

# Ispat Sandesh

Satyamev Jayate

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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## KAMDHENU ORGANIZES 'ANNUAL DEALER MEET' AT MOUNT ABU

Kamdhenu Ispat Ltd. organized its Annual Dealer's Meet on 24<sup>th</sup> October in Mount Abu at Cama Rajputana Club Resorts. In the event Mr. Satish Agarwal CMD, Mr. Sunil Agarwal Director, Mr. S.B. Sharma Senior GM, Mr. H.N. Modi AGM, Mr. Amit Soni AGM Brand Promotion and Mr. Rajeev Mathur were present among other officials from Kamdhenu Ispat Ltd. (KIL).

From Raghuvveer Metals Pvt. Ltd., a franchisee unit of Kamdhenu Ispat Ltd. dignitaries namely,

members associated with Kamdhenu have for their organization.

The Meet started with the welcome note by Mr. Abhishek Pokharna. He said "We are glad to welcome you all at this occasion. Your participation is itself a great achievement for Kamdhenu. It shows the strong association that we share with the

any product a successful venture. We assure you best quality and expect fruitful marketing in response. Only by complementing each others' effort that we can achieve growth and prosperity". The dealers were given an overview of the company's progress



Mr. Sunil Agarwal, Director & Mr. Satish Agarwal, CMD from Kamdhenu Ispat Limited welcoming Mr. Alok Pokharna, Director Raghuvveer Metals Pvt. Ltd. during the Annual Dealer Meet



MD Mr. Anil Pokharna, Directors Mr. Sunil Pokharna, Mr. Alok Pokharna & Mr. Abhishek Pokharna and Mr. R. K. Agarwal (Udaipur) were present at the meeting. Around hundred people attended the occasion. It indicates the great level of respect that the

company". His speech was followed by a power point presentation by Mr. S.B. Sharma. Mr. Sunil Agarwal addressed the dealers and briefed them about marketing strategies of the company. He said "It is both quality and marketing that makes

with special focus on Kamdhenu Steel by Mr. Satish Agarwal. Acknowledging the contribution of the dealers and distributors he said "It is due to our dealers and distributors that we climbed such heights of growth. We request you to continue your support to Kamdhenu Ispat Limited. It will help us attain mutual gain & development". The entire programme was hosted by Mr. Amit Soni very efficiently.

In the event Mr. H.N. Modi AGM KIL was awarded with the 'Excellence Award' for his outstanding performance. However, the 'Best Dealer Award' was given to 9 selected dealers of Kamdhenu Ispat Limited. Also, 4 distributors were chosen for the 'Best Distributors Award'. The event was then concluded with vote of thanks given by Mr. Sunil Pokharna.



**COMPANION OF SUCCESS**

Mr. Maman Chand Goel has been accompanying Kamdhenu Ispat Ltd. on the journey of its



success. He has faced every challenge with patience and persistence since the inception of the company. It is his consistent hard work and dedication towards the dealers that made Mr. Goel touch new limits in sales. Moreover, his respectful behavior not only towards the company but also for the dealers tells the story of his accomplishment. Kamdhenu Family congratulates Mr. Maman Goel and his partner Mr. Naresh Garg for their achievements and wishes them for future growth.

**BHARAT STEEL CELEBRATES SILVER JUBILEE**

M/s Bharat Steel, a dealer of Kamdhenu Ispat Ltd. celebrated its 'Silver Jubilee' on the completion of its 25 years on 10<sup>th</sup> October. The event was held at Indraprastha Garden, New Delhi. Mr. Satish Agarwal, CMD, Kamdhenu Ispat Ltd. was the chief guest at the occasion.

next stage of growth. We hope that the time ahead would strengthen our relationship with Bharat Steel".

From the Kamdhenu family other dignitaries also attended the function. Mr. Mange Ram Garg, Mr. Siyaram Gupta, Mr. Suresh Garg, Mr. Satish Garg and Mr. Sanjay Garg



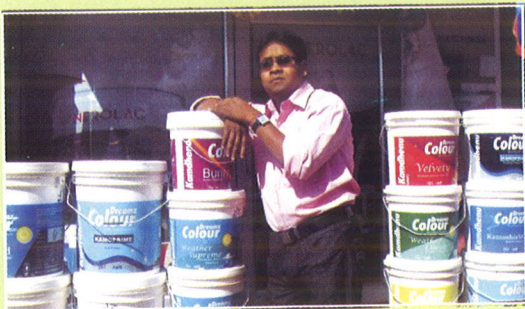
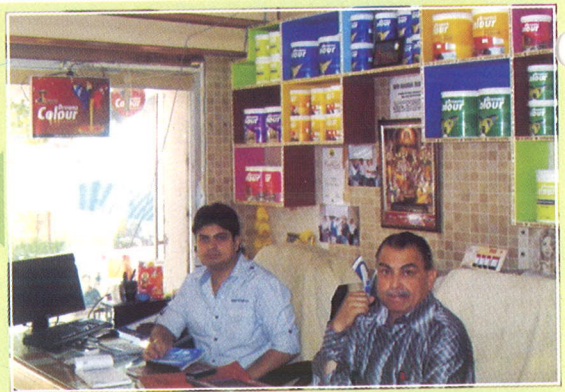
Congratulating Bharat Steel on completing its 25 years Mr. Agarwal said, "The journey of progress has crossed one phase to move on to the

of M/s Bharat Steel were also present at the occasion. They all wished Bharat Steel a very bright future.

