

# Ispat Sandesh

Satyamev Jayate

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**WATER** in Punjab now finds a new channel to flow with Kamdhenu introducing its advanced PVC PIPES for water distribution that can be used for both agricultural and commercial purpose. As a constructive step towards this direction Kamdhenu organized PVC Pipes Distributors Meet on 25th December 08 at hotel Swagat in the vibrant city of Chandigarh.

The event

was

Agarwal, President KIL, Mr. Mohan Agarwal, Kamdhenu Homz, Mr. Pradeep Garg, Distributor Steel, Mr. Naresh Gupta, C&F, PIPES and Mr. Arvind. However, the attendance of Kamdhenu PVC Pipe distributors of Punjab, namely Mr. Manu Agarwal, M/s S.C. Trading Co. Ludhiana, Mr. Bobby Gupta, Gupta Mills Store, Patiala, Mr. Suresh Bansal, Bansal Steel Tube, Bhatinda and Mr. S. Kumar, SGR (India) Ltd., Jalandhar

like the traditional cast iron, asbestos and cement pipes the Kamdhenu PVC Pipes does not require any coating or painting. Secondly, they do not result in toxic chemical composition on contact with water and are, therefore, safe for drinking water application. Thirdly, being free from rust and scale formation they turn out to be extremely durable.

Fourthly, their low friction loss ensures lower pumping cost that results in energy



## 'Kamdhenu PVC PIPES Distributors Meet' Held in Punjab

held amidst the presence of eminent Kamdhenu representatives – Mr. Sunil Agarwal, Director, KIL, Mr. Pankaj

brought significance to the occasion who were thoroughly encouraged for their involvement and dynamic performance.

saving. Fifthly, due to their light weight they can be easily transported, carried and installed. Sixthly, their large scale application in both rural and urban water distribution system from irrigation, borewells to industrial use have made them much sought after. Last but not the least the best thing of Kamdhenu PVC Pipes is their economical cost that have kept them afloat in the highly competitive market.

This introductory meet with the Kamdhenu PVC Pipe distributors was extremely fruitful in terms of receiving initial market response. The distributors testified that the "Kamdhenu PVC Pipes have started off well and is doing quite good in the segment". Quick acceptance of Kamdhenu PVC Pipes owes its credit to certain advantages they enjoy. It is their world class standard that have made them unique substitute to the conventional water distribution system. Firstly,

Kamdhenu has a Sales Target of 6000 MT in Punjab for the first year and aims to exceed the quantity by next year. The range of Kamdhenu PVC Pipes includes Rigid Pipes & Fittings, Agriculture Pipes, Casing Pipes, SWR Pipes, ASTM Pipes & Fittings and HDPE Pipes.



From Right - Mr. Sunil Agarwal, Director, KIL presenting memento to Mr. Ashwini Kr. Singhla, Distributor, Patiala during the Distributors Meet

ON the successful completion of the first housing project of Kamdhenu Homz – **Crescent 1** the company organized a Spiritual Gathering on 7th December at Zirakpur (Mohali) of Punjab. On this very auspicious occasion every one was drenched in devotion when Sri Vasji Maharaj, the disciple of the immensely popular spiritual leader Sri Sri RaviShankar spelt out blessed spiritual knowledge. The presence of about 1500 people at the Gathering made the event indeed significant for Kamdhenu Ispat Limited. Today, the

way the entire country is engulfed by fear and terror, everybody is concerned about peace and harmony. In such a scenario it is the stream of spirituality that strengthens the path of philanthropy. Not only this increases trust among people but also closes the door against disbelief and suspicion. Everyone attending the function has admired this positive move

of the company and praised the facilities provided by Kamdhenu Homz. The Spiritual Congregation came to its end

from tricity (Chandigarh/ Panchkula/ Mohali/Zirakpur) participated at the occasion. This brilliant project of Kamdhenu Homz is only at a distance of 2 km from the Panchkula city of Punjab and 4 km from Chandigarh.

With this wonderful project situated at such splendid location Kamdhenu Ispat Limited through its Kamdhenu Homz has successfully added a new chapter in the Housing Sector.

The buildings constructed under **Crescent 1** are extremely attractive as well as loaded with modern

furnishings. These 3BHK flats have Hi-level Gymnasium, Steam Sauna Bath, Swimming Pool and Cardiac toning facilities. Not only this, but also special attention is given to keep the residents close to nature with free play of sunlight, air and greenery. All these features make the **Crescent 1** unique and a project of its own class.

