



Website: www.kamdhenulimited.com, www.kamdhenupaints.com
Email: info@kamdhenulimited.com

Ispat Sandesh

www.facebook.com/kamdhenulimited

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New perspective New approach

India is experiencing a new dynamism of economic development and infrastructure is one of the strong foundations for it. For the upliftment of various sectors and the overall development of the society at large, numerous policies and programmes are being framed and put into effect. To talk about the building construction efforts precisely, it is planned that the entrepreneurs and businesses should be taken to global heights and the demand for domestically manufactured products is to be increased in order to export them. This scenario shows that steel business is the backbone of Indian industrialization. Also, per capita steel consumption shows the development of any country.

In this prospect, similar to the national government, Director, Kamdhenu Limited, Mr. Sunil Agarwal has set new targets. India is foreseen as the second largest steel manufacturing nation and Mr. Agarwal is all prepared to introduce new benchmarks in the industry through innovational developments. He asserts, "To achieve new heights, we should keep on innovating. And so, we come up with new products to add to the growth of new age construction like the Smart City concept."

In the current scenario, the average per capita steel consumption is 61 kg in our country whereas in the developed countries, it is 208 kg. The government has planned to increase the consumption and innovation in the high quality steel. Steel industry is also looking forward to get all the necessary technical assistance for international exports in respect to the guidelines of WTO. The anti-dumping charge of steel import can also be useful. This new perspective can take steel industry to newer heights in this financial year.

Mr. Agarwal concluded, "We have done even better in the phase of demonetization in respect to the earlier financial years and now, I am keen to work beyond the set dimensions and work with best of our efforts to make building construction industry the highest in terms of revenue empowerment. Smart City concept is going to be a very important opportunity to focus upon in the coming time."

Kamdhenu's Holi Milan 2017 celebrated in Ambala

**An event of encouragement
and recreation**



The festivals of India are the most vibrant, delightful and spread heartiness among each other. This Holi, Kamdhenu Limited, the top company in infrastructure business, celebrated Holi Milan 2017 at sub centre Ambala, Haryana with intent to strengthen the bond between architects, engineers and Kamdhenu. These activities come under the company's primary steps towards the enrichment of its inter-personal business prospects.

The Holi Milan 2017 was held on 9th March at Indian Institute of Architects, USA Gardens Ambala. More than 80 people were a part of this event including architects, engineers and dealers. The function was a recreational and fun filled gathering full of colorful activities, games, DJ, dance and music followed by dinner. Everybody was elated and played Holi with flowers and colors.

The company officers who participated in the event were Mr. Sunil Sen, Sr. Manager (Marketing) and Mr. Sanjay Gupta, Distributor from Haryana. The local dealers present in the event were Mr. Sanjeev Mittal from M/s Sanjeev Building Material, Ambala City and Mr. Ravi Kansal from M/s Hindustan Iron & Steel, Saha.

The architects and structural engineers were made aware about the quality of the company's high end product like Kamdhenu TMT, technology used in its making, upgradation of Kamdhenu Steel and the importance of double rib and high quality steel in extreme conditions of earthquakes.

Kamdhenu SS10000 Haryana dealers' fun-filled Goa trip



The trip started from 5th to 9th March 2017 and the accommodation of the group of Kamdhenu SS10000 dealers and sales promoters was arranged in the luxurious five star property Radisson Candolim Resort. The trip-mates included sales promoter of SS10000 from Haryana M/s Vigour Steel India Pvt. Ltd. represented by Mr. Maman Chand Goyal, Mr. Navin Gupta and Pankaj Garg along with the Marketing Manager (Haryana) Mr. Amit Surothiya on company's behalf.

The trip was a breathtaking experience where all the people enjoyed Casino Daltin Royale, Dudhsagar waterfall, Old Goa Church, Boat Cruise, Dolphin Show, Sightseeing and beach side delight. The natural beauty of Goa is incredible and there is a feel

of fusion of Indian and international culture blended into some beautiful arts like music, food, graffiti etc.

There is a wonderful saying, "we travel not to escape life but for life not to escape us." Trips and travelling is not just to refresh the individual self personally but it proves to be a booster to enhance the professional behavior and capabilities of the person. Recently, Kamdhenu Limited organized a trip for the Haryana dealers to the land of thrill and serenity, Goa.

The group got to know about the well-structured town planning of Goa which is an amalgamation of English architecture and Indian vibrancy. Kamdhenu team returned with more enthusiasm and high verve which encouraged them to perform better professionally.



An astounding Goa trip for Kamdhenu Paints channel partners

An organization whether formal or informal, needs full partner participation to grow inter-personally and also, in business endeavors. Kamdhenu Paints too, works on this principle and is earning good fortunes due to this philosophy of enhancing the relations between company members, associates, sales promoters, dealers and distributors.

Recently, Kamdhenu Paints gifted an incentive trip to Goa for its Himachal Channel Partners. Starting from 28th Feb to 1st March 2017, the members were given an accommodation at Hotel Adamo The Bellus which is known to be one of the luxurious properties of Goa. Channel Partners from the whole state of Himachal participated in this trip with their families which proved to be a strong bond between the company and its associate.

In the programme, Mr. Nihal Rapta, Branch Head Himachal Pradesh was the chief spokesperson who addressed the whole team and encouraged them to set new benchmarks in their individual capacities which will help in the growth of the individual as well as the company at large.

