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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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Dear friends,

As you all are aware that on 15th August, 2017, India entered its 71st year of independence and country's current Prime Minister Shri Narendra Modi addressed the people of India for a new visage of national development. He said that a fresh thinking in any work gives birth to a new dimension, new procedure and new practice and gives us the power to put more efforts to come out of our existent capacity. This is the time we must work coming out of our comfort frame and our each step should be in favor of national interest. I am proud that Kamdhenu Limited is among the top companies of the steel industry and we have always moved ahead with full verve ambitioning bigger goals. This energy has given the company a special place in the manufacturing of infrastructure and construction materials.

Today, I want to thank you heartily, for your hard work and capabilities which has led you and the company on the successful path. As foundation story of new infrastructure development is being written, we too, have provided innovative products to the Indian market on the basis of excellent research and development. A very big example is Kamdhenu Nxt, which, due to its unique characteristics is also called Next Generation Interlock Steel. After the successful launch in different regions of the country, Kamdhenu Nxt has greatly influenced the people of the market. Looking at the escalating popularity of Smart City Concept, we need to welcome this phase with double enthusiasm and ensure the realm of development for ourselves. Our country is witnessing transitional phase of development in every sector, demonetization being an example, along with the GST in which government has set a new tax system which is to strengthen the economy of the nation.

I want to take this opportunity to thank the team of Kamdhenu Paints across the country. We have to remember that the work system, policies etc. change according to the need of the market but our success mantra is to fulfill the expectations of our huge customer base and to fulfill all the paint related requirements under one roof. That's why we keep on innovating our product range and work towards bracing up the internal and external security of buildings to keep them beautiful for a longer period of time. We should maintain the level of our expertise in the market, strengthening and enhancing its position and repute. I hope and believe that as always you all will take Kamdhenu Paints to new heights and our success would reflect on the global arena.

I once again thank everyone and assure that the Company will always appreciate the hard work of its people and will continue to accomplish every possible prospect for your development as it is the progress of the Company at large.

With all my wishes and blessings,

Sunil Agarwal

Best wishes for
71st Independence Day!

**New dawn,
New dimension,
New energy**





Kamdhenu Limited offered its Punjab dealers an exciting trip to Singapore

Kamdhenu is known for its inter-organizational meetings and conferences which increase the answerability and workability of the people associated with the company. In this league, the company organized an attractive trip to Singapore for their Punjab dealers, which was attended by around 93 people. In this tour, on behalf of the company, Mr. Himanshu Sharma (Senior Manager, Marketing), distributors Mr. Kamal Goyal and Mr. Mohit Singla were present.

Singapore is the city of high verve and lights. The places visited by the group were Night Safari, Sentosa, Universal Studios, Merlion Park, Twin Tower in Kuala Lumpur etc. They also enjoyed the city tour of Kuala Lumpur. All the dealers enjoyed a two nights and three days on cruise from Singapore to Port Klang (Malaysia).

The trip motivated the dealers to work with their full zeal which will ultimately lead to the company's growth.

For a developing country, infrastructural development is the most important pillar. It is also important to know the role of technology in every sector. India is the second most populous and fastest growing countries in the world. The resources and technical skills should be used cautiously and according to the population of the country. Sharing these thoughts, Kamdhenu Limited, which is a renowned steel company, is serving in the development of India for two decades and is all set to cater to this ongoing transitional phase in our nation.

More than 1.71 crore people affected by Bihar floods



Kamdhenu Limited lend a helping hand by providing relief to the victims

Setting an example of a responsible corporate, Kamdhenu Limited helped the Bihar flood victims by providing relief materials at a large scale to the victims.

Over the last months, the floods in Bihar have affected more than 1.71 crore people and the death toll has reached to over 514. Bihar State Disaster Management officials confirmed that the water level is going down but still 187 blocks of 19 districts are badly affected. Chief Minister Shri Nitish Kumar has given the instructions to provide cash grants to the affected families as soon as possible.

The other official of disaster management department said, "Relief and rehabilitation work has been carried out at the flood affected area in which responsible corporate like Kamdhenu has helped Darbhanga, Sitamarhi and Champaran districts by delivering relief materials to the flood affected people". They also distributed biscuits, candles, matchboxes, milk powder, sawdust, drinking water, towels, plastic sheets, medicines etc. to more than 5000 flood affected people.

The teams of Army, National Disaster Redressal Force (NDRF) and State team of Disaster Redressal Force (SDRF) were constantly engaged in relief and rescue work. Kamdhenu's efforts were appreciated and other people too, helped the flood victims by contributing at their own levels.

