

# Ispat Sandesh

Satyamev Jayate

October'08

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Issue: 9 Volume: 5 Price: Re 1

**D**ear Friends,  
Good wishes to all of you on the Festival of Lights, Diwali. We hope that this occasion of lamps bring new light of happiness in your life.

The economic crisis spread across the world has left marks of tension



Mr. Satish Agarwal

move much ahead. The whole world knows that the Asian countries have infinite possibilities of development and this being our ladder of success, stepping which, we can move forward towards our mission.

Friends, the aim of Kamdhenu Ispat Limited is to be one of the major companies in the Construction and Development sector. In fact, we have reached very close to our goal. Our dream of being one stop Construction Solution Provider Company by fulfilling every requirement of construction and development under one roof is about to come true. In between the journey from the last Diwali to this Diwali, we have

Our distinctive Franchisee Model has accounted new stories of success. With all might a network of more than 2500 dealers and distributors is there to strengthen the company. On account of their hard work and trust in the company, we are firmly treading forward even in the midst of the worldwide economic crisis. This is why our investors have full faith in us. In such times of crisis we have given 8 percent dividend on our company shares, which has strengthened the confidence of our investors in us.

We are very grateful to our associates, alliances and employees for the devotion they showed towards the company,

## HEARTY WISHES OF DIWALI

on everyone's forehead. Our country too is not untouched by this. The industrial sector has also felt the impact of this economic crisis. Many big international finance companies have come in its stride and are at the verge of bankruptcy, which in turn has frightened the investors.

Amidst all these, the happiness of the festivity of Diwali has surely dampened to a certain extent. However, we believe that in the times to come our country will definitely touch new heights again. We are passing through that phase of development from where we have to

ventured into new business avenues of Plywood and Paint. Your trust has not only gave us a recognition in every corner of the country but also that we have earned name beyond the national frontiers. In the neighboring country of Nepal the products of Kamdhenu Ispat Limited has been extremely liked by the consumers. Now, we are on the mission to spread our business in SriLanka, Bangladesh and Bhutan. We have always tested our products on the basis of our customers' requirements and have never comprised on the parameters of quality.

thereby relentlessly taking it towards progress. We thank our Director for he has always led the company in the right path. Also, we express our gratitude to our customers that they have purchased the company's products readily and motivated us. We pray to God that the Diwali lamps sparkle up the homes of our customers in the manner that its light deters the darkness of terrorism. Let our future brings the message of harmony and brotherhood!

Satish Agarwal  
(CMD)



# Maharashtra to Malaysia

**K**amdhenu Ispat Limited has innovative strategies to popularize its name in foreign lands. Taking business associates to tours abroad is one of their most effective ways of doing so. This time it chanced upon the dealers and distributors of Kamdhenu Ispat in Maharashtra, who enjoyed a fascinating trip to Malaysia from 12 October, 08 to 16 Oct 08.

This wonderful experience of the tour to Malaysia sticks to the memory of every dealer and distributor who were a part of it. Having a blast, this more than twenty members' team was in an exciting mood, enjoying every bit of Malaysia.

Being a country of multi-ethnic, multi-cultural and multilingual society, Malaysia has a composition of diverse customs and traditions. Such a delightful mix of cross-cultural influences made this land highly enticing for these Kamdhenu



Distributors & Dealers of KIL, Maharashtra rejoicing during their visit to Malaysia

representatives. Sightseeing in Malaysia was associated with great fun, which also strengthened bonds between them. "It was a marvelous experience for all of us. The skyscrapers and clean streets

were very much unlike India. However, in terms of hospitality the Malaysians are as warm as we Indians", said one of the team members on return from their unforgettable tour of Malaysia. •

**F**or business expansion, entering into new business alliances is a must. Kamdhenu Ispat Limited with its sheer intention to grow in its vertical of Wirebond has recently entered into a new agreement with Paraswnath Weld

At a formal occasion at the corporate office of Kamdhenu Ispat Ltd. at Gurgaon, Kamdhenu Wirebond has tied up with Paraswnath Weld Wings (P) Ltd. to render an impetus to its already renowned brand of Wirebond. The eminent members present at the event were Ms. Aarti Nijhawan (AGM, BD),

possibilities of markets in Maharashtra. We will now come up with 18 gauge and 20 gauge wire bonds fulfilling specific customer requirements. This agreement will in fact result in mutual growth of both the companies."

