



Ispat Sandesh

Satyamev Jayate

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After a successful stint in the infrastructure & construction sector for over a decade, Kamdhenu Ispat Limited (KIL) now forays into an altogether new business segment of

Tej Bottlers Pvt. Ltd. is the license user of Kamdhenu Ispat Ltd., which has tied up for the production of 'Kamdhenu Fresh' packaged drinking water.

bottling, every stage is performed in scientifically controlled environment and is meticulously monitored under the strict vigilance of quality control experts. Mr. Sunil Agarwal says "Kamdhenu products are always known for their superlative quality and the processed drinking water would be no exception".

'Kamdhenu Fresh' enters the market in almost all package sizes

Kamdhenu Ispat Limited Launches 'Kamdhenu Fresh' (Packaged Drinking Water)



FMCG with 'Packaged Drinking Water'. Under the brand name 'Kamdhenu Fresh' the launch of Kamdhenu's packaged drinking water was held on 3rd October at Hotel Piccadilly in Lucknow. Eminent officials from Kamdhenu Ispat Limited present at the event included Directors Mr. Sunil Agarwal & Mr. Saurabh Agarwal and Mr. Ayush Agarwal. Other significant members Mr. Nitesh Chaudhary and Salil Chaudhary, Directors of Tej Bottlers Pvt. Ltd. were also present at the occasion.

Commenting on the significant business decision of Kamdhenu to venture into the FMCG segment Mr. Sunil Agarwal says, "Kamdhenu has always reached the common people with its wide range of construction & infrastructural products. Extending this philosophy we have now entered the FMCG market with a product that touches the lives of mass day in and day out".

'Kamdhenu Fresh' is processed in line with the parameters laid by the Bureau of Indian Standards. Its production is carried out in state-of-the-art plant equipped with the latest technological facilities. From highly effective purification system to

of half litre, 1 litre, 2 litre, glass (use & throw), 20 litre jars. With ample availability of 24,00,000 litres per month, 'Kamdhenu Fresh' would be available for domestic & industrial use as well as for corporate projects. Priced at around 13 rupees 'Kamdhenu Fresh' is equivalent as per other competitive packaged water brands in the market.

Regarding the USP of 'Kamdhenu Fresh' Mr. Saurabh Agarwal further added, "Quality trust would act as the considering factor for consumer choice of Kamdhenu Fresh". Mr. Nitesh Chaudhary, Director Tej Bottlers Pvt. Ltd. says "We are happy to be associated with Kamdhenu Ispat Limited in its maiden FMCG project. We are extremely confident about Kamdhenu Fresh".



USEFULNESS OF KAMDHENU PAINTS ACCREDITED BY VAISHNO DEVI SHRINE BOARD

The popular product of Kamdhenu Paints, 'Colour Dreamz' has been accredited for its usefulness by Vaishno Devi Shrine Board of Jammu. The Shrine Board, which is responsible not for just taking care of the needs of the pilgrims but also for up keeping the beauty of the holy destination has placed order to Kamdhenu Paint's 'Colour Dreamz', for Red Paint, Deep Orange Paint and Waterproof Cement Coating on an urgent basis. This order holds much significance



for Kamdhenu Paints because the demand created by the Vaishno Devi Shrine Board is testimonial to the usefulness of the brand Kamdhenu. Devotees from different regions

of the country visit to pay their respect to 'Mata Vaishno Devi'. Every pilgrim while passing through the entire path to reach the temple admires the paint used in different construction, which is an unintentional but genuine credit to Kamdhenu Paints. Indirectly though, this influences the mindset of the numerous people visiting the place and urges them to inquire & learn about Kamdhenu Paints later. Hence, this interest created not only leaves a positive impression about Colour Dreamz on the existing clients but also forms many prospective customers.

Kamdhenu Ispat Organizes Annual General Meeting

The Annual General Meeting of Kamdhenu Ispat Limited was organized on 29th September in Vasant Vihar, New Delhi. It was the occasion where Kamdhenu presented before its esteemed shareholders the performance of the company during the last financial year. Eminent members of Kamdhenu present at this significant event were CMD Mr. Satish Kumar Agarwal, Directors Mr. Sachin Agarwal & Saurabh Agarwal, Company Secretary Mr. Yogender Diwedi, Audit Committee Chairman Mr. M. K. Doogar and CFO Mr. Harish Kumar Agarwal, among other officials.

