

Ispat Sandesh

Satyamev Jayate

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IT-BHU alumni association organized its Annual General Body Meeting and Annual Award Function, at Air Force Auditorium, Subroto Park, New Delhi on 23rd May '09. The meeting was attended by some of the prominent personalities that included Chief Guest

Mr. Satish Agarwal can pertinently be described as the person behind the success of Kamdhenu Ispat Limited. Incepted in 1995, the enterprise started only with manufacturing of Steel but one would surely be astounded to see the accomplishments it has made in just over

construction material and to realize the goal he successfully implemented the strategy of 'Franchisee Association Model'. Unbelievable it seems, but true is the fact that Kamdhenu at this date boasts of over 50 Franchisee divisions and more than 3500 dealers & distributors

IT-BHU Felicitates Satish Agarwal with 'Lifetime Achievement Award'



Mr. Satish Agarwal with his wife during the IT-BHU felicitation ceremony with Dr. Qazi, V.C. Jamia Hamdard University, Prof. S.L. Upadhaya, Director BHU and Prof. B.B. Dhar, President BHU Alumni Association among others

Dr. Qazi, V.C. Jamia Hamdard University, Prof. S.L. Upadhaya, Director BHU and Prof. B.B. Dhar, President BHU Alumni Association.

At this significant occasion the association felicitated alumni of IT-BHU who have made noteworthy contribution in the field of management and entrepreneurship. Mr. Satish Agarwal, CMD, Kamdhenu Ispat Ltd, alumnus of IT-BHU, a 1970 Batch Gold Medalist in Mechanicals from IT-BHU was honored with 'Lifetime Achievement Award' for excellence in management and entrepreneurship that he showed during his entire professional career span.

a decade' time. Kamdhenu has today diversified into many business segments that includes Reinforcement Steel Bars (TMT/HSD), Structural Steel (Angle, Beam, Channel, and Flat), Binding Wire, Cement (Super Cement), Plywood, PVC Pipes, Paints (Colour Dreamz) to Residential Project (Kamdhenu Homz) and other allied products. It has been possible only due to the able leadership of this dynamic man. The futuristic vision of Mr. Agarwal has guided Kamdhenu to the pinnacle and a distinguished name in the Infrastructure & Construction sector in India. He dreamt of making Kamdhenu Ispat Limited a one-stop destination for every infrastructure &

spread across the country. It was again the confidence of Mr. Agarwal that led Kamdhenu Ispat Limited to expand its business operation beyond Indian soil.

A very glad Mr. Agarwal on accepting the reverence said in an overwhelming tone "It's certainly a matter of pride and honor to receive this award. Such acknowledgement would definitely inspire many others to give excellent & exceptional performance in their own respective fields. BHU is counted as one of the best universities in the country and I wish to see it as the topmost institution of India."

It has always been the marketing policy of Kamdhenu Ispat Limited to add on new franchisee divisions to every business vertical it is operating in. Very recently, Kamdhenu Ispat Limited (KIL) joined hands with Jaldhara Agro Plast Pvt. Ltd., a company of Linge Udyog Samuh, Sholapur, Maharashtra, as their new franchisee unit for manufacturing of PVC Pipes.

In a formal ceremony at Hotel City Park in Sholapur, the inauguration of this new manufacturing division was announced amidst the presence of Mr. Pankaj Agarwal, President & Mr. Bhaskar Chaudhari, GM (Mktg.), KIL and the Director, Mr. Sankar Rao Linge & Mr. Jaideep Linge of Linge Udyog Samuh. Commenting on the occasion, Mr. Pankaj Agarwal said, "Kamdhenu PVC Pipes is already performing quite well in the

Maharashtra market. However, in view of the growing demand of Kamdhenu PVC Pipes in this State, the company has

along with the production of Casing Pipes, SWR Pipes, HDPE Pipes, ASTM Pipes and Sprinkler Systems. This plant has a huge production capacity of 250 tons per month, which would help in expanding the market share of Kamdhenu PVC pipes in terms of sales percentage in the state of Maharashtra.

Taking stand on the superior quality of Kamdhenu PVC Pipes Mr. Bhaskar Choudhari, GM (Mktg.), KIL said "Kamdhenu PVC Pipes survived not only the tough competition in the Maharashtra market but also became a popular choice among consumers here owing to its superior quality. Its world class quality has made Kamdhenu PVC Pipes the most sought after PVC Pipes brand available across the nation".

