

Ispat Sandesh

Satyamev Jayate

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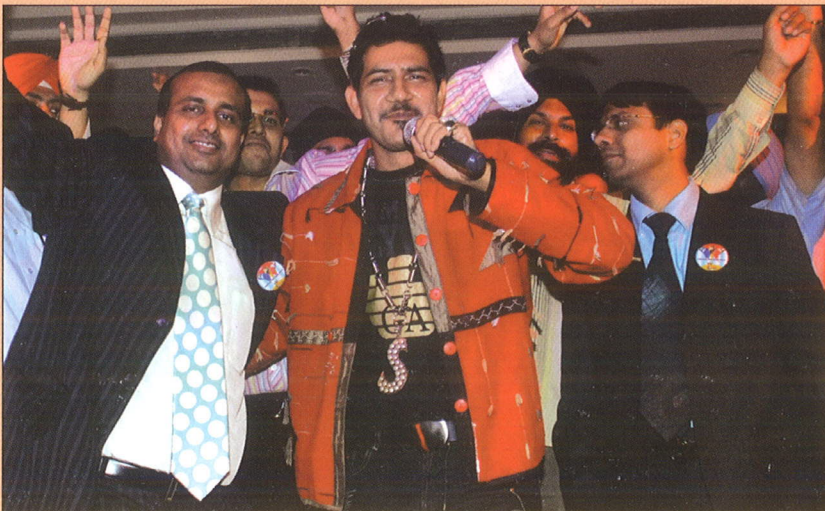
Colour Dreamz splashes Punjab with color

KAMDHENU Paint's 'Colour Dreamz', the new offshoot of Kamdhenu Ispat Limited has already started smearing Punjab with its brilliant colors. In 'Narvana Club', Ludhiana, the directors of Kamdhenu Ispat Ltd. Mr. Saurabh Agarwal and Mr. Sachin Agarwal showcased the products of Colour Dreamz before the public in a formal event. On this occasion, the peppy songs of the famous pop singer, Shankar Sahani compelled everyone to tap their feet, while the Russian dancers Ela, Indrani and their troupe set in a wonderful ambience with their mesmerizing performances.

During the channel partner meet of Colour Dreamz in the Ludhiana city of Punjab, Mr. Saurabh Agarwal addressing the media and the present invitees said that this complete range of products has been developed keeping in mind the consumers' choice and requirements. The collection comprises of emulsion, enamel, distemper, textures, designer finishes, primer and other related products. Commenting on the strategy

behind plunging into the market with the products of Colour Dreamz, Mr. Sachin Agarwal said that these products will arrive the country's consumers in two phases. In the first phase, the market of North India will be taken into account. This will make Kamdhenu Paints available to the consumers of Delhi, Haryana, Punjab, Chandigarh, Jammu & Kashmir, Uttar Pradesh, Uttarakhand, Himachal Pradesh, and Madhya Pradesh. Remarking on the special scheme started at the launch of Colour Dreamz, the Regional Sales Manager (Paints), Mr. Subroto Upadhaya said that this offer would motivate the dealers and distributors, encouraging them to bring in more and more consumers.

The president of Kamdhenu Ispat Limited, Mr. Pankaj Agarwal, however, informed about a different useful product, PVC Pipe and spoke on its utility. In this occasion, Mr. Vineet Agarwal, (GM, Accounts & Finance) Mr. Rajkumar Srivastava (Work's Manager, Paints), Mr. Subroto Upadhaya (Regional Sales Manager, Paints), Mr. A.R. Banerjee (GM, Liquid Paint), Mr. A.K Gupta (GM, Powder Paint), Mr. Vivek Maheshwari (AGM, Business Development), Mr. Amit Soni (AGM, Brand Promotion), Chandan Goswami (Senior Manager, Brand Promotion), Mr. Lovejeet Singh (Assistant Manager, Brand Promotion), Udit Garg (Senior Manager, Marketing, UPVC), Mr. Yogeshwar Singh (ASM, Punjab), Mr. Bhajanlal (C&F, Punjab), Mr. Arvind Kapoor (DSM, Paint, Himachal Pradesh) along with distributors and dealers from the Ludhiana city and adjacent area also made their presence.