Addressing the stakeholders Mr. Satish Kumar Agarwal said "The economic crisis that hit the Indian economy had adverse effects on the Infrastructure & Construction sector of India. However, Kamdhenu progressed combating every upheaval. Our Franchisee Association Model and Stockyard Model of business have sailed us through the rough patch mitigating adverse impacts. The company has moved



L-R Directors of Kamdhenu Ispat Ltd. (KIL) Mr. Sachin Agarwal & Mr. Saurabh Agarwal, Audit Committee Chairman Mr. M.K. Doogar, CMD KIL Mr. Satish Agarwal, Company Secretary Mr. Yogender Diwedi, CFO KIL Mr. Harish Agarwal & Statutory Auditor Mr. S.K. Singhal

on from 39 to 52 franchisee units and roped in 1000 new dealers and distributors thereby strengthening the business network". No crisis could dampen the spirit of Kamdhenu Ispat Limited in its path to progress. The company proliferated into many new business verticals. Kamdhenu ventured in its ambitious paint project 'Colour Dreamz', which has been well accepted in the market among top brands. The company is also in the process of introducing its range of 'Construction Chemicals', which would soon be followed by Plaster of Paris.

Carrying the essence of CMD's message, Mr. Harish Kumar Agarwal said "At the very outset, you would be happy to know that Kamdhenu Ispat limited has made promising moves during 2008-09 irrespective of certain setbacks received". He also revealed that Kamdhenu would make its foray into the completely new segment of FMCG with packaged drinking water. Drawing curtains on his speech, he urged the shareholders for their constant support and financial association for numerous future projects in order to lead the company to greater heights of success.

In an effort to influence the opinion makers so as to influence the buying decision of the end consumers, Kamdhenu Ispat Limited (KIL) recently organized a 'Architect's Meet' on the 1st of October in hotel Bagicha in Haldwani, Uttarakhand. This architect's meet was held in

Ltd. It was followed by a welcoming speech by Mr. Manohar Kesharwani of M/s Ganesh Iron Store along with Mr. C.L. Kesharwani, and Mr. Devander Kesharwani from the association. Next Mr. S.B. Sharma Senior GM delivered

Mr. Mayank Manglik, Regional Manager Paints Division KIL speaking on Kamdhenu Paints, where he narrated the success story of the

KAMDHENU ORGANIZES 'ARCHITECT'S MEET' IN HALDWANI

association with M/s Ganesh Iron Store, a distributor alliance of Kamdhenu Ispat Ltd. The event saw a huge gathering of contractors, draftsman, builders, and steel & paint dealers.

The occasion set off with the screening of the corporate film of Kamdhenu Ispat and a brief introduction of the company given by Mr. Chandan Goswami, Sr. Manager Brand Promotions Kamdhenu Ispat

speech on marketing throwing much light on Kamdhenu TMT – the exclusive Tempcore technology detailing on the manufacturing process of Kamdhenu steel and highlighted the superlative quality of the steel products. Taken over by Mr. Harish Gautam, he provided solution to the different queries put up by the audience. The session proceeded with

brand 'Colour Dreamz'. The vote of thanks was given by Mr. Harsh Goel, Director M/s Sri Bakein Bihari Ispat Pvt. Ltd. However, the event was concluded with an elaborate cocktail and dinner party, which was enjoyed by all and everybody present there.



Engineer's Day in association with Kamdhenu



In the memory of 'M. Vishveshwareya', the 'First Civil Engineer of our Country', 15th of September is celebrated as the 'Engineer's Day'. The Surendra Nagar Civil Engineers & Architectures Association organized a

special occasion at Surendra Nagar in association with Kamdhenu Ispat Limited, the sponsor of the event. At this occasion the MLA of Surendra Nagar, Ms. Varshaben Doshi was the chief guest. From Kamdhenu Ispat Limited GM Mr. Sunil Chowdary, Mr. Kundan Kumar Singh, Mr. Vivek Tyagi, Distributor Mr. Rakeshbhai Patel, Mr. Mukeshbhai Patel along with the Surendra Nagar dealers of the company took part at the event.