Kamdhenu Paints is synonymous to innovation and started one of the ambitious programme series 'Target Ka Badshah' in Bollywood theme in which famous film stars and celebrities grace the event. Till date, the company has launched 4 successful Target Ka Badshah events across the country and now, the 5th event has been planned to be launched in Dubai.

Kamdhenu Paints Gujarat channel partners rewarded with Diu Trip

Kamdhenu Paints is strikingly placing itself at the top among the best paint companies of the country. Based on the mantra of consistent innovation, the company organizes loyalty programmes for its personnel, business associates and channel partners.

In one of such attempts, Kamdhenu Paints arranged a one day loyalty programme cum trip to Diu for its channel partners on 4th March 2017. The event held at Hotel Krishna Park & Resort. Channel Partners from all across Gujarat participated in this one day trip which was full of exciting sightseeing, beach experience etc.

Puri trip of Kamdhenu Paints channel partners

Kamdhenu Paints is shining bright on the arena of top paint companies of the country. Its focus on continuous innovation and fresher ideas in working maintains their position in the market.

On 24th February 2017, Kamdhenu Paints organized a trip to Puri for its channel partners. The event arrangement was done at Hotel Chariot Beach Resort. Channel partners from Orissa participated in this one day incentive programme cum trip where they enjoyed at the resort and also visited local attractions along with the famous Balighai beach.

In this trip, Mr. Rajkumar Srivastava, Marketing Head of Kamdhenu Limited was present and encouraged everybody with full verve. He said, "We always try to proceed with new and fresh thoughts and this is how we evolve new incentives and rewards for our channel partners which helps us to move on towards our goal." Every trip member returned with some precious experience and memories.

Kamdhenu Paints is known for its innovatory expertise and ideas that are brought to life in the form of latest technology based product range. Also, the company has started the series of Target Ka Badshah on Bollywood theme where the Bollywood stars and celebrities of B-town grace the event which is filled with lot of fun and frolic. Kamdhenu has effectively managed to launch 4 TKB series across the nation and now, the TKB 5 is all set to be launched in Dubai with great pomp and show.



ROYALE AFFAIRE

Diamond Jewels by Ishita A Jain

SPARKLED WITH
GRANDEUR AFTER
GETTING AWE-INSPIRING
RESPONSE



The elite jewellery brand of Kamdhenu Limited 'Royale Affaire' has rooted and established itself in the market within a short span of time. It has been the ambitiously conceived idea of Ishita A. Jain, Owner, Royale Affaire, to bring out a brand which is at-par with the needs and budget of a large number of customers. Her creative approach is very unique in which she likes to give an aristocratic and elite touch to her designs.

Ms. Ishita A. Jain says, "Today, the entrepreneurs measure their brand success by turn-over but for us, the trust of millions of satisfied customers is our achievement. We have worked tirelessly to earn that respect in the market and wish to reach to more customers across the region. Our belief in transparent business model and fair working has made us worth the customer trust."

Royal Affaire prides itself on a wide array of diamond products such as Diamond Earrings, Necklace, Pendant, Bangles, Bracelets, Rings, Watches, Solitaire, Convertible, Pendant Sets etc. The jewellery designers who are based in Mumbai do a lot of R&D about the trends in jewellery fashion industry. They derive these products from classical designs and shape them into contemporary jewel art forms.

In the words of Ms. Ishita A. Jain, "Beauty is very special and what makes it more divine is the way of presenting and carrying ourselves. This depends on our self-confidence as well as attire. At Royale Affaire, we work on offering you the

best in class diamond products to add grace and add dignity to your personality."

To add, the diamonds are tested pure on the basis of parameters like cut, luster and carat. Then, these diamonds are used with gold, white gold, precious and semi-precious stones. Here, each product is strictly tested in the terms of quality checks so as to ensure the delivery of high quality products to the customers. In addition to this, a product certificate is given with every product in which the details regarding diamond size, price and quality along with the hallmarking details of gold are given.

The prime focus of the brand is to break the myth that diamond jewellery is way too expensive and unaffordable to the common public. This is why the company has launched best quality products at affordable rates. Similar to the other brands of Kamdhenu Limited, Royale Affaire harnessed a reputable position among top jewellery brands touching new success horizons each passing year.

We have always believed in fair and transparent business. We believe that the customer should be understood so well that we know his needs much before he understands them himself. We believe that an enlightened customer is the best customer. These are the simple principles that have helped us achieve market leadership in almost all markets in which we are present. Pampered by your unbound love and support and with the blessings of the Almighty, we believe that this will go a long way in the accomplishment of our vision, to open more stores and serve customers across the world.

**BEST
SUPPORTING
DEALER
of the Month**

Mr. Gautam Bhai
**M/s Shivam Steel Traders
(Kamdhenu Colour Max)**
Dhanera, Banaskantha,
Gujarat
Mob. 9427698139

Mr. Satis Agarwal/
Mahesh Agarwal
M/s Agarwal Builders
Ayali Chowk, Firozpur Road
Ludhiana, Punjab
Mob. 9855050006/9814831934

Mr. Amit Goyal
**M/s Goyal Iron Store
(SS10000)**
Hely Mandi
Mob. 9354768998