

Ispat Sandesh

Satyamev Jayate

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MUST have heard about Super Heroes but Super Buildings are the latest inclusion. Let us find out!

Kamdhenu Ispat Limited, the prominent name in the Construction

Jammu on 26th November, 08 at Hotel Riviera Fountain. The Vice President of KIL, Mr. Anil Tandon along with other eminent representatives of the company marked presence at the occasion.

'KAMDHENU SUPER CEMENT' for 'Super Buildings'

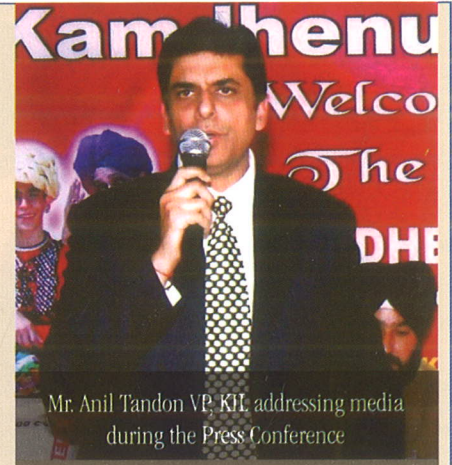
Sector has hit the Indian cement market with their new product 'Kamdhenu Super Cement'. This latest cement variety was introduced in a formal event in



During the launch of 'Kamdhenu Super Cement' in Jammu (L-R) Mr. D. P. Singh, Partner KCL Trading Company, from KIL, Mr. Anil Tandon, VP, Mr. Sunil Singh, AGM, Mktg. and Mr. Amit Soni, AGM, Brand Promotions.

Commenting on the Unique Selling Proposition of the new 'Kamdhenu Super Cement' Mr. Tandon said that "this cement has an outstanding bonding property. Hence, it is excellent in clasping the mortar tightly thereby providing great robustness and immense strength to every construction." The mineral content and the chemical composition of the cement are developed under thorough research to ensure its premium quality. Thus, every construction that brings Kamdhenu Super Cement into application is bound to be super powerful, enabling the building to stand adverse weather conditions.

Voicing the confidence on this new product, Mr. Tandon added that "Our new cement will pose a challenge to the



Mr. Anil Tandon VP, KIL addressing media during the Press Conference

other existing cement brands in the market." Further, he went on to say that "We always strive to surpass our achievement with innovative technology and our Kamdhenu Super Cement is one such endeavor." The Kamdhenu Super Cement, however, boasts not only of its superlative quality but also of its cost-effectiveness. The reasonable price of Kamdhenu Super Cement acts as the luring factor for customers to use it extensively in any of their construction ventures.

The Kamdhenu Super Cement is presently introduced in 6 states in India. In the Jammu region Kamdhenu Ispat limited has tied up with KCL Trading Company, which is acting as an authorized licensee manufacturer for Kamdhenu Super Cement. Mr. D.P. Singh, Partner, KCL Trading Company on expressing his good experience with Kamdhenu Ispat limited said, "we are extremely happy to be associated with Kamdhenu Ispat Limited. With mutual understanding and cooperation we believe to take Kamdhenu Super Cement to every nook and corner of the country in near times".

KAMDHENU Ispat grounded its flag in yet another foreign destination and yet again. A trip to Bangkok and Pattaya in Thailand was arranged for the distributors and dealers of Andhra Pradesh that lasted for five days from 18th to 22nd October 08'. Sponsored by Kamdhenu's Hyderabad franchisee unit M/s Binju Metals & Alloys Industries Pvt. Ltd. the touring team consisted of thirty participants, who were accompanied by Mr. Naresh Kapoor (GM Marketing), distributors Mr. Mahesh Balaveeriah of V Balaveeriah and Sons and Mr. Pradeep Agarwal of Ambica Iron and

Steels.