**BEST PERFORMERS OF KAMDHENU PAINT IN JAMMU**

Mr. Subhash Nanda, a prominent associate of Kamdhenu Paints has showed appreciative performance. He achieved great sales margin for Colour Dreamz products. With a glad voice he said, "I am extremely happy over this achievement. If Kamdhenu Paints maintain the good quality of Colour Dreamz in the future as it is today, the company will surely become the number one brand. And for this Kamdhenu should take good care of the interests of its contractors & Painters".

Mr. Nanda's sincere efforts and hard work towards marketing is acknowledged by Kamdhenu and urges his whole hearted support to make Colour Dreamz a successful paint brand in Jammu.



In the Contractor Scheme 2008-2009, Mr. Abhiminu Rout of Jammu earned a highest of 21750 points. He received a LCD & Split AC as reward from Kamdhenu Paint for this excellent performance.

Mr. Rout has also played an important role in promoting Colour Dreamz by encouraging other contractors to use Colour Dreamz products.



Kamdhenu Ispat Limited has always taken initiatives to do something new. This time the company organized a 'Car Rally' in Jaipur on 25<sup>th</sup> October. The Chief Guest of the event was

the Chief Guest and the Kamdhenu officials together. About 100 participants gathered for the rally

It was finished at around 3 in the afternoon. The winners were then awarded with attractive prizes,

## CAR RALLY IN JAIPUR

Mr. Deependra Singh Shekhawat, Speaker Rajasthan Vidhan Sabha. Members of Kamdhenu present at the occasion included Mr. Chandan Goswami Senior Manager Brand Promotions and Mr. Lovejeet Singh AM Brand Promotions. Distributor of Kamdhenu Ispat Limited, Jaipur Mr. Vibhor Agarwal from M/s Ganpati Sales Corporation also attended the event.

The rally was flagged off from Bani Park, Hotel Ashok at 11.00 A.M. by



with great enthusiasm. Cheers from the audiences filled the air, which gave the participant a rush in their blood.

The rally has been a great fun throughout for all the participants.

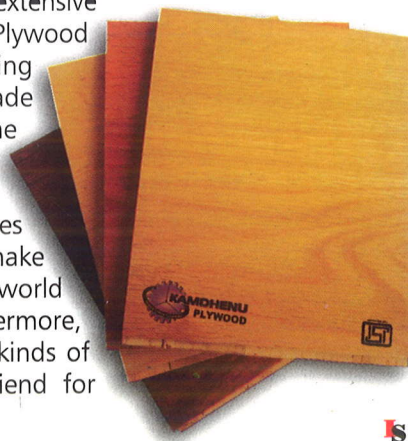
which doubled their success. After the completion of the rally, all the participants along with others present at the event enjoyed the gala lunch and dance party arranged for refreshment.

## A MARK OF QUALITY 'KAMDHENU PLYWOOD'

Plywood is an integral part of modern furnishing. With this understanding Kamdhenu has ventured into the Plywood business.

In a very short span of time 'Kamdhenu Plywood' has become one of the most trusted brands in plywood segment. Premium quality of the product and aggressive marketing strategy has been the wheels of the growth engine. Today 'Kamdhenu Plywood' is a significant part of Kamdhenu's product range. Also, it is contributing highly to the revenue of the company.

Available in extensive variety, Kamdhenu Plywood is manufactured using advanced high-grade technology. Its supreme strength, weather-shield property and anti-insects qualities (termite-proof) make Kamdhenu Plywood a world class product. Furthermore, its applicability in all kinds of places makes it a friend for carpenters.



## KAMDHENU ASSOCIATES WITH KANAKDHARA STEEL



'Kanakdhara Steel' is the new franchisee associate of Kamdhenu Ispat Limited. Situated in the Jalna district of Maharashtra, the first dispatch from Kanakdhara Steel has already been made. This unit of Kamdhenu is responsible to manufacture Structural Steel with a production capacity of 5000 tones per month.