Directors - Mr. Saurabh Agarwal and Mr. Sachin Agarwal in a jubilant mood with pop singer, Shankar Sahani

Kamdhenu Steel organized a CAP in Hissar

IN Hissar, Haryana, the land of brimming crops and industry, Kamdhenu Ispat Limited organized its 'Consumer Awareness Program'. This event saw participation of a large number of masons. In this occasion, Mr. Rajeev Sharma, GM (Mktg.) informed everyone about the specialties of the company's products. He said that each product of the company completely fits the criteria of the consumers, giving them all the reasons to vest an absolute faith in Kamdhenu Ispat Limited.

Not only this but also the products of Kamdhenu Ispat Limited are easily available at almost every



Distributor, Mr. Maman Chand Goyal felicitating Dealer, Mr. Ghanshyam of M/S Ghanshyam Steel

place, for each merchandise of the company reaches the consumers through a widespread network of distributors and dealers. This enables the head-mason and builders use these products to

develop sturdy constructions and rely on them blind-folded. Kamdhenu brand has also introduced Plywood, Paints, PVC Pipes and many other useful items in their product consortium in keeping with the requirements of the consumers.

In this CAP event, apart from members of the company, Mr. Manoj Sharma AGM (Mktg.), Mr. Udit Garg, Senior Manager Marketing (UPVC), distributors, namely, Mr. Naresh Garg and Mr. Maman Chand Goyal as well as dealer, Mr. Ghanshyam of M/S Ghanshyam Steel, Hissar were also present. Mr. Amit Soni, AGM (Brand Promotion) shouldered the responsibilities of conducting the whole program.

KAMDHENU Ispat Limited, the company that holds a firm position in the construction sector of the country, has shown its social responsiveness and sensitivity in the form of Car Rally. On the quavering earth that shook with the terror blasts in the capital of the country, Delhi on September, 13 the car rally took off with the message of peace and harmony. It turned out to be a symbolic gesture, which was much appreciated by everyone. This event took place on September, 14

at Tivoli Garden, Delhi. The car rally was organized initially with the motive to refresh the employees of the company. However, after the Delhi blasts, the only aim of the occasion was nothing but to be a retort to

Kamdhenu's Car Rally sets off with the message of Peace and Harmony



Mr. Sachin Agarwal, Director, Kamdhenu Ispat Limited starts the car rally by showing off flag

the heinous deed and send across a message of peace to every household.

The director of Kamdhenu Ispat Limited, Mr. Sachin Agarwal, declared the car rally open by showing the set-off flag. In this rally, Mr. Rajeev Sharma, GM, (Mktg) Mr. Vivek Maheshwari, AGM (Business Development), Mr. Amit Soni, AGM (Brand Promotion), Chandan Goswami, Senior Manager (Brand Promotion) along with Mr. Nitin Pratap Singh, Mr. Sushil Bharadwaj, Mr. Anil Raj and Mr. Lovejeet Singh marked their participation.



Journey of 'Team Distributors' to Australia

Directors of M/S Dadiji Steel Limited (manufacturers of Kamdhenu brand TMT) and Distributors of Bihar during their tour in Australia

TO popularize the brand 'Kamdhenu' in countries abroad as well as to encourage the distributors, Kamdhenu Ispat Limited arranged for a tour of their distributors to the magnificent city of Sydney, Australia. This time it was the turn of the distributors from Bihar. A twenty-nine member group was formed, which was led by M/S Dadiji Steel Limited. This team of distributors headed towards Australia to enjoy the beauty of the cities like Brisbane and Cairns apart from Sydney.

These three cities are well known for sports. Many a times the cricket team of India has won matches in the cricket ground situated in these cities and made our country proud. Also, favorable opportunities for other

games and sports are present here. Owing to their popularity the team members saw these cities only in films and television, until now they actually had the chance to make it there.