KAMDHENU ENTERS INTO ALLIANCE WITH LINGE UDYOG SAMUH



Mr. Pankaj Agarwal, President KIL addressing the audience along with Mr. Bhaskar Chaudhari, GM (Mktg.), KIL and Mr. Sankar Rao Linge, Dir. & Mr. Jaideep Linge of Linge Udyog Samuh

decided to add up one more franchisee unit to meet the increasing requirement." He reveals that Jaldhara Agro Plast Pvt. Ltd., a company of Linge Udyog Samuh would engage in manufacturing Rigid PVC Pipes & Fittings of every size

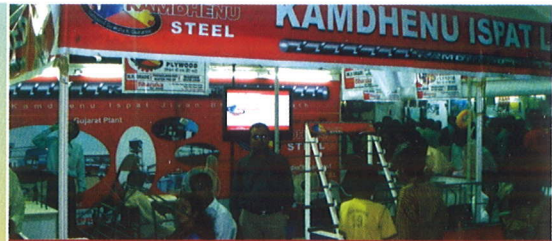
Summer Shopping Festival 2009

When it is all about showcasing its products, Kamdhenu discovers some brilliant platforms every time it does so. How could Kamdhenu leave the fantastic opportunity of 'Summer Shopping Festival 2009' that was recently held in Vanita Vishram Ground, Surat from 8th May to 17th May '09.

Kamdhenu Ispat Limited (KIL) was the main sponsor of the festival. They had set up a stall with special display of its TMT Bars along with details about its other products. This outlet became the center of information for Kamdhenu merchandise and also served as the

source of brand promotion. It is indeed surprising to know that this festival-of-its-kind was visited by a total of around 10 lakhs of people.

The significant persons involved in making the participation of Kamdhenu Ispat Limited in Summer Shopping Festival 2009 a grand success credits to Mr. Chandan Goswami, Sr. Manager Brand Promotion, Mr. Vivek Tyagi, Sr. Manager, Mr. Mayank Srivastava, Marketing Executive of Kamdhenu and Mr. Manojbhai Shah Distributor - South



Kamdhenu's stall at the Summer Shopping Festival 2009

Gujarat KIL along with Mr. Rajanbhai & Jhineshbhai.

Kamdhenu's DJ Night on the second day of the event attracted much public glare and gave mileage to Kamdhenu & its range of construction products.



Certificate of ACHIEVEMENT

Master Mitesh Mukeshbhai Patel, son of Mr. Mukeshbhai Patel (Distributor-S&K, Kamdhenu Ispat Limited) passed his 10th Board Exam with flying colors from Urban Bank Vidyalaya, Mehsana with a percentage of 84.5%

In Focus



Certificate of ACHIEVEMENT

Master Jainam Manoj Shah, son of Manojbhai Shah (Distributor-South Gujarat, Kamdhenu Ispat Limited) cleared his class 10 Board Examination from St. Xavier's, Ahmedabad securing a brilliant 85.23%

Kamdhenu Ties Up with Sailash Cement Udyog (P) Ltd.



Mr. Sunil Singh, GM, Mr. Anil Tandon, VP Mktg., Mr. S.B. Sharma, SGM, Kamdhenu Ispat Limited and Mr. Santosh Agarwal, Mr. Shrikant Goyal, Mr. Anil Agarwal, Directors, Sailash Cement Udyog (P) Ltd. at the occasion of first dispatch

Kamdhenu Ispat Limited has taken another initiative to provide a boost to their cement product in the market of North India. The company has off late tied up with Sailash Cement

Udyog (P) Ltd. located in Bahrod of Rajasthan. The agreement between the enterprises took place on 25th May '09 amidst the presence of Mr. Anil Tandon, VP Mktg., Mr. Sunil Singh, GM &

Mr. S.B. Sharma, SGM of Kamdhenu Ispat Limited and Mr. Santosh Agarwal, Mr. Shrikant Goyal & Mr. Anil Agarwal, Directors, Sailash Cement Udyog (P) Ltd.

This new franchisee unit would be initially responsible for the production of OPC 43 Grade Kamdhenu Cement from their manufacturing plant. However, in near future it would also engage in the production of other Kamdhenu cement varieties. The production capacity of Sailash Cement Udyog (P) Ltd. would be 900 tons per month, which would be increased with further increase in demand of Kamdhenu Super Cement.

Revealing more about Kamdhenu's tie-up with Sailash Cement Udyog (P) Ltd. Mr. Anil Tandon said "This new franchisee manufacturing division of Kamdhenu Cement would enable to cater not only the growing market of Rajasthan but also the adjacent states of Delhi, Haryana and other National Capital Regions".