## Spiritual Congregation on completion of KAMDHENU HOMZ



with 'Mahaprasaad', which people enjoyed in the form of a gala lunch party.

The event was preceded over by the Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal. The directors of the franchisee unit of Kamdhenu 'Focus Infrastructures', directors of 'R.K. Industries', Mandi Govindgarh, Punjab Mr. Ramesh Goyal, and eminent people

**DRENCHED** in the gala mood was the New Years Eve at Kamdhenu. At the corporate office of Kamdhenu Ispat located at Gurgaon, the year 2008 was bid adieu and 2009 ushered in with a

New Year evening at Kamdhenu unique and memorable.

The whole Kamdhenu family including the CMD, Mr. Satish Agarwal, Directors – Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal, President- KIL, Mr. Pankaj Agarwal, VP, Mr. Anil Tandon,

and peaceful New Year. Emphasizing his words 'Peaceful' he pointed his fingers to the rising terrorism in India and said that "we can only flourish successfully in every aspect when there is harmony and it is we who can contribute to it in our own small way".

Everything else that followed after in the party was very usual. But it was the message of brotherhood that resonated in the hearts of

every Kamdhenu member, which made the New Year Eve at Kamdhenu special and indeed rocking in its own sense.



celebration of its own kind. 'Eat, Drink and be Merry' was the order of the day but it was something else that made the

CFO, Mr. Harish Agarwal and others assembled for the blast. The party started off with cutting cake and Mr. Satish Agarwal wished everyone a prosperous

## New Years Eve...It's Rocking!

*Wishing a Happy & Prosperous New Year 2009*

# Celebration and Commerce

NO body knows business liaison and promotion better than 'Kamdhenu Steel' does. Sometimes it is through overseas tours for dealers, sometimes by active participation in festive occasions and this time it was by co-sponsoring the Engineer's Day Celebration organized by 'The Surendranagar Civil Engineers' and Architects' Association' on 15th September 08'.

Mr. Sushil Chaudhary, Mr. Kundan Kr. Singh, Distributors – Mr. Rakeshbhai Patel and Mr. Mukeshbhai Patel and Mr. Mannubhai Patel, Dealer, Surendranagar represented Kamdhenu Steel at the occasion. The program started from around 8 in the evening at the Medical Hall, G.I.D.C with the District Collector making presence as the Chief Guest. The focal attraction of the event was the

'Musical Night by Mukhtar Shah' that kept the visitors glued on to their seats till the end of the function.

The participation of Kamdhenu Steel was aimed at building business relations with engineers and architects for they play an essential role in developing various Kamdhenu products. Hence, not only the Kamdhenu officials enjoyed the celebration thoroughly but also established

good terms with the association and its much-valued members.



Mr. Sushil Chaudhary, GM-Marketing, KIL along with other eminent guests offering prayer to Lord Ganesha during the Engineer's Day Celebration

## What's superb about Kamdhenu Super Cement?

The name of any brand reflects the quality it stands for. Kamdhenu Super Cement too follows the trail and is no exception to the concept. Let's find out what is that makes the Kamdhenu Super Cement SUPERB.

superior quality of limestone. Calcium Oxide, Alumina, Iron Oxide and Silica that governs the property of any cement are found in the most appropriate combination in the Kamdhenu Super Cement. Moreover, 'calcareous' and 'argillaceous' are certain special components mixed in the KSC to make it a supreme grade cement. Now these materials are burnt at an extreme temperature of 1400°C to 1600°C to yield 'Clinker'.

The proportion of clinker and its blend with other elements create three kinds of cement. Ordinary Portland Cement is the first variety. Kamdhenu Super Cement is

this cement suitable for all major project works.

The second variety is the Portland Pozzolana Cement and KSC of this kind is manufactured with a better compressive strength up to 48 Mpa. It has relatively higher fineness and produces concrete of better workability and cohesiveness making it dense and more impermeable to water. Being resistant to mild acidic water and other aggressive chemicals they are useful for marine works.

Lastly, it is the Portland Slag Cement of Kamdhenu Super Cement that too has distinct advantages. It has low heat of hydration, very low drying shrinkage and less expansion which reduces formation of micro cracks and improves the durability of constructions.