"The sight of high-rise buildings, the fast and wide roads, the trains running almost at the speed of bullet is absolutely astounding to look at. Moreover, playing with the waves at the abundant beaches and watching the stretch of blue sky is like celebrating nature, the experience that one can ever forget." The Kamdhenu's distributor team has enjoyed this wonderful time by living every moment of it to the brim. The team returned completely revived and fresh, bagging in a treasure of pleasurable memories.

Bond of Strength with Strength

KAMDHENU Steel is iconic of Strength. This received an impetus when Kamdhenu Ispat Limited (KIL) sponsored *Ganapati Pooja* of Maheshwari Mitra Mandal in Nashik. Symbolic of Strength, Lord *Ganesha* very well gelled with the brand image of the company.

The event spanned for twelve long days from September 3 to September 14. The members

participating in the occasion were Mr. Mahesh Kumar Joshi, Mr. Amit Mukherji, Mr. Vivek Pandey, and Mr. Yogesh Malpani from M/S Yogeshwar Steel Center, Nashik. The Maheshwari

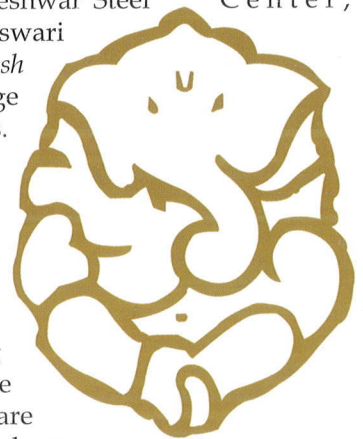
Mitra Mandal's *Ganesh Pooja* witnessed a huge confluence of devotees.

An approximate number of ten to fifteen thousand people visited the Pooja venue every day. This religious arrangement was dovetailed with the social concept of 'Stopping Female Foeticide'. In the 21st century, when we are talking of jet age technology,

our society still faces trouble to take off from the sticky surface of orthodox and conservative beliefs. Strengthening the society, Kamdhenu Steel definitely adds strength to the philanthropic aspect of the company.



Horde of devotees visiting Maheshwari Mitra Mandal *Ganesh Pooja*



First anniversary of Gurgaon Corporate Office



Mr. Sunil Agarwal, Director along with CMD, Mr. Satish Agarwal, addressing the Kamdhenu Parivar

THE Corporate Office of Kamdhenu Ispat Limited, located in the National Capital Region of Gurgaon has successfully completed its journey of one year. Celebrating the occasion of the first anniversary of the head office, Mr. Satish Agarwal, the CMD of the company, cut cake and wished the employees of Kamdhenu Ispat a golden and prosperous future. At this happy hour, the Directors of Kamdhenu Ispat Limited, Mr. Sunil Agarwal, Mr. Sachin Agarwal, Mr. Saurabh Agarwal were joined by other members of the Kamdhenu family, namely, the President, VP, CFO and many significant company officials.

The company's corporate office is situated at the DLF Cyber City, Phase III region of Gurgaon. The company set up is replete with advanced and modern facilities and technology taking in consideration the present day necessities. These aspects contribute to multiply the capability and capacity of the workforce of the company. Moreover, any problems or issues related to the consumers, dealers and distributors are resolved on an urgent basis. Not only this, but also this office acts as the centre of planning where the company's strategies for the future are shaped up.

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.

Kamdhenu Ispat Limited

Second Floor, Tower A, Building no. 9, DLF Cyber City, Phase 3, Gurgaon - 122002, Tel : 0124 4604500, Fax No. : 0124 4218524

**BEST
SUPPORTING
DEALER
of the Month**

Mr. Sachin Agarwal
M/S M.L. Enterprises
Rampur Road, Haldwani,
Uttarakhand
M: 09837719977 /
09359619977

Mr. Rakesh Gupta
M/S Nishant Trading Company
Khoda Colony,
Noida, Uttar Pradesh
M: 09810979222