The occasion was inaugurated by lighting up lamps. Ms. Varshaben Doshi said that in the area of establishing the water resources in India the name of late 'M. Vishveshwareya' is taken with great respect. Working as the Diwan of Mysore he played a significant role in the all-round development of Karnataka. For every person associated with the infrastructure & construction sector of the country the personality of 'M. Vishveshwareya' is truly an inspiration.

The occasion came to an end commemorating the famous singer Mhd. Rafi with the mellifluous program "Ek yaad Rafi ke baad" in which the evergreen singer of the stage Bankim Pathak stole the hearts of the audiences with the songs of Rafi.

Kamdhenu Celebrates Dipawali

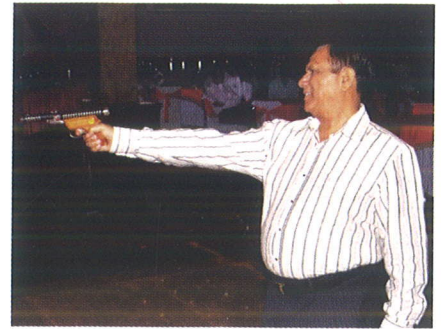
Tradition is always revered at Kamdhenu Ispat Limited. Celebration of Diwapali is such an occasion, where every Kamdhenu member pays homage to the rich



Indian tradition. This year the Kamdhenu Family celebrated the festival of lights on 12th October in the Banquet Hall 'Seven Seas', New

Delhi.

The occasion truly brightened up with the presence of the directors of the company, CMD and all the other staff members. Moreover, almost every Kamdhenu dealer and distributor from Delhi and NCR participated at the celebration with great enthusiasm. Interesting games were organized as a part of the programme. In the 'Air Gun Shooting' Mr. Satish Agarwal CMD was declared the winner for his maximum number of targeted shots. Mr. Yogesh Verma won the 'Knot Opening' competition while Mr. Hardeep took away the prize for blowing the highest number of balloons. Then there was the 'Tol Mol Ke Bol' contest, where products were displayed and participants were asked to quote appropriate price.



These moments of Diwali celebration were treasured by every Kamdhenu member present at the occasion while everyone was seen wishing happy & prosperous Diwali to each other.

A feeling of togetherness reflected in the gathering, heralding a promising mutual prosperity. Here's Kamdhenu, truly enlightened in the spirit of Diwali.

Kamdhenu Family wishes happy and prosperous Diwali to all its employees and associates.



During the Family Car Rally in Chandigarh the Governor of Haryana with the Director of Kamdhenu Ispat Limited Mr. Sunil Agarwal

In the fast and furious lifestyle of today we seldom get time to enjoy some fun-filled and exciting moments with our family. Presenting such a chance is the 9th Family Car Rally organized in Delhi, Chandigarh and Ludhiana. Kamdhenu Ispat Limited was the co-sponsor of this special event. In the Family Car Rally

held at Ludhiana on 6th September, Mr. Amit Soni, AGM – Brand Promotion, Mr. Rajeev Mathur, Senior Manager Marketing (Punjab), Mr. Kapil Kansal and Mr. Atul Garg from Kamdhenu Ispat Limited took part in it. The first, second and third prize of the competition were kept as general for the participants, while special prizes included 'Best Decorated Car', 'Best Modified Car', 'Best Dressed Male,

'Best Dressed Female', 'Youngest Female Driver', and 'Oldest Female Driver'. In the Family Car Rally at Chandigarh on 13th September and

Family Car Rally for Family Fun

Delhi on 20th September hoard of participants gathered to compete in it. To make the competition interesting every group was given the chance to creatively deck up their car. Also, Marshal Booths were established at different places to score lucky points. Finally the winner was decided on the basis of cumulative points earned.



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