



Celebrating Success in Varanasi

Kamdhenu Ispat Limited (KIL), a frontrunner Infrastructure sector company of India, has organized a grand dealer meet to celebrate the success of substantial market share increase in the Eastern UP market. This event was aimed to appreciate the dealers on their success and motivate them for future growth. The meet was very much successful towards company's resolve to enhance its network and facilitate better quality products and services to its customers.

In this event, held at Hotel Surya in Varanasi, many senior personnel of the company have also discussed the marketing strategies of the company. The meet was participated by Mr. Dilip Mehra (Senior GM, Business Development), Mr. Chandan Goswami (Senior Manager, Brand Promotion) and Mr. Sagar Pratap Singh, Manager (Marketing) of Kamdhenu Ispat Ltd.

The meet also witnessed the presence of Mr. Bhupendra Agarwal and Mr. Akhil Agrawal of M/s Mahamaya Steel Pvt. Ltd. (Authorized manufacturer of Kamdhenu TMT under license user agreement in Eastern UP) along with the Distributors of Kamdhenu in the region, Mr. Sunil Nimani, Mr. Ashok Jaiswal and Mr. Baijnath Kesari. More than 350 dealers operating across Eastern UP participated in the event.

On this occasion, Senior GM of Kamdhenu Ispat Limited, Mr. Dilip Mehra had assured its dealers and distributors that, Kamdhenu Group would maintain a benchmark in fulfilling the aspirations of infrastructure sector of the country. Further, he added, "Our Dealer meet is not to discuss only about the marketing strategies with our dealers but also to motivate them, and to make them realize that they are an important building block of Kamdhenu Ispat Ltd."

Mr. Bhupendra Agarwal congratulated after welcoming all the dealers and distributors for their contribution in enhancing the market network in eastern U.P. He said, "There is a huge opportunity for our dealers to perform in this state where many regions are still out of reach. Since we provide better quality products to our customers at reasonable cost, our dealers can easily compete with competitions in the market."

While interacting with dealers, the company stated the resolve to further increase the market share of Kamdhenu Products and promised to offer all necessary facilities to the dealers towards this goal. The company also presented award to those dealers and distributors who have performed excellent over the last one year.

The leading Paint manufacturer company of India, Kamdhenu Paints (Paint Division of Kamdhenu Ispat Ltd.) organized a Dealers Meet in Ambala depot on Saturday, 17th August. More than 90 Dealers from Ambala, Chandigarh and Zirakpur depots have participated in this meet.

Based on last year's sale performance, top 6 dealers of the area M/S Krishna Trading Co. (Dhand), M/S Chiranji Lal Shiv Prasad (Kalka), M/S Shri Balaji Traders (Kharkhoda), M/S Brahm H/W & paint store (Gannaur), M/S Aggarwal bulding material store (Ambala) and M/S Goel timbers (Ismailabad) were awarded with Performance Trophy. Along with these achievers, the top dealer of Chandigarh depot, M/S Kawal Traders (Zirakpur) is also awarded at this occasion.

Many co-officials of Ambala depot including Mr. Bhupinder Singh, Mr. Kulwant Singh, Mr. Rajkumar Bareja, Mr. Sushil, Mr. Tarun, Mr. Dinesh and Mr. Baldev attended the dealer meet. The AM from Chandigarh depot, Mr. Parvinder was also participated in the meet and Mr. Nitin Goswami from Brand Promotion department was the representative from the Head Office in the meet.

The motivating atmosphere of the meet ended at a promising note of even better achievements in days to come.

Ambala applauded for the Achievers



Kamdhenu Jeevan Dhara celebrates Independence Day



The atmosphere of the school runs by Kamdhenu Jeevan Dhara, the social wing of Kamdhenu Group in Chakkarpur, Gurgaon was infused with the feeling of patriotism on the occasion of Independence Day.

Mr. Radha Agarwal, Chairperson Kamdhenu Jeevandhara was present at the occasion to celebrate the national festival with the students from underprivileged backgrounds and to motivate them to excel in their life for the sake of self and betterment of the country.

"This occasion is a reminder of our great sacrifices of our freedom-fighter and also a realization of virtue of freedom and democracy." said Ms. Agarwal. She further added, "Education and positive thinking are the only way to grow in a democratic country like India. Many of big achievers of recent time in our country came from very humble background but they write their destiny with hard-work. Likewise you all the Kamdhenu Jeevandhara students can also set an example to others."

On the Independence Day occasion, the students sang patriotic songs and participated in fun activities and games. Overwhelmed by the spirit of nationalism, the students of the school underlined the fact that the effort of Kamdhenu under corporate social responsibility is going a long way by nurturing these children to become good citizens.

