

# COLOUR DREAMZ LAUNCHED

## Amidst Glitz & Glamour

"THINK of paints and you think of Colour Dreamz'. Such is the reaction of the consumers who have used any of the products in painting their walls. Each user is ga ga about the brilliant performance of the paint. Isn't it true to say that this dream project of Kamdhenu Ispat Limited has finally come out with flying colours?

It was all set in



Launching the range of Colour Dreamz – Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal, Director, Mr. Saurabh Agarwal, Director, Mr. Sachin Agarwal, Director along with actress Isha Kopikar.

the glamorous event organized in the Taj Hotel of New Delhi on 13th August 2008. Kamdhenu's Colour Dreamz was unveiled in the presence of bollywood actress – Isha K o p i k a r . CMD, Mr. Satish Agarwal, Directors, Mr. Sunil Agarwal, Mr. Saurabh Agarwal, Mr.

Sachin Agarwal, were the eminent members from the company present in the launch.

With the intention to make a stunning mark in the paint segment, the Color Dreamz products were showcased with an element of chutzpah. The vast array of products was displayed by models walking on the ramp. While addressing the press conference one jubilant Mr. Satish Agarwal revealed his aspirations with the new brand saying that, "Colour Dreamz has been one of our dream projects. We have installed our Paint Division in the company who will take care of the brand and products. We believe that in coming times Kamdhenu's Colour Dreamz will offer better colour options to the consumers." Apprizing of the production and distribution of the product, Mr. Agarwal said, "we have set up our own state-of-the-art paint manufacturing plant in Chopanki in Rajasthan. To ensure easy and fast distribution of the product we have set several depots at strategic places."



A Glimpse of the cultural programme



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Informing about the kind of products range that consumers can expect for, Mr. Sunil Agarwal said, "The Company would be offering Exterior & Interior Emulsions, Cement Paints, Water based Primers, Acrylic Distempers, Synthetic & GP Enamel, Solvent Based Primers, Wood Finishes, and Aluminum Paints along with Textured & Designer Finishes in its first phase of operation."

Equally enthusiastic about the tangy colours under Color Dreamz, the hot cine star Isha Kopikar talking to the media exulted, "Kamdhenu's Colour Dreamz is indeed something one can look forward to. For me colours hold very important part of me. They possess immense power to elevate one's mood and add



Addressing press conference - CMD, Mr. Satish Agarwal, Director, Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal

quality to life. I believe 'Colour Dreamz' stands for similar ethics of life and the kind of offering it has made will spread colour filled happiness all along."

Penetration into the paint's market is a sign of Kamdhenu Ispat's being receptive to the off late industry demands. Hence, on realizing the booming opportunity in the paint segment it has introduced the fabulous spectrum of Colour Dreamz product. This is also in line with the corporate philosophy to diversify its portfolio to become one stop solution for all construction needs. With

this venture in a related sphere of business, Kamdhenu Ispat intends to cut a larger share of market presence and visibility to its credit.

## Memorable Trip to Bangkok & Pattaya



Dealers and distributors for Madhya Pradesh during the trip of Bangkok & Pattaya

KAMDHENU dealers and distributors from Madhya Pradesh made an exciting trip to the tourist heaven Bangkok and Pattaya. The trip was in the form of incentive to their successes in achieving their sales targets under a marketing scheme.

Those who participated in this grand tour were Mr. Anand Tiwari, GM, Kamdhenu Ispat Ltd., along with Dealers, Mr. Sunil Gupta, Mr. Dalmiya, Mr. Sanjay Roongta, Mr. Mukesh Agarwal, Mr. Rajesh Patode, Mr. Dilip Patel, Mr. Purushottam, Mr. Manoj Khetan, Mr. Naresh, Mr. Dilip Tharwani, Mr. Dhanraj Billore of Ganga Irons Nagpur,

Mr. Manish and Mr. Brijlal Tharwani, and Distributor, Mr. Abhishek Khemani,

The one week excursion to Bangkok and Pattaya was full of excitement and joy for all the members of Kamdhenu family. They enjoyed the tourists spots in Bangkok and Pattaya full throttle. In Bangkok they witnessed the Grand Palace and Temple of the Emerald Buddha, Temple of the Dawn, Chao Phraya River and Canals. They enjoyed excellent Seafood and Local Dishes along with Thai Classical Dances and other entertainments.

In Pattaya, about 147 kilometers southeast of Bangkok, the dealers and distributors were witness to its beautiful beaches, superb sea food, restaurants, sports and water sports.

The members of Kamdhenu family returned from these cherished tourists spots with some exciting and lingering memories.





## KAMDHENU SHOWCASES IN INDIA INTERNATIONAL BUILD EXPO 2008

KAMDHENU Ispat Ltd. participated in India International Build Expo (IIBE) 2008, held in Chennai Trade Center in Chennai. The platform is noted for being the most effective medium of getting across the targeted market in terms of enquiries & business generation.

The expo was attended by thousands of discerning customers who showed their interests in the various products displayed by Kamdhenu Ispat Ltd. Among the major products on display at the Kamdhenu stall were Kamdhenu brand TMT, Plywood, uPVC Doors and windows, wirebond. The wide range of products showcased attracted the customers in hoards. The Kamdhenu staff explained the curious customers the products' specification and made them aware of the company's other products and their quality and technological parameters. By the end of this 3-days event, there were over 400 visiting cards of campus engineers, constructionists, builders collected in the counter. This shows the kind of reception Kamdhenu brand received in Chennai. With this Kamdhenu Ispat Ltd. has already begun receiving several trade enquiries from several customers.

All India Build Expo is an Exhibition designed to showcase all key players in the construction industry from the professionals to the contractors and the finishes suppliers. The exhibition is ideal for

home builders, buyers, corporate organisations and institutions.

