



Ispat Sandesh

May 2012

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 6 Issue: 12 Price: Re 1

For any business query dial toll free Kamdhenu helpline – 1800 1800 545

KAMDHENU ISPAT ENCOURAGED BIHAR DEALERS



In order to boost the spirit to improve the performance of its dealers in Bihar, Kamdhenu Ispat Limited, one of the leading manufacturers and suppliers of steel, paint and construction materials in India, organised a grand Dealers Meet in Patna. Director Mr Sunil Agarwal, Senior Manager Mr S B Sharma, General Manager Mr Y R Pandita and Senior Manager (Brand Promotion) Mr Chandan Goswami were the chief officials of Kamdhenu Ispat who attended the event.

The Directors of M/s Dadiji Steel Limited, a manufacturer of Kamdhenu Brand TMT bars under licence agreement, Mr Ramesh Gupta, Mr Vinay Singh, Mr Vijay Gupta and Mr Shishir Agarwal also participated in the Meet along

with more than 250 dealers of Bihar.

On the occasion, Mr Sunil Agarwal said, "The company has been performing much better than its competitors in the market over the last few years. Our product quality is far better and now we have acquired a large market share as well as customers' loyalty. It is the results of the targeted and effective branding of Kamdhenu that people have assumed it as TMT bar. For them, TMT bar means Kamdhenu!".

Mr Agarwal also said that Bihar is an important market for the company. "The increasing growth rate in the state has been creating a lot of business opportunities. Now, Kamdhenu has been listed in the league of high quality 500D and FE-500

steel manufacturers in the country,".

The company honoured some of the high performing dealers at the event. On the other hand, dealers also pledged to perform better in future. Kamdhenu gave special prizes to Mr Y R Pandita, GM, and Mr Akhilesh Singh of Dadiji Steel Limited for their notable contributions.

Mr Ramesh Gupta, Director of Dadiji Steel, thanked all senior officials and dealers of Kamdhenu at the event. "Several sales programs have been initiated in order to increase the company's growth rate from 14% to 25% in the Bihar. Those who will achieve the targeted growth rate will be given various benefits on behalf of the company," Mr Gupta said.

Kamdhenu Paint praises contribution of Himachal Pradesh dealers



It was great moment for the Himachal Pradesh dealers of Kamdhenu Paints, a renowned manufacturer of paint products in India, when cordially interacted with the senior officials of the company at the Dealers Meet organised on May 11, 2012, at Hotel Surya Vilas in Solan. Recognising the contribution of its dealers in the state, the

company encouraged them to perform better in the future.

The senior officials of Kamdhenu Paints including Mr Sachin Agarwal, Director, Mr Rajkumar Srivastava, Marketing Head (All India), Mr Harbinder Singh, Regional Sales Manager, Mr Nihal Rapta, Additional Sales Manager, and Mr Lovejeet Singh, Manager of Brand Promotions attended the Meet along with more than 100 paint dealers of Himachal Pradesh. Mr Sachin Agarwal appreciated all dealers for their excellent performance. "We take pride to have a large pool of hardworking dealers in

Himachal Pradesh. It is their honest effort that has enabled Kamdhenu to breach into the Top-10 paint companies in India," Mr Sachin Agarwal said on the occasion. He also promised to provide the better return to all its dealers.

Mr Rajkumar Srivastava informed dealers that the company has installed advanced machinery to manufacture superior quality paints for all including luxury lovers and general section people. The company honoured M/s Shiv Shiva Hardware Store with the first prize for its best selling performance; Bhuntar-based M/s Uppal Hardware fetched the second prize, while M/s Delhi Store from Rohru adjudged for third prize.

The incentive trip to the beautiful city Goa organised by the Kamdhenu Paints, one of the renowned manufacturers of

during May 22- 25, 2012, at Hotel Godwin in Goa. On the occasion,

Kamdhenu Paints organised incentive trip to Goa for Western UP dealers

superior quality paint products under the brand name **Colour Dreamz** in India, was an exciting experience for more than 100 dealers from all across the Western Uttar Pradesh.

These dealers not just chilled out hot weather but also had a fruitful interaction with the senior officials Mr Rajkumar Srivastava, Marketing Head (All India), Mr Kamal Sharma, Marketing Head (West UP) and Mr Vineet Agarwal, General Manager (F&A). The entire team stayed

Mr Srivastava appreciated all dealers for their outstanding performance in the market. "Kamdhenu Paints has become one of the fast-growing business segments of Kamdhenu Group over the last few years. Our gross sales value has increased by 35% at 195 crore in the financial year 2011-12 as compared to previous financial year. I am sure we can achieve the future targets quite easily," Mr Srivastava vowed.