KAMDHENU
SS 10000



STEEL WITH SINGLE RIB



DOUBLE RIBS for DOUBLE STRENGTH

Kamdhenu Ispat Ltd, a leading infrastructure sector company of the country and one among the largest TMT producers in India, is the first company in the country to introduce the unique design double-rib pattern in its premium product **Kamdhenu SS10000**. Equivalent to International quality standard called B500C; **Kamdhenu SS10000** is designed and manufactured from the latest UK based technology with international quality standards.

As we all know steel and concrete are two different materials which work as one single unit in a reinforcement structure. For better reinforcement structure, better bonding between steel bars and concrete is very important. By using **Kamdhenu SS10000** we can achieve the best grip and hence the strongest concrete reinforcement, because concretes and **Kamdhenu SS10000** rebar form the strongest bond through the unique double-rib pattern of the bar.

This unique double rib pattern of **Kamdhenu SS10000** is better in many accounts as it features greater rib depth and closer rib spacing at different angles. **Kamdhenu SS10000** is produced through advanced technology ensuring uniform rib pattern

which allows uniform bonding with concrete for the whole structure. Due to uniformity and critically designed ribs, load bearing strength and ductility of **Kamdhenu SS10000** is much superior to ordinary rebars.

KAMDHENU SS10000 offers more than 200% higher bond strength in comparison to ordinary TMT bars. The structure of two ribs at different angles gives an intact bonding with concrete. The reinforced concrete, beam-column joints made using **Kamdhenu SS10000** revealed superior seismic resistance properties during stimulated earthquake conditions. Thus it is conclusively proven that **Kamdhenu SS10000** is best suited for constructions pertaining under high seismic zone, apart from any construction where strength is required like multi story buildings, bridges, flyovers and highways.

The entry of **Kamdhenu SS10000** in the market addressed the need of better construction materials for new age constructions with enhanced safety measures. And thus it is no surprise that the product becomes a huge success in a short period of its launch.



Mr. Hari Dev, Mr. Ram Gopal
Mr. Abhin Singla
M/s Gopi Chand Prem Kumar
Old Grain Market
Moga. (Dist. Moga)
M. 07837310035, 09988608170

Mr. Manohar
M/s. Nandi Steel House
Shop no. 2706/2,
Indrachaya Apartment,
Keshavpuri, Hubli, Karnataka.
M. 09448113733.

Mr. Ramnath Bale
M/s. Bale & Sons
Gulshan Apartment,
Shankarwadi, Talegaon,
Panjim, Goa.
M. 09822588434

KAMDHENU ASSOCIATES ARE GOING PLACES

The truly world-class city in Asia **Hong Kong**, with 1,223 skyscrapers which puts the city at the top of world rankings for having more buildings higher than 500 ft than any other city, is a destination everybody dreams to visit. The other very popular tourism destination, **Macau** located near to the Hong Kong on the southeast coast of China is a place of only 29.9 sq-km with less than 6 lakh of population. Famous for the blend of Portuguese and Chinese cultures and its world class casinos, Macau is thriving on tourism industry.

Kamdhenu Ispat Limited, a leading infrastructure sector company of India, rewarded its Distributors of Haryana and Delhi with the opportunity of 5-Days tour in Hong Kong and Macau. This tour organized in two groups and the first group consists of Mr. Arun Prakash Biyani (Haryana), Mr. Sanjeev Kumar Dang (Delhi), Mr. Vibhore Agarwal (Rajasthan), Mr. Sumit Goyal (Haryana), Mr. Pankaj Garg (Haryana) & Mr. Ankit Sharda (Delhi) availed the tour from July, 22 to 26, 2013. Manager Marketing, Haryana, Mr. Amit Surothiya accompanied the group as the representative of Kamdhenu Ispat Ltd.

Three Distributors Mr. Deepak Mittal (Delhi), Mr. Sanjay Kumar Garg (Delhi) and Mr. Anand Goel (Haryana) toured the two destinations in second group between July, 29 and August, 2, 2013.

In the meanwhile Kamdhenu Dealers, from Punjab had availed 5 days **Thailand** tour. The tour includes 3-nights stay in Pattaya, the beach city of Thailand and 2-nights stay in the capital city, Bangkok. During the stay in Thailand, the group visited many exotic places including Coral Island, Gems Factory, Safari World and toured the Bangkok city.

Group was accompanied by senior personnel of Kamdhenu Ispat Limited including Mr. Kapil Kansal, Mrs. Arti Kansal, Ms. Arti Sarkar and 33 persons in total participated in the Thailand tour.

Organized with the purpose of inspiring and motivating the Distributors and Dealers to perform better, the tour was proved quite successful in strengthening the bond between the company and its business associates while providing an opportunity to unwind the touring team.