Kamdhenu brand binding wires are available in a vast spectrum of sizes and finish matching up to the demands of the technologically advancing construction



During the agreement - Ms. Aarti Nijhawan (AGM-BD, KIL), Mr. Sunil Agrwal (Dir. KIL), Mr. Hemant Jain (Dir., Paraswnath Weld Wings (P) Ltd.), Mr. Bhaskar Chowdhary (GM-BD, KIL).

Wings (P) Ltd., located in Nagpur for distribution of Kamdhenu wire bonds in Maharashtra

this business move Mr. Agrwal said that, "Our association with Paraswnath Weld Wings (P) Ltd. will enable us to tap the

## Forging new links

Mr. Sunil Agrwal (Dir.), Mr. Bhaskar Chowdry (GM, BD), Kamdhenu Ispat Limited and Mr. Hemant Jain (Dir., Paraswnath Weld

Wings (P) Ltd.). On

sector. The binding wires are developed from tested-quality raw material with a keen focus on maintaining equal toughness and flexibility. Moreover, designed in such a manner the wire bonds are favorable for both metal and concrete. These aspects ensure the Kamdhenu wire bonds maximum workability and make them extremely cost-efficient. •

The Annual General Meeting (AGM) of Kamdhenu Ispat Limited (KIL) was organized at Rajokri, New Delhi on 29th September, 08 where one could see the smile of success on the face of company's Director, Shareholders and Employees. Unaffected by the ongoing worldwide economic crisis, Kamdhenu Ispat Limited not only announced to give its shareholders 8 percent dividend but also approved a scheme of allotting company shares to its employees.

Mr. Satish Agarwal, CMD of the company considered the trust of the shareholders and the devotion of the employers to be the most significant aspect of success. He said "the sign of an established trust on the company is clearly evident in the form of its achievements. In the financial year of 2007-08 the company's income has increased by 19.5 percent reaching up to 355.60 crore rupees that was 297.70 crore rupees last year. An increase of 23 percent in the company profit has

## Smile of Success in Kamdhenu's AGM



During the AGM (from left-right) Directors, Mr. Sachin Agarwal, Mr. Saurabh Agarwal, Mr. Sunil Agarwal, CMD of the company, Mr. Satish Agarwal, Company Secretary, Mr. Sanjeev Bajaj, Director, Mr. M.K. Doogar and CFO, Mr. Harish Agarwal

been registered with an increase from 11.23 crore rupees to 13.78 crore rupees. For this success the company gives all credit to its shareholders and announces to give 8 percent dividend". Pointing out the futuristic policy and multidimensional nature of the company to be the mantra of success, Mr. Agarwal said that "we are gradually advancing towards fulfilling our dream of making our company

one of the major players in the sector of construction and development." With its distinctive franchisee model the company is ramifying into new avenues. 39 franchisees of the company spread across the country have not only helped in achieving this significant goal, but also are playing a major role in spreading the reputation of the company far and wide. In the premium product array of Kamdhenu Ispat Limited today, new names like PVC Pipes, Plywood, and Paint has been added apart from its Steel Products. The brilliant network of dealers and distributors is not only engaged in taking the

company products to every consumer of the country but also on the basis of their strength the company has gained firm footsteps in Nepal.

Every product of Kamdhenu has proved successful on the criteria of quality, reliability and requirement of the customers. All these factors made the AGM a happy occasion.

Kamdhenu Ispat Limited has added a new chapter in its success book. Already a renowned player in the segments of Reinforcement Steel Bars, Structural Steel and Construction Sector, Kamdhenu has forayed into the avenue of Plywood. Kamdhenu Plywood was launched in Punjab and in a short span of time has marked commendable presence in the market across India.

