good works of the dealer of the District, Mr. Mayank Srivastava said, "the dealer of the Anantapur is performing well and I have every reason to believe that if he works in the same way we surely achieve new height of success in this area."

During the event an elaborate presentation was shown to the participants explaining the insight of the Company and also the quality and production process of Kamdhenu products. Answering the queries of the participants, Kamdhenu officials elaborated on important aspects of Kamdhenu Products and explained why these products are better than the other products of competitive brands.



Kamdhenu Ispat Ltd., manufacturer of the most 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. Kamdhenu 500D is having extra strength to withstand harsh weather conditions and earthquake and thus ensures durability and safety of the building.

Himachal Pradesh, being an earthquake prone area, the benefits of using this product is very high. With the aim to help the consumers of the state in constructing stronger earthquake resistant houses, the Company has organized an awareness programme for the contractors and masons of Aani area in the state. Organized on 30th Sept. 2015, at Hotel Mishra Regency in Aani the event was attended by over 50 contractors and masons of the locality. Apart from local dealer Mr. Sachin Malhotra of M/S Malhotra Traders, Aani, and Kamdhenu Distributor Mr. Mohan Aggarwal, many senior personnel from the Company including Mr. Rakesh Misri (General Manager),

Himachal appreciated Kamdhenu 500D

Mr. Sunil Sain (Sr. Manager, Marketing) and Mr. Lalit Rajput (Quality In-charge) were also present in the Meet.

Formally beginning the meet Mr. Sunil Sain welcomed the participants at the event gave introduction of the Kamdhenu personnel. During the meet Mr. Lalit Rajput gave a presentation about the manufacturing process of kamdhenu-500D TMT. Afterwards, Mr. Rakesh Misri described the latest and unique technology of kamdhenu-500D and answered the queries of the masons and contractors about Kamdhenu-500D & the latest and premium product of the Company KAMDHENU SS10000, the only authorized double ribs TMT rebar in India. At the end, Mr. Mohan Aggarwal gave vote of thanks to all the participants.



KAMDHENU SS 10000 ensures Strong and Safe Construction



KAMDHENU SS 10000, the latest and premium product of the most selling TMT rebar brand Kamdhenu TMT, is the only authorized double ribs rebar of India. Manufactured using advanced international technology **KAMDHENU SS 10000** is far superior to other Indian products regarding safety features and strength. The epitome of unmatched strength, **KAMDHENU SS 10000** is ideal for the construction of earthquake safe buildings. A unique product providing 254% stronger bonding with concrete due to its innovative double ribs design, **KAMDHENU SS 10000** is presently available in many states of India. Everywhere customers are appreciating the product and its demand is growing rapidly.

There is a huge demand for **KAMDHENU SS 10000** among the customers of Rajasthan. In view of the continuously rising demand of the product in all the markets across the state a Dealer Meet was organized with the objectives to establish better supply system and discuss future market strategies with the Kamdhenu dealers of Rajasthan. Organized in the City of Lake, Udaipur on 19th September 2015 at Hotel Ramada, this dealer meet was attended by over 100 dealers from the different parts of the state as well as many persons of repute in the steel segment.

Along with all the local Kamdhenu staff, the director of Kamdhenu Ispat Limited, Mr. Sachin Agarwal and many senior personnel of the Company including Mr. Dilip Mehra, Mr. Rajiv Mathur and Mr. Amit Soni also took participation in the meet. Mr. Rajiv Garg and Mr. Rajendra Garg, directors of M/S Saturn Steel Pvt. Ltd., the Kamdhenu

Sales Promoter in the state were also present in the event.

Speaking about the Company's insight, the director Mr. Sachin Agarwal said, "Supporting safer construction in India is the priority as well as commitment of Kamdhenu. Towards this goal, the Company has been continuously making available one after another innovative products with improved features in the Indian markets. The only authorized double ribs TMT rebar **KAMDHENU SS 10000** is our premium product, which gives the assurance of double strength and earthquake safety. The demand of **KAMDHENU SS 10000** is rapidly increasing in the country and responding to that the Company is also continuously increasing its production volume and thus the market share."