The Indian Building and construction industry is one of the fastest growing industries today and has a promising future. While the economy grows and each stratum of society upgrades socially and financially, the demands on infrastructure increase. In such a scenario Kamdhenu Ispat Ltd. featured at the expo as one of the fast forward and aggressively focused construction companies with a several construction products under its brand. The Build Expo 2008 helped the company build a new perception among its customers in this southern state.



Representatives of Kamdhenu Ispat Ltd. during the India International Build Expo 2008

HERE is your chance to make it big now! Colour Dreamz has come up with interesting ways to value their esteemed Dealers, Distributors and Contractors. The enterprise welcomes all the members of its supply chain to win fabulous prizes and become members of Kamdhenu's Elite club. One would find it hard to believe his/her ears that cars, free trip to Singapore or a LCD TV may come their way. This special scheme is being launched to create a kind of competition and add motivation to further enhance the sales of the product", said Mr. Saurabh Agarwal, Director, Kamdhenu paint.

The best thing about this proposition is that there is no last year target or Volume Value growth target or any other base. The only criterion is to achieve the necessary Pre tax Value exclusive of monthly, QTR, rebates or incentives.

For convenience, the club ranking is divided into ten categories. The first is the Steel Club with a sales target of 2.5 crores

## MAKE YOUR DREAM COME TRUE WITH

# Dreamz Colour

and a reward of Mercedes. Then there are Platinum Club I II & III with sales target of 1.75, 1.25 and 1 crore respectively. The awards for the members of these clubs are Honda Civic, Honda City and Swift Desire. Next is the Diamond Club with the sales target of only 75 lakhs for a prize of Wagon R. The Gold and Silver Club follows next for a target of 50 and 25 lakhs accordingly. You can catch hold of a Maruti Alto or a 4 night/5days tour to Malaysia and Singapore correspondingly.

The Emerland Club too is a good option to be in. You have all the chance to win Samsung TV and Canon Digital camera for a sales target of merely 15 lakhs. Those who cannot make it to

the above segments need not worry either. For them, there is the Bronze Club and Copper Club where only a margin of 10 lakhs and 5 lakhs has to be met. Against this, you can win a Samsung 1.5 ton split AC or a Samsung Refrigerator.

So, why miss this great opportunity?

Moreover, the scheme period extends only from 1st

August 2008 to

31st July 2009.

Get going! Make

the best out of the

deal and fulfill

your dreams.





## KAMDHENU RETURNS FROM MISSION ISTANBUL



During the visit to Istanbul: Mr. Rajiv Garg, Distributor expressing himself, also seen are Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Pankaj Agarwal.

It was a fascinating tour to Istanbul with historical revelations and some nature's magnificent extravaganza for dealers, distributors and officials of Kamdhenu Ispat Ltd. This four days trip to Istanbul from 18th July to 21st July was Kamdhenu's endeavour to forge a better relationship with its dealers and to promote the Kamdhenu brand in the region. The tour was participated by 130 dedicated Kamdhenu dealers and distributors, who were instrumental in achieving their sales targets. These dealers and distributors hailed from Delhi, Haryana, Rajasthan and West Uttar Pradesh.

On Mission Istanbul from Kamdhenu Management included Mr. Sunil Agarwal, Director, Mr. Saurabh Agarwal, Director and Mr. Pankaj Agarwal, President along with Mr. Punit Jain, Mr. Sanjay Jain and Mr. Naman Jain, Directors of Ashiaya

Industries Ltd. Among the Kamdhenu staff, Mr. Manoj Sharma and Shushil Bhardwaj too availed the golden opportunity to make this exciting trip.

Historically called Byzantium and later called Constantinople, Istanbul is Europe's most populous city and Turkey's cultural and financial center. Located on picturesque Bosphorus Strait, it encompasses the natural harbor known as the Golden Horn, in the northwest of the country. Being a witness to a unique metropolis in the world that was situated on two continents was itself an exhilarating experience for the tourist.

The city has been chosen as joint European Capital of Culture for 2010 and the historic areas of Istanbul were added to the UNESCO World Heritage List in 1985. Visiting this historical site dotted with nature's bounty, the participants were more than happy and excited.

This visit was not only a tour, but offered a platform for each of the members of Kamdhenu family to know each other better, thus building a strong bond. At this picturesque location, Kamdhenu Ispat Ltd. also held a small get-together when all members discussed the various topics concerning the Company's growth and how to make things better. They also discussed the issues concerning market and products' availability. In all the Mission Istanbul proved be a great success and learning experience for all.

FOR his visionary business acumen and ensuring corporate measures towards the benefit of society at large, Mr. Satish Agarwal was conferred with the coveted 'SAMAJ RATNA 2008' award. The award was given to him by the Mayor of Ghaziabad Mrs. Damyanti Goyal, on 17th August, during a formal event held at Sri Krishna Janmasthan Park near Punjabi Bagh in Delhi.

Among those who attended this

### Mr. Satish Agarwal Felicitated with 'SAMAJ RATNA'



Ghaziabad's Mayor Mrs. Damyanti Goyal conferring the 'Samaj Ratna' to Mr. Satish Agarwal

meeting included Mrs. Radha Agarwal, from Advance Impex, Kamdhenu's associate company there were Mr. Shiv Kumar Garg, Director, Mr. Raj Kumar Garg and Mr. Panwan Garg.

Mr. Satish Agarwal has been the frontrunner visionary leader who has been behind the success of Kamdhenu Ispat Ltd. His professional expertise and market understanding along with sound entrepreneurship has seen the Company creating its own niche in the market and garner a solid brand equity for itself.

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