



Website: www.kamdhenuispat.com

E-mail: kamdhenu@kamdhenuispat.com

Ispat Sandesh

Satyamev Jayate

July 09

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Issue: 1 Volume: 11 Price: Re 1

For any business query dial toll free Kamdhenu helpline – 1800 1800 545

WISHING HAPPY INDEPENDENCE DAY



Kamdhenu Ispat Limited wishes the entire Kamdhenu Family 'Happy Independence Day' on the 62nd year of Indian Independence. Began its journey in 1995 Kamdhenu successfully completed over more than a decade in the Construction & Infrastructure industry. This phase has been a substantial as well as crucial one for India's development.

Kamdhenu having evolved as one of the prominent players in the infrastructure sector during this period has played a major role in the growth of the nation. The company has competently met the specific and rapidly changing demands of the real estate & construction segment that witnessed a surge in these years.

The progress of Kamdhenu is the result of its futuristic vision and hard work invested in achieving it. In making Kamdhenu a significant name one of the major factors has been the sincerity of every member associated with the enterprise. On the occasion of this Independence Day we express our heartfelt gratitude for the devotion showed by each Kamdhenu member – our employees, dealers & distributors and the many business associates, in taking the company to where it is today. We recognize and

acknowledge their endeavor in making every single achievement the road to the next achievement".

Independence is all about the freedom of moving into new directions. Imbibing this spirit in us, we introduced our Paint vertical under the product line 'Colour Dreamz' on the last Independence Day. The venture has been extremely successful with Kamdhenu Paints now having presence throughout the country. In this short span, Kamdhenu has accomplished much in the paint's business where the company has not only launched a wide range of product variety but also added in the new-age 'Tinting Machine' technology.

When we talk of liberty it means the right of every person which he/she should enjoy. Kamdhenu Ispat Limited has justified this motive of independence in offering the 'Best Product at Best Price', which is indeed the right of each individual of free India. Kamdhenu products with their premium quality standard and utmost consumer satisfaction level have become a brand that truly symbolizes the India of the 21st century.

Best Regards,
Saurabh Agarwal

Kamdhenu has always been a sport in motivating their dealers. The company unfailingly arranges for a gathering of the dealers for each region every year. Recently, Kamdhenu Ispat Limited celebrated its Annual Dealers Meet for their Steel Dealers of Manali. The event took place in hotel

M/s HIM Alloys and the Directors of Radiant Casting Mr. A.K. Agarwal and Mr. S.K. Sharma along with other staff members and distributors.

Addressing the Meet Mr. Sunil Agarwal said "Such dealers meet reflects the progressive ideology of

he added "Himachal Pradesh has an immense potential market and to harness its optimum result we need to walk that extra mile".

This Annual Steel Dealer Meet also held importance owing to the fact that

ANNUAL DEALER MEET OF KAMDHENU ISPAT LIMITED IN MANALI



Addressing the Meet Mr. Sunil Agarwal, Director Kamdhenu Ispat Limited, members on the dias includes Mr. A. Raja, Director HIM Alloys, the Directors of Radiant Casting, Mr. A.K. Agarwal & Mr. S.K. Sharma along with others

Manu Allaya located in Manali for two consecutive days of 11th and 12th July. On this occasion, around 200 dealers of Kamdhenu Ispat Limited made their enthusiastic participation.

Officials of Kamdhenu Ispat Limited present at the Meet included the Director of the company, Mr. Sunil Agarwal, GM Steel Mr. Rakesh Misri, GM Mr. V.K. Gahlot, AGM Brand Promotion Mr. Amit Soni, GM Cement Mr. Sunil Singh, AGM Steel Mr. Manoj Sharma, Ms. Shivika and Mr. Nitin Pratap. Besides them were present Mr. A. Raja Director

K a m d h e n u and play a significant role in strengthening the Kamdhenu family. For the last one and a half decade the dealers and distributors associated with Kamdhenu have continuously taken the company to greater heights of success. We have full faith in our dealer and distributor friends, for only due to their effort the end-users rely on every product of Kamdhenu and have been loyal to the brand". Further