Mr. Sachin Agarwal said, "For the safety of life and assets, we must propagate awareness on earthquake resistant construction. Manufactured using international technology of UK with full authorization, **KAMDHENU SS 10000** features innovative ribs, which provide unique interlocking grip with concrete. Only this product can provide such double strong both-sided grip, which helps the concrete to retain the bonding during earthquake tremors and ensures safety to the building.

Speaking emphatically to all the dealers and other invitees participating in the meet, Mr. Sachin Agarwal said, "We must contribute towards safer and stronger construction. There is a need to make maximum number of consumers in the state aware about the benefits of **KAMDHENU SS 10000**; so that they would be encouraged to use this unique product in big numbers. With the aim to make Rajasthan as a place of strong and safe constructions, I appeal to you all to come forwards and help in making this state an earthquake safe area."





The **No.1** TMT manufacturing company of India, Kamdhenu Ispat Limited is known for innovation and world-class quality. Two years back the Company had achieved a pioneering feat by launching the first double ribs TMT rebar **KAMDHENU SS 10000** in the country, using the most advanced technology of UK and till date **KAMDHENU SS 10000** is the only authorized double ribs TMT rebar in India.

The best suited product for earthquake safe construction, **KAMDHENU SS 10000** features more than double strength in comparison to ordinary bars and therefore it gives double safety to the constructions. With the objective to enhance awareness about the product among the contractors and masons of Rajasthan two mason meets were organized in the different districts of the state. The Meets organized in Alwar and Sikar districts were enthusiastically attended by the construction persons these districts.

On 7th September 2015 the first mason meet were organized in Alwar district of Rajasthan with the support of the local dealer M/S Naveen Agency, Alwar and Kamdhenu Distributor M/S Garg Steel. Along with the Senior Officers of Kamdhenu Ispat Ltd. Mr. Rohit Sethi (Sales in-charge) and Mr. Mukesh Sharma (Sr. Marketing Officer), Executives in the Marketing department Mr. Vishal Saxena and Mr. Honey Gopaliya had participated in the awareness programme. The reputed contractors of the district Mr. Manoj Kumar Ji, Mr. Manohar Ji and Mr. Phool Chand Ji were the Chief Guests of the event.

Informing the gathering about the benefits of the product during the event, Mr. Rohit Sethi said, "**KAMDHENU SS 10000** 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.

KAMDHENU SS 10000 created ripples in Rajasthan

This product is manufactured using a very advanced international technology and this type of product is being used in all the advanced countries of the world for stronger and safer constructions." In the end of the session, Kamdhenu officials gave answers to the questions of contractors and masons about the product.

A similar awareness programme was organized in Sikar District on 13th September 2015 with the support of the Local Dealer M/S S. S. Trading CO., Sikar and the Kamdhenu Distributor in the Area M/S Garg Steels. From the Company side a number of officials participated in the event including, Mr. Manish Soni (Sr. Marketing Officer), Mr. Mukesh Sharma (Sr. Marketing Officer), Mr. Eshwar Sahu (Marketing Officer), Mr. Honey Gopaliya (Executive Marketing) and Mr. Pushendra Joshi (Area Sales Officer). Mr. Mukesh Nayak Ji, the Draftman by profession along with Mr. Mahesh Kumawat Ji, the respected father of the local dealer were present in the event as the Chief Guests. During the event, explaining the special feature of **KAMDHENU SS 10000**, Mr. Manish Soni said, "Due to its innovative double ribs design **KAMDHENU SS 10000** provides double and two sided unique interlocking grip over the concrete, which helps the building to withstand even the high intensity earthquake without any structural damage." Making the mason aware about the importance of using the product, Mr. Mukesh Sharma said, "**KAMDHENU SS 10000** is the best TMT available in the India for earthquake safe stronger constructions. In Rajasthan there is a risk of earthquake, so you all the mason and contractor must advise your clients to use **KAMDHENU SS 10000** for safety of their lives and the building."



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