From enjoying the stay in the 3 Star 'Pattaya City' hotel at Pattaya and 4 Star hotel 'Ambesedor' at Bangkok to visiting the

everyone must visit this place at least once in a lifetime. Moreover, the people there are extremely hospitable and the country highly tourist-friendly. It was indeed an out-of-the-

Landing in Thailand



sightseeing places there, it is a never-to-be-forgotten tour, the whole team sings in one voice. "Thailand's beauty is exotic and I think

world experience for all of us" mentions one of the team mates.

Sailing over coral island, activities like water sports, parasailing, underwater walk, submarine drive and visit to the Gems gallery, one of the biggest gems showroom in the world are the mementos of memory that every individual of the group carried with them to cherish life long.

Wide array of KAMDHENU PLYWOOD now Nationwide

THE plywood division of Kamdhenu Ispat Limited has established its nationwide reach. This brings the company almost close to achieving its goal of providing essential materials required for the construction sector under a single roof. Already there is tough competition in the sector of plywood and the entry of Kamdhenu brand plywood in the market only makes it tougher. Kamdhenu Plywood was first launched in the market of Punjab where the consumers responded to it extremely positively and very soon it reached out to markets throughout the country.

It is nothing but the testimonial to the premium quality of Kamdhenu plywood that the brand carved a niche amongst the multitude competitors present in the market. Apart from being robust and durable the Kamdhenu plywood

has the quality of termite resistance, which not only increases its longevity but makes it useful for any purpose in any season. Kamdhenu Plywood is developed from advanced technology under strict quality parameters. They are available in the market in different varieties, namely, MR Plywood IS: 303, BWR IS: 303, Marine Plywood IS: 710, Shuttering Plywood IS: 4990. MR Block Board is 1659, Flush Board, Molded Designer Door and many others.

Despite the cutthroat competition in the plywood sector Kamdhenu plywood products have established their distinct name in the market in a very short span



of time. However, there is more to this brilliant start. The Kamdhenu Plywood showcases its new series in the name of Gurjan Club Range. Their 200 hours Boiling Water Power guarantee is sure to initiate a stir in the plywood market. With such excelling move Kamdhenu Plywood is on its way of emerging as a prominent brand name.



KAMDHENU PAINT'S

first "Regional Sales Meet"

KAMDHENU Ispat Limited has taken its paint product 'Colour Dreamz' to every nook and corner of the country. Celebrating this success, the company organized a 'Regional Sales Meet' recently on the 9th and 10th of November at Bhiwadi, Rajasthan. At this occasion, the DSM, ASM, SSO, SO of Delhi, Rajasthan, Haryana, Punjab, Himachal Pradesh and Jammu & Kashmir associated with Kamdhenu Paints along with the complete Promotion Team was present. The aim of this get-together was to inform the company's Promotion Team with thorough technical know-how and promotional strategies so as to establish "Colour Dreamz" firmly as a brand.

This two days episode started with a technological session at the paint plant of the company located at Chopanki, Bhiwadi of Rajasthan. The Directors of the company, Mr. Saurabh Agarwal and Mr. Sachin Agarwal inaugurated the event. Addressing to those present at the occasion, Mr. Saurabh Agarwal said that "Today, it is indeed a significant day for all of us. We have gathered here to discuss about establishing this new undertaking of the company in the market with great success. A collective effort always writes new chapter of achievements". The GM, Mr. Asim Ranjan Banarjee of Kamdhenu Liquid Paint and GM, Mr. S.K Gupta

of Kamdhenu Powder product spoke on the technological specifications and utilities of the Kamdhenu paint products on one hand. While on the other, the Worker's Manager of Kamdhenu Paint, Mr. Rajkumar Srivastav discussed about the details of logistics and supply

among the consumers. We have arranged this meet so that every member of the team well understands the priorities of the company. We have full faith that each member associated with Kamdhenu Paint will dole out their responsibilities perfectly, thereby playing a pivotal role



Team of Kamdhenu Paints being felicitated during the "Colour Dreamz" Regional Sales Meet by the Director, Mr. Sachin Agarwal, present alongside CMD, Mr. Satish Agarwal, Directors, Mr. Sunil Agarwal, Mr. Saurabh Agarwal, President, Mr. Pankaj Agarwal, CFO, Mr. Harish Agarwal, Regional Sales Manager, Mr. Subroto Upadhaya and others

chain management. Again, many representatives and researchers of the company presented their opinion on 'Colour Dreamz'.