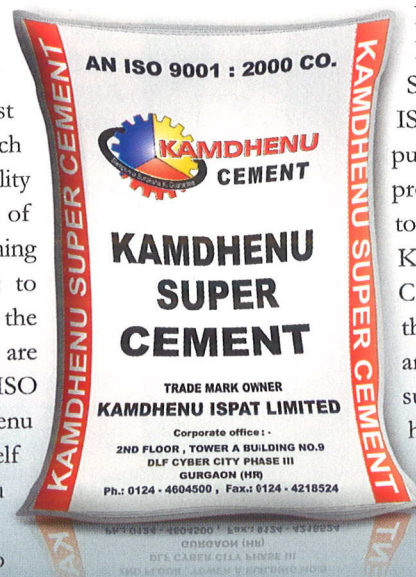
selected dealers were honored with 'Best Dealer Award' for their superb performance. The event concluded with a gala dinner party and exciting music beats to which everyone present shook their leg with all gusto.

KAMDHENU SUPER CEMENT THE ULTIMATE CHOICE

The cement brand of Kamdhenu Ispat Limited 'Super Cement' is gradually making a mark for itself in the construction & infrastructure market of India. It has already become one of the popular choices among the consumers of J&K, Punjab, Hayana, U.P, H.P, Jharkhand and West Bengal where Super Cement has been introduced. This good response is indicative of its success in other states of the country, where it would get introduced in the near future.

The excellent properties of Kamdhenu Super Cement are earning it an upper hand over and above the highly competitive cement market. Super Cement is manufactured in state-of-

the-art plants that are equipped with modern technologies of production and latest testing devices, which helps in consistent quality control from selection of raw materials, churning out finished product to packaging. While the manufacturing units are accredited under ISO 9001:2000, Kamdhenu Super Cement is itself certified by the Bureau of Indian Standards as conforming to



relevant IS Specifications.

Kamdhenu has come up with Super Cement varieties of Ordinary Portland Cement of IS: 8112 - 43 Grade & IS: 12269 -53 Grade, Portland Pozzolana Cement of IS: 1489 and Portland Slag Cement of IS: 455. Made by finely pulverizing the Clinker produced by Calcination to incipient fusion, Kamdhenu Super Cement has gained the status of making any concrete structure super strong with its high compressive & bonding strength.



Kamdhenu Organizes Annual Dealers Meet in Jharkhand

demand for quality paint products. In response, Kamdhenu with its superior quality 'Colour Dreamz' products would surely be able to catch the pulse of the populace". During the event,



During the conference the Directors of Kamdhenu Ispat Limited Mr. Sunil Agarwal & Mr. Sachin Agarwal, Senior GM Mr. S.B. Sharma, Directors of M/s Bhavani Ferrous Pt. Ltd. Mr. Vinod Sultania & Mr. Manish Sultania and others

Kamdhenu Ispat Limited recently organized its 'Annual Dealers Meet' in Jharkhand. The Meet was held in association with M/s Bhavani Ferrous Pvt. Ltd., one of the prominent franchisee units of Kamdhenu Steel located in Deogarh, Jharkhand.

The event took place in hotel 'Capital Hill' of Ranchi, Jharkhand amidst the august presence of distinguished Kamdhenu officials namely, Mr. Sunil Agarwal & Mr. Sachin Agarwal Directors, Mr. S.B Sharma Senior GM., Mr. V.K. Srivastava GM Steel (Bihar, Jharkhand, W.B. & Nepal), Mr. Vivek Maheshwari AGM BD, Mr. Sunil Kumar Singh GM Cement Division, Mr. Chandan Goswami Sr. Manager Brand Promotions, Mr. Subroto Upadhaya, DGM Paints and Ms. Shivika Kapil along with Mr. Vinod Sultania & Mr. Manish Sultania, Directors M/s Bhavani Ferrous Pvt. Ltd and Mr. Rajesh Jain, Director M/s Surya Cement Udyog.