There was a huge gathering at the occasion of the first dispatch of Structural Steel merchandise. From Kanakdhara Steel Mr. Narendra R. Agrawal & Mr. Mahendra R. Agrawal along with its staff members were present. Advocate Mr. Satish S. Tyrewala was the guest of the event. Mr. T. K. Pandey AGM Marketing, Mr. Prakash Sales Officer, & Mr. Avnish Rajput Quality Incharge from Kamdhenu participated in the occasion.

Kanakdhara Steel would be a vital station for sourcing Kamdhenu Structural Steel for Maharashtra. Also, the demand of the M.P. & A.P. steel market would be met from this production facility.



## KAMDHENU ORGANIZED PAINTERS MEET



In order to make Kamdhenu Paint popular among the consumers "Painters Meets" have been organized across the country. Held in different states, these "Painters Meet" motivated the painters

and dealers. Here, selected painters were honored with awards under the Painter Scheme. Also, the dealers & painters were given detailed information about the different products of Kamdhenu Paints & made aware of technical specialties.

The 'Mega Painter Meet' arranged in Dwarka, New Delhi was attended by ASM Mr. Vipin Kumar and Mr. Bhanu Prakash of Kamdhenu Paints. This Meet was organized with the support of Mr. Mukesh Garg and Mr. Sanjay Garg of M/s Garg Traders, Dwarka. Another such huge event

was also organized in the Junagarh district of Gujarat. About 125 painters participated in this Meet. Kamdhenu Paint's Una dealer, Mr. Chandresh Shah from M/s Shah Jitendra Kumar & Brothers has efficiently shouldered the responsibility of organizing the Meet. ASM Mr. Aditya Gupta & Mr. Jyesh Kakkur and C&F Mr. Anil Patel representing the company at the event motivated the painters.

In organizing the 'Mega Painter Meet' in Lucknow and Varanasi M/s Jaiswal Paints Store, Varanasi and M/s Amarnath, Suraj Gali, Jaunpur played a major role. From Kamdhenu Paints Mr. Ravi Puri, Mr. Sushil Yadav, Mr. Vijay Singh, Mr. Rajesh Mehra, and Mr. Vivek Jaiswal participated in both these events.



## KAMDHENU PVC PIPES 'DISTRIBUTORS MEET'

As a practice to tighten the bond with the distributors Kamdhenu Ispat Ltd. organized 'Distributors' Meet' for its PVC Pipes distributors on 23rd September, 2009. The Meet was held at Hotel Maharaja Regency in Ludhiana, Punjab.

All the distributors of Kamdhenu PVC Pipes from the region namely, Mr. Manu Agarwal M/s S.C. Trading Company Ludhiana, Mr. Vivek Gupta M/s Hindustan Trading Company Jalandhar, Mr. Madhur Agarwal M/s Madanlal Bhimsen Amritsar, Mr. Bobby Gupta M/s Gupta Mill Store Patiala, Mr. Rajender Goel M/s Goel Steel Abqhar, Mr. Varun Tayal M/s Rajendra Steel Tube Moga, & Mr. Ashok Kumar M/s Ashok Kumar Baldeo Raj Gurdaspur and others participated in the occasion. Mr. Anand Mittal and

Mr. Dinesh Rathi were also present at the Meet.

Key officials from Kamdhenu Ispat Limited namely, Mr. Sunil Agarwal Director, Mr. Pankaj Agarwal President, and Mr. V.K. Gahlot General Manager attended the Meet. On this occasion Mr. Pankaj Agarwal said, "Quality has always been an assurance in every product offered by Kamdhenu and PVC pipes isn't an exception. However, besides the superlative quality of Kamdhenu PVC Pipes it is our distributors who play an important role in making our products truly successful. We are grateful for your support and faith in our products". Mr. Manu Agarwal M/s S.C. Trading Company said "We are really happy



with our association with Kamdhenu Ispat Limited. We are confident that the premium quality Kamdhenu PVC Pipes will help us gain firm foothold in Punjab and adjacent areas." It is M/s Shalu Mechanical Works, the franchisee unit of Kamdhenu in Ludhiana, from where Kamdhenu PVC pipes will be sourced all over Punjab.

Addressing the Meet Mr. Sunil Agarwal said, "In Punjab Kamdhenu PVC pipes are performing exceptionally well with the support of our distributors."



Punjab Dealer Network – Cement  
Mr. Rajeev Pasi  
M/s Pasi Cement Store  
Bhulath, Dist. Kapurthala, Punjab  
Mob.: 09815082302

Mr. Baldeo  
M/s Baldeo Krishna & Sons  
Near Power House  
G.T. Road, Jalalabad  
Dist. Ferozpur – 152122  
Mob.: 09876153542

M/s Ma Durga Paints House  
D.M. Colony  
Bulandshahar – 203001 (U.P.)  
Ph.: 05732 – 223028  
Mob.: 09456473122