

Punjab Dealers Discovers Mantra of Success



Kamdhenu Limited, being recognized globally as the best brand in Iron and Steel Segment, offers wide range of quality construction materials to the customers living in India as well as many overseas countries. The epitome of trust, quality and innovation, Kamdhenu products are much in demand among all scale of buyers be the Infrastructure developers, builders, small contractors and end users. This popularity of the brand is somehow reflecting the success of over 3500 strong pan-Indian dealer network of the Company in the steel product segment, devotedly offering quality service to millions of the customers on daily basis.

Punjab has been one of the strong markets of Kamdhenu products since over two decades and the market share of the Company is continuously going strength to strength in the state. With the promise to enhance Company's network in Punjab towards facilitating improved reach and services to every nook and corner of the state and also popularizing the new range of better quality products among the customers, recently Annual Dealers Meet was organized by Kamdhenu Limited. With the objective to communicate marketing strategies to the channel partners in the Punjab this meet was organized at Hotel Park Plaza, Zirakpur, on 16th and 17th April 2016.

In this event many senior personnel of Kamdhenu Limited including Mr. Sunil Kumar Agarwal - Director, Mr. Vinod Gahlot - Sr. GM, Mr. Vivek Maheshwari - AGM, Business Development, Mr. Amit Soni - AGM, Brand Promotion made their gracious presence. Representing the Kamdhenu TMT manufacturing companies in the state under User license Agreement; Mr. Ramesh Goyal - Director, Rasik Industries and Mr. Vijay Bansal - Director, Bansal Ispat Udyog also attended the event. The event witnessed the participation of more than 300 dealers and distributors operating across Punjab.

Mr. Sunil Agarwal, the Director of Kamdhenu Limited said on the occasion, "The Punjab Annual Dealers Meet is consistent to the policy of the Company regarding regular interactions and interface with its Channel Partners to improve co-ordination and competence of our market network. We believe that cohesive and comprehensive effort is necessary to maintain the market supremacy brand Kamdhenu has achieved in its two decade long journey."

Explaining the strategy to double the market size of the Company in the next two years, Mr. Sunil Agarwal added further, "The theme of the event '**Josh Hai To Jeet Hai**' meaning **Zeal begets the victory** was aptly communicating our position as the Market Leader in the state, which the Company and its Dealers and Distributors have realized with passion, determination and perseverance. With same zeal we are poised to go higher and grow stronger."

During the meet Kamdhenu Personnel advised the dealers to exploit the opportunity of growth regarding the latest product Kamdhenu Colourmax to the fullest, in view of continuously increasing market of colour coated metal roofing sheets in the state. They explained that, considering the superior quality of the Colourmax among other competitive brands, its market size can be increased manifolds in short span of time. Afterwards, the awards were given to the dealers on the basis of their sales related performances. A special session by world famous motivational speaker Mr. P S Rathod was one of the high points of the event. Organized exclusively for the Kamdhenu channel partners, the session imparted renewed energy in to the participants.



KAMDHENU
COLOUR MAX
 COLOUR COATED METAL SHEETS

Kamdhenu Colourmax **Maximum Beauty,** **Maximum Strength**

The World's Greatest Brand in Iron and Steel Segment Kamdhenu always offers best in its class products with huge potential of success. Similarly, the latest offering in Indian Market by Kamdhenu Limited in colour coated metal sheet segment, Kamdhenu Colourmax is being received enthusiastically by the customers. Backed by supreme quality, robust market network and reasonable pricing Kamdhenu Colourmax has created ripples in the existing roofing solutions market of the country with its instant success. Today Kamdhenu Colour coated Sheets as well as pre painted products are available in all the major markets of Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana and Rajasthan apart from the selected outlets in every states in central and western India as well as Southern & Entire Eastern India. Augmenting respectable market share in all these areas, the Kamdhenu Colourmax is on the brink of pan-India expansion of its market network in near future.

Kamdhenu Colourmax is poised to maximize its market share amidst the major opportunity in roofing sector, as Indian roofing market is estimated at Rupees 40,000 Crore. Over last few years, the market size of galvanized, colour coated and profiled metal products are in steep rise. Explaining the demand dynamics in the roof segment, the Director of Kamdhenu Limited, Mr. Sunil Agarwal said, "This prevailing trend in the sector conclusively reflects that residential as

well as Industrial & institutional roofing solution markets are indicating an increased willingness to try easy to maintain and long lasting roofing. Growing number of factories, poultry farms, architectural buildings, cold storages and development of special economic zones are key demand drivers for metal roofing market along with malls and retail outlets."