So, we can very well say that Kamdhenu Super Cement has been rightly named for it is truly super in all its forms.

Getting down to the basics it is the chemical composition that determines the quality of any cement. Kamdhenu Super Cement (KSC) is developed from

available in 43 & 53 Grades. It ensures high compressive strength, has better fineness and gives very low heat of hydration. These characteristics make



Mr. Sunil Agarwal during his visit to Kamdhenu Super Cement Manufacturing Plant

# Kamdhenu Paint opens new depots at Udaypur and Jalandhar

IN order to bring more and more consumers closer to the products of 'Colour Dreamz'- the paint division of Kamdhenu Ispat Limited, two new sales depots have been opened at Udaypur and Jalandhar respectively.

In Rajasthan, Kamdhenu Paint has set up its depot at Sector 14 near Transport Nagar, Flat No. 3 & 4, J Block, Hiran Nagari. At the inauguration of the depot on 13th December Mr. R.K. Agarwal of M/s B.T. & Sons was invited as the Chief Guest. From the Kamdhenu Ispat Limited, Paint Division Mr. Hemant Prabhakar, C&F, Mr. Subroto Upadhaya, DGM -Paints, Mr. Ajay Gupta, DSM - Rajasthan, Mr. H.N. Modi, General Manager - Marketing, Steel, Mr. B.L. Ajmera, Mr. Deepak Parekh, Mr. Vikas Paidar and Mr. Mayank Sharma

represented the company. Also, at the occasion dealers of Kamdhenu Paint, namely M/s Maharaja Paint and M/s Jain Hardware made active participation.

Prior to this, on 25th November Kamdhenu Paint has opened up a new depot at Jalandhar specifically located at New Gopalnagar, Flat No. 8 (New Grain Market). At the inaugural function of this depot, Mr. Bhajanlal, C&F, Mr. Rajkumar Srivastava, Manager - Workers, Mr. Subroto Upadhaya, DGM - Paints, Mr. Arvind Kapoor, DSM and Mr. Parminder Singh of Kamdhenu Ispat Limited-Paint Division marked their presence.

## "New Project Sales Office opens at Narayana of Delhi"

The new 'Project Sales Office' of Kamdhenu Paint was opened on 15th December at Narayana Industrial Area, Phase - 1 of Delhi. On this occasion Mr. Saurabh Agarwal, Director - Kamdhenu Paints and Mr. Sachin Agarwal

conjointly played the role of the Chief Guest. Mr. Saurabh Agarwal said that "the name of Kamdhenu Paint is now on the lips of every common person. In comparison to other paint products in the market, Kamdhenu Paint products stand higher on the reliability parameter. This has resulted in a surge in demand among the consumers. In view of the trust that the customers have shown in the products it becomes our priority to make Kamdhenu Paint products available across the country".

The opening ceremony of the new Sales Office of Kamdhenu Paints in Narayana was attended by Mr. Subroto Upadhaya, DGM, Mr. Ratnesh Bhatnagar, Project Head, Mr. Rajesh Singh, Mr. Saurabh Hansh, Mr. Vikas Sarin, Mr. Sunil Mishra, and Mr. Manish Ujjwal.



From left Mr. Hemant Prabhakar & Mr. Rawat, C&F Rajasthan Div., Chief Guest Mr. R. K. Agarwal, M/s Agarwal B. T. & Sons, Udaypur, Mr. H. N. Modi, GM- Mkt., Steel, Mr. Subroto Upadhay, DGM- Paints, Mr. B. L. Ajmera, ASM-Rajasthan, Mr. Ajay Gupta, DSM- Rajasthan/Gujarat



From left Mr. Rajkumar, SSM- Jalandhar, Mr. Subroto Upadhaya, DGM-Paints, Mr. Rajkumar Srivastava, Manager- Workers, Mr. Bhajanlal, C&F-Punjab, Mr. Parminder Singh, SM, Jalandhar

**BEST  
SUPPORTING  
DEALER  
of the Month**

Mr. Iftkhar  
M/s. Unique Enterprises  
Opp. Bajaj Showroom  
Allahabad Road  
Sultanpur  
Uttar Pradesh  
Mob: 9415137961

Mr. Pradip Sarkar  
M/s Gauri Enterprise  
Tarafdar Para Road  
Athpur, Shyamnagar  
24 Parganas (North) W.B.  
Mob: 9432184341  
03325813627