The second day of the meet was of understanding the politics and diplomatic approach of the company. On this occasion, the CMD of the company, Mr. Satish Agarwal said that "We have showcased Kamdhenu paints in the markets nationwide. Now it's your turn. We are hopeful that our Promotion Team will leave no stone unturned in making the Kamdhenu Paints popular

in taking the company to new heights of success." During the Meet 10 people were honored for excellent work in their respective domain.

The Regional Sales Manager of the company Mr. Subroto Upadhaya presented the summary points of marketing details in order to achieve better results while the company's CFO, Mr. Harish Agarwal informed about the strategies and priorities of Kamdhenu Ispat Limited along with matters related to Human Resource & Development.

KAMDHENU FAMILY

assembles on the occasion of Diwali

THE Festivity of Lights, Diwali is celebrated with immense joy and happiness at Kamdhenu Ispat Limited's office located at Gurgaon. The complete office seemed as if it was drenched in light. Where on one hand the office building was decorated with lamps and flowers, the employees beautified their hearts by exchanging warm wishes and sharing sweets on the other.

Addressing every employee the CMD of the company, Mr. Satish Agarwal said that "this festival of Diwali holds much significance. During the last one year, the company has established firm identity in different segments like Kamdhenu Paints and Kamdhenu Plywood apart from Kamdhenu Steel. The credit for this goes to every member associated with the company. Everybody has duly performed their responsibility encouraging us in our mission. We hope that our success will continue likewise in times ahead".

On this jovial occasion of Diwali, a colorful program was organized at hotel Vista, Delhi which multiplied the vibrant mood many a times. Those attending the function enjoyed it thoroughly which was then followed by lavish dinner party.

'Nirman 2008'

MYRIAD construction solution companies came together on a common plane at the 'Nirman 2008', an exhibition for companies dealing in construction materials. Nirman 2008 was held in the Gujarat University premises, Ahmedabad for 5 consecutive days starting from 20th Nov to 24th Nov 08. This extravagant event was attended by renowned companies related to the field of construction, namely, Godrej, TATA, ESSAR, JK Cement, Nippon Paint, Ambuja Cement and many others.

The presence of Kamdhenu Ispat Limited at Nirman 2008 was highly acknowledged and its branding stratagem received much appreciation from the organizers of Nirman. Mr. Mayank Srivastava, Executive Marketing represented Kamdhenu Steel at the event. Chintan Steel, an authorized distributor of Kamdhenu Ispat Limited also participated in the event. Mr. Hitesh Shah (Distributor), Mr. Mihir, Mr. Shreyansh, Mr. Mohan Singh, Mr. Rikin Shah and Mr. Kirti were the



representing faces from Chintan Steel. Apart from officials of various companies the list of visitors included Government engineers, Architects, Private institutions, Builders and End Users as well.

Hence, we can very well say that 'Nirman 2008' served as a brilliant platform for Construction Solution Provider companies to showcase their range of products. Not that every company is a one-stop solution outlet, Nirman 2008 gave them an opportunity to build business networking.



Kamdhenu Stall in Nirman 2008

BEST SUPPORTING DEALER
of the Month



V.V. Damam,
M/s Iron & Steel Merchant
Parekar Complex
Opp. Ingale Petrol pump
Shivaji Chowk
Nanded Road, Loha,
Dist: Nanded, Maharashtra
Mob: 9421972199
9423135586

Mr. Manoj Chauhan
M/s Hariom Steel
Main Road
Vill. Mamurah
Sector: 66
Noida, UP
Mob: 9810429233

M/s Satyam Enterprise
10/11 Business View
Bahuchar Chowk
Dhuhdrehj Road
Surendra Nagar
Gujarat
Mob: 9925228919