He also informed dealers that the overall annual growth of Paint industry is about 18%, whereas Kamdhenu is growing at 40 to 50%.

During the four-day trip, dealers with their families visited various well-known tourist spots of Goa such as Candolim Beach, Calungate Beach, Meeramar Beach, Mangesh Temple, Panjin Market, Old Goa Church and Mandovi Boat Cruise.



Digging into the eco-friendly building projects, Kamdhenu Ispat Limited has come forward in support of the 'ArchiDesign Go Green' initiatives in the construction sector. In this regard, the company has firmly expressed its view at an event organised by ArchiDesign Group, India's biggest platform of the Architecture and Building Industry, on May 30, 2012, in New Delhi.

Kamdhenu Ispat manufactures superior quality building materials on AEC (Architecture Engineering and Construction) standards in India. Apart from the regular construction products, the company has recently introduced a new edition of high quality lead-free and eco-friendly paint 'Sheen & Shine', which again reaffirms its commitment towards Go Green venture.

"Kamdhenu Ispat has always

believed in constructing environment-friendly buildings, and its building products perfectly fall in this category," said Mr Sachin Agarwal,

Kamdhenu Ispat supports ArchiDesign Go Green movement

Director of Kamdhenu Ispat, during presentation at the first ever Architects Meet on 'Net Zero, Green Homes' Design Concept. The event was also co-sponsored by the Kamdhenu Ispat. Mr Agarwal presented a wide overview of Kamdhenu's product range, claiming its contribution towards building green homes.

"Our well-known business venture Kamdhenu Homez is

very much close to the nature because of the application of eco-friendly materials and green surroundings. Our building projects in Punjab and Jammu with a capacity of 300 flats have opulence of modern amenities along with environment-friendly setting," Mr Sachin Agarwal informed gathering on the occasion.

The ArchiDesign Go Green movement was formally flagged off at the Architects Meet chaired by Dr. Prem C. Jain, CMD, Spectral Services Pvt. Ltd. & Chairman of IGBC. The theme of the event was 'Net Zero Energy Building Designs'. The experts present at the event emphasised on the need of implementing innovative technologies into the designs of construction projects in order to bring down the impact of global warming and climate changes.



Mr. Patel Vitthaldas
M/s Patel Vitthaldas
& Brothers
Shop No-14, Station Road,
Opp Bank Of Baroda
Hirakbagh, Amreli
M-94269 65057

Mr. Narpal Purohit
M/S Kheteswar Plywoods
& Hardwares
9 Silver Point Complex, Opp
Geeta Saw Mill, Near Raj Shivalay
Cinema, Anand 388001
M-09724708641+42

Mr. S N Mittal
M/S Mittal timber traders,
Krishna Market,
Pitampura Village
New Delhi-34
M-9811197876,
9711334917

Kamdhenu Ispat organised Architect & Engineers Meet in Bathinda



The architect and engineers got a special treatment from Kamdhenu Ispat Limited, one of the leading manufacturers of superior quality steel, paint and construction materials in India, at a grand Architect & Engineers Meet at Hotel Amsun Pride in Bathinda. The event was especially organised to make architect and engineers aware of the Kamdhenu steel and other building products.

Mr V K Gahlaut, General Manager of Kamdhenu Ispat, thanked all the participants on the occasion. He recognised the contribution of all its associated suppliers, architects

and engineers who have been performing and contributing a lot in the company over the years in order to build trust among its valued customers.

"The superior quality of Kamdhenu's products and services has certainly helped to enhance sales to the next level. In this regard, a crucial role is being played by all including our engineers, architects, staff members, builders, dealers and the company's franchisee system. Therefore, we are confident that our market share will further rise to the next level in future without compromising with the quality of products,"

Mr V K Gahlaut said in his address.

Mr. Dinesh Rathi and Mr. Anand Mittal, Distributors (Punjab), & local dealers Mr. Ram Lal (Ram Iron Store) and Mr. Krishna Jindal (Gupta Iron Store) were also present along with more than 60 distinguished architects and engineers at the Meet.

The senior officials of Kamdhenu Ispat also praised the company's staff members and associates for their hard work. And staff members also reciprocated with the promise to perform even better in future.



A scintillating spectrum of ravishing colours
to give your desires the royal look.



**Dreamz
Colour**
Dil Ke Rang Deewaron Pe