Kamdhenu Limited organized a mason meet at Unnao



Kamdhenu Limited is counted as one of the leading infrastructure and construction companies in India which is researching, recognizing and catering to the diversified needs of the vast Indian market in steel products sector. Kamdhenu Limited is touching the pinnacle of success year by year and achieving new goals in the journey. This is due to the devoted hard work and high spirits of the people associated with the organization.

In this respect, the Company organized a mason meet and consumer awareness programme on 2nd September 2017 at M/s Richa Enterprises, Mohaddinpur, Unnao, Uttar Pradesh. The agenda of the meet was to train the masons about the usage and quality features of the new-age TMT bar- Kamdhenu Nxt which is also called the next generation interlock steel. They were also detailed about the specifications of the product and the ambition of the company to reach to a new height. The masons seemed impressed about the material and quality of Kamdhenu Nxt as they were participating in the discussion about the technicalities of the product. They assured for the wide use of Kamdhenu Nxt TMT bar.

The meeting was managed by Mr. Santosh Shukla (AGM) and Mr. Virendra Jaiswal, Proprietor of M/s Richa Enterprises. Approximately 60 dealers and masons from Unnao district were present in the event. Different gift items were distributed to those who attended the meeting. Along with the above mentioned people, Mr. Dharendra Sahu (Sr. Executive, Kamdhenu Limited), Mr. Prem Jaiswal (Distributor), Mr. Manoj Tripathi and Mr. Virendra Jaiswal (Prop. Richa Enterprises) were present.

GAP concluded in a Contractor Meet at Kanpur

Kamdhenu Limited is fast reaching to newer heights in the sector of infrastructure and construction products. The Company is innovating and developing new products for the needs of transitioning Indian markets. To add affordability to its products without compromising with the quality of the products is the driving force behind the widespread success of the Company.

In this league, Kamdhenu Limited organized a Consumer Awareness Programme cum Contractor Meet at Kanpur. The chief agenda of the meet was to train the contractors about the quality, features and specifications of Kamdhenu Nxt. The main feature of the product, angular double rib design which strengthens the structure with its unique interlock ability of steel-concrete bond were appreciated and the contractors ensured the company officials about using the product in their constructions. Approximately 45 contractors were present in the event. From the company, Mr. Santosh Shukla (AGM, Kamdhenu Limited), Mr. Dharendra Sahu (Sr. Executive, Kamdhenu Limited), Mr. Prem Jaiswal (Distributor), Mr. Manoj Tripathi and Mr. Ram Chandra Nishad (Prop. Awdesh Steel Traders, Kanpur) were present along with the dealers of Raibareli district. The event was successfully managed by Mr. Nishad and the dealers were gifted different merchandize items.



Increasing the waterproofing portfolio, Kamdhenu launches two excellent products



KAMOPROOF ALW
Cement ki Jaan Sariye ki Shaan

KAMOCRETE CRP
Concrete Repair Product

सीबन और शोरा को छुपाओ नहीं, सुधारो!

Kamdhenu Limited, a full-scale, one stop home building materials company has augmented its waterproofing product portfolio with the launch of 'Kamoproof ALW' (Advance Water Proofing) and 'Kamocrete CRP' (Concrete Repair Product).

Kamoproof ALW has formulated to provide long lasting solution to walls and roof from seepage and leakage. It shields TMT Bars and plasters from rust inducing moisture when mixed in right quantity with cement. Having unique chemical properties, 'Kamoproof ALW' fill the pores and prevents the formation of capillaries when moisture or water comes into sustained contact with concrete. These characteristics resist H₂O molecule and increase the impermeable property of a wall or roof by creating a long-lasting barrier to seepage and leakage. This further reinforces

the foundations, beams, columns, terraces, exterior & internal plaster and makes the structures more robust.

Kamocrete CRP is specially designed waterproofing product to repair concrete & plaster. This product is an affordable and effective solution for cracks, crevices and sunken portions of washroom, balcony, staircase, etc. Kamocrete CRP when mixed with cement improves adhesive strength of mixed mortar and creates a coating to form a durable water barrier.

With these products, the company is seen working with much seriousness on their mantra to be the one stop solution for all the home building requirements of the people of India.

**BEST
SUPPORTING
DEALER
of the Month**

Mr. Vishal Gupta
M/s Vishal Agencies
Sidhra Jammu
Mob. 9419141752

Mr. Dipak Singh Chib
M/s Jai Durga Traders
Purana Pind, Shiv Nagar
R.S.Pura, Jammu
Mob. 9419202387

Mr. Anil Gupta
M/s Shiva Hardware Store
Shiv Nagar, Udhampur
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