Kamdhenu Steel Dealers Meet in Aurangabad

A proactive attitude towards dealers has always been an appreciative effort of Kamdhenu Ispat Limited. Holding Dealers Meet for every state or region is one of the most common practices followed in this direction. Lately, Kamdhenu Steel Dealers Meet was held on 6th May '09 at Hotel Lemon Tree in Aurangabad, Maharashtra.

The Meet has been extremely successful, for more than around 80 dealers from Aurangabad and adjacent areas participated in it. The significant people present at the occasion included Mr. Sunil Agarwal, Director, Mr. Bhaskar Chaudhari, GM Mktg., Mr. Hemant Jain, Mr. Y.S. Pawar and Ms. Aarti Sarkar among numerous others. This assemblage was aimed to bring the Kamdhenu Steel dealers of Aurangabad and adjoining regions on one platform, promote interaction among them, thereby enhancing competitive spirit as

well as develop a sense of association in the dealers towards the company.

Addressing the dealers at the occasion, Ms. Aarti Sarkar said "Our dealers are our

achievable only due to the sincerity of our dealers, which we seek in the future too in order to make Kamdhenu Steel an unrivalled leader". Also, at the Meet



Ms. Aarti Sarkar addressing the dealers at the occasion with Mr. Sunil Agarwal, Dir., Mr. Bhaskar Chaudhari, GM Mktg. of Kamdhenu Ispat Limited, Mr. Hemant Jain, Dir., Parsavnath Buildwire, & Mr. Y.S. Pawar, Dir. Venus Rolling Mill

utmost strength who made Kamdhenu Steel a popular name in the construction market of Maharashtra, be it in cities like Nagpur or in remote areas. It has been

Mr. Sunil Agarwal honored many dealers with 'Award For Excellence' encouraging them to work with enthusiasm.

Know Colors Minutely With 'Colour Dreamz' Tinting Machine

The paint vertical of Kamdhenu Ispat Limited (KIL) 'Colour Dreamz' has made a unique endeavor to amalgam Goa tour and assemblage of all its dealers spread across the nation. Kamdhenu Paints organized its Channel Partner Meet in Goa from 15th May to 17th May with the aim to punch in enthusiasm, encourage sharing of valuable experience and strengthen mutual bond among the dealers. A total of more than 280 dealers from Delhi, Punjab, Haryana, Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal, Chhattisgarh, Orissa, Gujarat and Jammu & Kashmir participated at the occasion. The conference was arranged in Hotel Holiday-Inn in Goa where everyone enjoyed the Russian Ballet along with Egyptian theme based Limbo dance performances.

At this occasion the latest technique of Kamdhenu Paints "Colour Dreamz Gallery Tinting Machine" was introduced before everybody. With this, Kamdhenu Ispat Limited became one



Kamdhenu Ispat Limited Directors, Mr. Sunil Agarwal, Mr. Saurabh Agarwal, Mr. Sachin Agarwal and President, Mr. Pankaj Agarwal on the inauguration of 'Tinting Machine'

the use of this innovative machine one can choose from among more than 4000 colors in the wide range of 'Colour Dreamz'. Informing about the usefulness of 'Tinting Machine' Mr. Sachin Agarwal, Director KIL said "Not only this machine will help in selecting the appropriate tinge that the consumers with detailed understanding of colors have in their minds but also aid the common customers to opt for special colors in painting their dream homes. In this way the machine will be capable to hold more and more consumers to Kamdhenu Paint and thereby increase sales of Colour Dreamz products."

Addressing the dealers at the conference,

Mr. Sunil Agarwal, Director KIL said "the most important aspect of this

gathering is to give solution to all your queries related to Kamdhenu Paint products and instill in you that confidence and spirit in order to add momentum to the rising success of 'Colour Dreamz'. Our objective is to become the leading paint company, and it would only then be possible when our members work beyond their present capability."

Apart from participating in the Meet, the team of dealers and employees visited the famous Mangalesh Temple on 16th May and, thereafter, enjoyed thoroughly on the beautiful beaches of Goa. After much amusement on the renowned Calangute Beach, Miramar Beach, Dona Paula Beach, the team had great fun watching the cricket match held under Kamdhenu Cricket League in the premises of Hotel Holiday Inn. Here, Mr. Saurabh Agarwal, Director KIL along with other members of the Kamdhenu family boosted up the dealers and felicitated them.



among the top 5 companies in the paint segment that possesses the advanced 'Tinting Machine' technology. By

**BEST
SUPPORTING
DEALER
of the Month**

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