It is the premium quality of Kamdhenu Plywood that has placed this product at the foremost in the league of competitors. The features it boasts upon are robustness accounting for its durability, termite proof resulting in longevity and

suitability for all seasons making it viable for usage. Again, the Kamdhenu plywood is manufactured with the most advanced technique and processed under stringent quality measures to maintain superlative quality standards.

## Plying towards the avenue of PLYWOOD

The Kamdhenu Plywood comes in a wide series ranging from MR Plywood IS: 303, BWR IS: 303, Mairin Plywood IS: 710, Shuttering Plywood IS: 4990, MR Block Board IS: 1659, BWP Block Board IS: 1659, Flush Door and

Moulded Designer Doors.

In spite of all the cut-throat competition today in the plywood segment, Kamdhenu series of Plywood has cracked the market in a small timeframe and delivered extraordinary results. With such success in its kitty, Kamdhenu Plywood has officially launched its Gurjan Club Range. The club range product with 200 hrs BWP Guarantee is indeed going to bring about a revolution in the plywood industry. With the plan to take the market in its stride Kamdhenu Ispat Limited is set to become a brand in the plywood segment.

वस्तु जागृती २००८... कृष्णा ट्रेडिंग कार्पोरेशन  
कडवी मंडी, न्यु मॉड्युल नवळ, परभणी. फो: २२२२३१



## "Vastu Jagruti 2008"

**K**amdhenу Ispat Limited always supports engineering excellence. This time too the company did not lag behind and participated wholeheartedly in the celebration of "Vastu Jagruti-2008" by Krishna Trading Corporation, one of Kamdhenu dealers in Maharashtra.

The event lasted from 15 September to 17 September 08 at Kalyan Mandap with the purpose to celebrate Engineer's Day. The occasion was conceived as an "Awareness Program for Earthquake Resistant Construction & Vastu Shastra". The Guest of Honor at the inauguration of the event was Er. Ravi Ranade from Pune (M.E Struct.) along with other officials. Mr. Jagdish Chandak (M. Arch), President of Architects, Engineers & Surveyors Association, Parbhani, Mr. Mahesh Kumar Joshi, Mr. Amit Mukherjee, Mr. Priyavrat Singh and many other eminent members associated with Krishna Trading and Kamdhenu also marked their presence at the occasion.

During the three days of "Vastu Jagruti - 2008" there was an exhibition on useful materials or Building Construction & Interior, which became the center of attraction for the visitors. More than hundred architects and engineers participated in the event, which was attended by approximately 5000 person per day making the purport of the occasion a huge success.

## Public Notice



The general public is hereby informed that Kamdhenu Ispat Limited manufactures and distributes all its products only in the name of Kamdhenu. Apart from this, Kamdhenu Ispat Limited distributes Kamdhenu Paints in the name of Colour Dreamz and U.P.V.C products in the name of Tuffwind. Kamdhenu Ispat Limited bears no relation, whatsoever, with any other product apart from the aforesaid Kamdhenu brands. Off late, we have received the information that SARIA of some other brand is being promoted as a premium product of Kamdhenu, which is false and bogus. Kamdhenu strictly has no link or association with any such product. The real Kamdhenu Saria has Kamdhenu stamp marked at every meter and also that Kamdhenu Ispat Limited has no association with the quality and standard of Saria of any other brand. The customers are requested not to buy these products by mistaking them as products of Kamdhenu Ispat Limited. To this end, Kamdhenu Ispat Limited would not take any responsibility of quality and standard under any condition.

The consumers, retailers, distributors, dealers, media and the citizens are informed that they should not pay heed to such false advertisements and promotions. Kamdhenu Ispat Limited manufactures steel bars (Saria) under the Kamdhenu brand and they bear no relation or business understanding/ association with any other product being sold under different name or style.

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**BEST  
SUPPORTING  
DEALER  
of the Month**

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