Informing the dealers and distributors present at the occasion Mr. Sunil Agarwal said "Keeping in view the sharp rise in demand of Kamdhenu Steel products in the state of Jharkhand,

we decided to increase the production capacity of M/s Bhavani Ferrous Pvt. Ltd. within the next two months. This is an indication of how Kamdhenu Steel has gradually stepped up in the competition and is growing rapidly".

Assuring this believe of Mr. Agarwal, Mr. Manish Sultania said, "Certainly Kamdhenu Steel products have created a place of their own and have been able to capture a large share of the competitive Steel market of Jharkhand. With the increase in manufacturing capacity, we will be able to do justice to the increasing demand-supply ratio".

This occasion was also observed for the official launch of Kamdhenu's paint product 'Colour Dreamz' and 'Super Cement' in Jharkhand. Commenting on the immense opportunity that Jharkhand offers for Kamdhenu paints Mr. Sachin Agarwal said "The state shows a great



Mr. V.K. Srivastava was honored with 'Best Excellence Award' for his noteworthy contribution. Again, Mr. Pankaj Khaitan of M/s Pankaj Enterprises (Deogarh) was felicitated as the 'Best Distributor' while the 'Best Dealer' title was awarded to Pankaj Enterprises (Dumka). **S**

Providing a wholesome Infrastructure & Construction solution under the brand Kamdhenu is the primary aim of Kamdhenu Ispat Limited. As a firm

underground structures and high-rise buildings the company has also come up with an assortment of highly functional products that specifically include hole-

Also, strict quality check is ensured to maintain the highest quality & purity standard before dispatching them for sale.

CONSTRUCTION CHEMICALS — A TOTAL SOLUTION



Kamdhenu Ispat Ltd. intends to sale its brand through dealers & distributors. For detailed information on this kindly contact Mr. P.K. Bannerjee, Senior AGM, 9811460789 and Mr. P. Chakraborty, AGM, 9971835577 and Mr. Kamlesh Shah, Regional Manager (West) 9427359878

step towards this goal the company has introduced a special segment 'Construction Chemicals' under its belt.

The wide range 'Kamo' series of Construction Chemicals comprises of Water Proofing Chemicals, Architectural Coatings, Membrane Coating, Construction Aids, Floor Hardner, Tile Adhesive, Concrete Bonding Agent and similar other extremely useful products. For waterproofing of floor & ceiling of

sealing & repairing items.

Kamdhenu has established its plant under the vigilance of a well-managed team of professional engineers with technical expertise. To understand the choice & need of the consumers, the company has also undertaken in-depth study of different markets across the nation. Each of Kamdhenu Construction Chemical products is the result of extensive research & experience. For earning a leading stand among the competition in the market, the company has set up special centres for experiment that engages in continuous innovation.

In order to keep the entire production process flawless, the most modern machineries are brought into application.

The company's products are accredited only after they pass through quality benchmark verification of premium test centres like CBRI – Roorkee, IIT – Delhi, NCCB – Ballabgarh, Sri Ram Technological Research Centre – Delhi. Despite no compromise on the quality of its products, the company keeps a stringent control on the product prices.

In this way, the latest product vertical of Kamdhenu Construction Chemicals stood to its promise of best quality at the most cost-competitive price. Kamdhenu intends to leave no stone unturned in making it a name for complete construction solution provider earning in utmost customer satisfaction.

**BEST
SUPPORTING
DEALER
of the Month**



Mr. Yogesh Kansal
M/s Banke Bihari Enterprises
Near Himanshu Cement Agency
Ambedkar Tiraha, Civil Line Road,
Jaunpur (Uttar Pradesh)
Mob: 9935504686

Mr. Amit Garg
M/s Hindustan Steel
154/5,
Vijay Market
Puth Khurd
Main Bawana Road, Delhi – 39