Kamdhenu Colourmax offers a variety of quality roofing products, including High-rib profile sheets, Tile profile sheets and corrugated sheets at competitive prices in the range of 0.35 mm to 0.60 mm thickness with rich aesthetic colour options. The strong locking system of the Kamdhenu sheets ensures durability under dynamic load, strong wind up lift and adverse weather conditions. These roofing sheets are waterproof, break resistant and flexible. Kamdhenu

Colourmax is made from 1st grade pre-painted galvanized sheet or galvalume sheet while observing strict quality adherence policies. Manufactured through eco-friendly process using rust-free galvanized material, Kamdhenu Colourmax are truly dream roofing solution offering maximum beauty and maximum strength.

Exceptional corrosion resistance properties added with the Maximum Strength of Kamdhenu Colourmax leverages Low maintenance, thus worry-free roofing solution. Having high resistance to harsh weather conditions and high velocity wind, Kamdhenu Colourmax features strong locking system, which can effectively withstand dynamic load and powerful wind uplift. Having capillary groove to ensure completely leak-proof roofing, Kamdhenu Colourmax also offers wide range of accessories and rain water system to achieve customer satisfaction. Kamdhenu Sheets are the assurance for fire proof, strong, safe and durable roofing. Providing optimum coverage of space and ensuring accurate thickness, width and length these products leverage symmetry thus smooth installation. With high strength to weight ratio, Kamdhenu Sheets are cost effective too.

The colour coating used in Kamdhenu Colourmax are aesthetically very appealing and makes the building look stylish and elegant. The colour coating complies with RAL system of international standard for the colours used in architecture, construction, industry and road safety. Available in many beautiful colour options, the advanced high reflective coating used in Kamdhenu Colourmax reduces roof temperature and keeps the interior comfortable and thus saves on energy and cost on cooling.

Explaining the advantages of Kamdhenu Colourmax; Mr. Sunil Agarwal said, "The quality parameters of Kamdhenu roofing solutions are the real differentiator among the clutter of many roofing sheets brands. We are offering a truly world-class product range at a very reasonable pricing. In view of the success the product range has achieved in a short span of time, we are considering about expanding the market network of the Kamdhenu Colourmax in every part of India. Kamdhenu is committed towards contributing to stronger and aesthetic constructions in the country and Kamdhenu Colourmax is one substantial step in this Endeavour."

Kamdhenu Paints is considered as the preferred decorative paint brand of modern generation. As the fastest growing paints company of India in decorative segment, Kamdhenu Paints manufactures and supplies a wide range of paint products catering to the needs and choices of every kind of consumer groups. Company has a robust Pan-India marketing network consisting of over 4000 paint dealers.

Famous for its eco-friendly paint products and rich array of colour options, Kamdhenu Paints has become the preferred paint brand of consumers of Himachal Pradesh, the beautiful state situated in the lap of mighty Himalaya. The paints dealers of the state are also very enthusiastic about the continuously growing demand of Kamdhenu Paint products. This enthusiasm of dealers of Himachal was reflected in the recently organized 7th Annual Channel Partners Meet by the state unit of Kamdhenu Paints.

This two-day event organized on 23rd and 24th April, 2016 at Pine Drive Resort in Solan, Himachal

Himachal is happy with Kamdhenu Paints

partners to work harder and get better results. During the event, first Award for Highest value Sale in previous financial year was given to M/S Ganesh Traders, Parwanoo and second Award was given to M/S Kuldeep Kumar & Company, Barmana. M/S Delhi Store got the Award for third Highest Value Sale; while M/S S. K. traders, Chanaur and M/S Hukam Ram & Bros. received awards for fourth and fifth Highest Value Sale consecutively.

The National Marketing Head, Kamdhenu Paints, Mr. Rajkumar Shrivastava thanked the Himachal Dealers for their support to the Company. He said, "With the support of you all



Pradesh, was joined by more than 100 paint dealers from all parts the state. Many senior personnel from the Marketing Division of Kamdhenu Paints including, Mr. Rajkumar Shrivastava - National Marketing Head, Mr. Nihal Raptia - the RSM, Mr. Randev Singh - ASM, HP, Mr. Virender Kumar, AM and Mr. Lovejeet Singh - Manager Brand Promotion made their presence in the Meet to represent the Company.

One of the prime objectives of this 7th Annual Channel Partners Meet was to honour and inspire the best performing dealers of Himachal Pradesh with "Achievement Awards" for meeting the biggest sales target during the financial year 2015-16. The recognition and awards motivate all the channel

today Kamdhenu paints has achieved the position of No. 3 among the top Paint companies in the state. Company is continuously growing in Himachal for the last 7 years and the consumers think highly about Kamdhenu Paints Products. The Company also value Himachal Pradesh as its priority market and it is the only state where we have installed more than 100 tinting machines and 10 Designer Gallery Showrooms. In the future also the Company would provide many opportunities for better performance to its dealers and provide all the necessary help in increasing the market share."

Introducing new product range of the Company to the paint dealers, Mr. Rajkumar Shrivastava added, "Recently, Kamdhenu Paints had launched its new range of product with the aim to cater to opportunities available in Wood coating and Damp proofing segments. In the terms of quality, our Wood coating as well as water or damp proofing Products stand ahead of competitive brands. These products, known as Kamowood and KamoDampguard has made our product range more comprehensive and offer you all opportunity to grow further."



KAMOPROOF

NORMAL SETTING LIQUID INTEGRAL WATER PROOFING
COMPOUND FOR CEMENT MORTAR AND CONCRETE



सीमेंट में मिलाओ
सीलन दूर भगाओ



Kamdhenu SS 10000 Dealers on Dubai Tour



India's number one TMT manufacturing company Kamdhenu Limited's premium product **KAMDHENU SS 10000**, is the only authorized double rib TMT rebar of the country. Providing double safety to the constructions, **KAMDHENU SS 10000** provides stronger grip on concrete. Due to its strongest grip over concrete and superior strength and ductility, the product is considered by the industry experts as the best suited TMT rebar for earthquake safe constructions. Endorsing the claim of double strength and double safety by the Company, an experiment carried out by renowned engineering institute IIT, also revealed that **KAMDHENU SS 10000** makes 254% stronger bond with concrete in comparison to ordinary bars.

The sales approach to this innovative product is also kept novel, using the unit or per piece basis instead of by weight. According to the premium product profile of **KAMDHENU SS 10000**, the Company had created an exclusive market network for it with the support of dedicated dealers and sales promoter. Presently the product is very successful in all the major markets of North and west India and there is a huge demand for it in other parts of the county as well. To celebrate the yet another successful financial year for the product, Kamdhenu Limited has organized an sales promotion tour to Dubai for its Channel Partners from Delhi, Haryana and Rajasthan.

A total of 125 persons including all the **KAMDHENU SS 10000** Dealers and sales promoters and Kamdhenu distributors with their families in these states availed the chance to go the famous tourist destinations of Dubai accompanied with senior personnel of Kamdhenu Limited. Held from 28th March to 1st April, this tour included sightseeing in Dubai besides the staying at the Hotel-Crown Plaza, Sheikh Al Jaiyed Road and hosting an award night function there. Accompanying the touring team, Mr. Sachin Agarwal – Director, Mr. Rajiv Sharma – Sr. GM, Mr. Sushil Kumar Bhardwaj- AGM, Mr. Santosh Singh Chauhan- Asst. Manager and Mr. Saurav Suman- Asst. Manager also went on this 5 days Tour to Dubai. **KAMDHENU SS 10000** Sales Promoters Mr. Maman Chand Goel from Vigor Steel (Ind.) Pvt Ltd. from Haryana and Mr. Rajinder Garg and Mr. Rajiv Garg from M/S Saturn Steels Pvt. Ltd. from Delhi & Rajasthan were also went along the touring team along with a number of Kamdhenu Distributors including; Mr. Gulshan Gupta, Mr. Anil Sharda, Mr. Pankaj Kumar Garg and Mr. Sanjay Gupta.

All the dealers and distributor had lots of fun during their 4 night/5 days stay in Dubai. They visited famous tourist places and did city tour of Dubai, which includes fascinating historical attractions such as Jumeirah Mosque, Old Arabian Houses and the 150-year old Dubai Fort. In the evening, they enjoyed a Dhow Cruise tour, aboard a traditional wooden vessel offering a striking contrast in architecture between the two sides of the Creek. Amidst delightful fusion of traditional and modern way of life in Dubai they all had their Buffet Dinner on the Dhow cruise. Later they went for Burj Khalifa tour and Desert Safari tour. Enjoy splendid views of the desert sunset, Some of them also enjoyed camel ride and watched traditional belly dance performances.

The highlight of the tour was a gala Award Night Function coordinated by **KAMDHENU SS 10000** Sales Promoter Mr. Rajinder Garg and Sr. GM Mr. Rajiv Sharma. The tour played an important role in motivating the team of channel partners to go for even bigger goals and higher targets. At the end of the tour Kamdhenu officials appreciated all the **KAMDHENU SS 10000** dealers for their hard-work and loyalty towards our company.



**BEST
SUPPORTING
DEALER
of the Month**

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