

# Ispat Sandesh

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## Sales Operations Strengthened in Odisha

Officials from the company educated masons about Kamdhenu products



With a view to woo the most powerful opinion makers of construction industry- masons, Kamdhenu Ispat Limited organised a couple of meetings for them in Odisha at Behrampur and Balangir on July 27, 2011 and August 8, 2011 respectively.

The first meet took place at Hotel Moti and was attended by over 100 masons and 15 dealers. From the official front Mr. S.B. Sharma, Sr. General Manager, Mr. S.K. Singh, Sr. Manager, Mr. P.K. Mohanty, Asst Manager and Mr. Shashank Sha, Executive were part of the meeting which also witnessed the presence of Mr. Naveen Kumar Sahu, Kamdhenu Ispat Limited's distributor in Behrampur. The objective of the meet was to educate masons about the excellence of Kamdhenu Ispat Limited's products and

provide supportive facts to elaborate why they are a better choice over other competitors' products. The meet was also covered by TV and print

media like The Sambad, Kanak and UTV which are very popular in the state of Odisha.

The second meeting was held at Hotel Garden Inn, Balangir. Over 50 masons and 5 dealers of the company were available in this meet. The program was duly attended by Mr. S.K. Singh, Mr. P.K. Mohanty and Mr. Shashank Sha. The meeting also witnessed presence of Kamdhenu Ispat Limited's distributor in Balangir Mr. Saroj Kumar Mishra of M/s Mishra Cement Store.

In these meetings Mr. S.B. Sharma opined that Odisha has an important place in the national growth plans of Kamdhenu Ispat

Limited. Therefore, the company is producing here high quality TMT in association with New Lakshmi Steel & Power Pvt. Ltd, its authorised manufacturing unit in Odisha. He foresaw a great potential for the company's products in the state. He then explained masons everything to be known about Kamdhenu Ispat Limited's TMT, paint and also about plywood, PVC pipes and packaged drinking water which are available in other states.

The masons gathered many important aspects in the meet. They asked questions related to Kamdhenu's product quality and technology used and felt very satisfied upon getting them answered. Such programmes are organised by the company to make masons aware of the outstanding quality of Kamdhenu Ispat Limited's products.





## Dealers' Meet Organised in Madhubani, Bihar

**Kamdhenu Ispat Limited looks forward to increase its market share in Bihar**



With a view to reward the past sales performance of its dealers in Bihar and motivate them, on August 14, 2011 Kamdhenu Ispat Limited organised a Dealers' Meet at Madhubani. Distributor of the company in Madhubani Mr. Suman Mahaseth of M/s Shiv Traders played an important role in

arrangements of the meeting. Mr. Y.R. Pandita, GM, Kamdhenu Ispat Limited and Mr. Akhilesh Kumar Singh and Mr. Krishna Kumar from Dadiji Steel Ltd, authorised manufacturing unit of the company in Bihar were also present on this occasion.

Addressing the gathering Mr. Y.R. Pandita says, "Bihar is one of the most important markets for the company. In Bihar, we have introduced many encouraging schemes for dealers in the past and will continue to do so in future also. We are producing high quality steel like 500D and Fe-500 in the state

and hope that we will be able to capture a significant market share." On this occasion Kamdhenu Ispat Limited distributed attractive prizes like LCD, oven, fridge and hand bags. The company keeps organising such events in all parts of the country to keep all its dealers aware of their targets and motivate them to achieve the targets by putting sincere efforts. Apart from this, the company also provides all the necessary sales assistance to them which is duly supported by the ongoing branding campaigns of the company. With these efforts it has gained a considerable market share in Bihar.

## Superior Strength and Unmatched Durability- Kamdhenu Plywood

**Kamdhenu Plywood is aggressively expanding its market base in the entire country**

A signature of quality, Kamdhenu Plywood holds an essential place in Kamdhenu Group's product portfolio. Looking at the extensive usage of plywood in modern furnishing, Kamdhenu Group is not only gaining additional consumer reach, but also securing another place for itself in Indian households with Kamdhenu Plywood. It has a substantial contribution to the overall revenue of the company. The company, committed to make finest quality products available for making a building ready-to-move-in, therefore has been aggressively promoting the plywood products in Indian markets since they have been launched. Presently, Kamdhenu Plywood

enjoys widespread popularity and strong consumer-trust PAN India. It has been able to win not only the market share, but also millions of hearts in the country for its outstanding strength and unmatched durability. Its superior quality blended with dedicated marketing support from the company makes it a darling of the dealers, other than that of the customers. Available in comprehensive variety and range, Kamdhenu Plywood is manufactured by using advanced high-grade technology. Its extraordinary strength, weather-shield property and termite-proof characteristics make Kamdhenu Plywood an international-class



product. For an additional trait, it can be easily applied to all places, so it reduces various problems faced by carpenters.

Currently, Kamdhenu Plywood is investing highly in maintaining finest product quality and expanding its network. With all these efforts, the company is sure to take its success in this venture to the next level.



## Kamdhenu Group's Promotion at Janamashtami Event

The company put up canopies for promoting its comprehensive range of products



With a view to reach closer to its customers, Kamdhenu Paints in association with Utsav, a Delhi based cultural society organised Janmashtami event at Palam Vihar on August 21 & 22, 2011. In this event Kamdhenu Group put up canopies for displaying their glorious range of products specially promoting their paint segment which comprises of architectural

coatings, decorative paints, high build polymerised silicon & ceramic based texture coatings, high end Italian fashion designer finishes focusing primarily on their latest range of 'Renaissance Replica' and 'Aura Lamina' series of Italian gold, silver and copper leafing. Officials of Kamdhenu Group Mr. Tilak Giri, Assistant General Manager (Project Sales), Lovejeet Singh, Manager (Brand Promotion), Alok Tiwari and Jasodha Gulia made special contribution to this event. Kamdhenu Group also sponsored various cultural events and prizes for various competitions. On the last day of the event the company conducted a lucky draw in which

one stood a chance to win one designer wall absolutely free along with a week's supply of **Kamdhenu fresh** water in prize. Canopy for **Kamdhenu fresh** was also installed there and free water bottles were supplied to the members of the cultural society. In these cultural programmes children of various societies participated. The representatives of Kamdhenu Group received a warm welcome from the crowd who showed a great interest in the products of the company. The entire event helped Kamdhenu Paints create a niche in the domestic market and gave a boost to the existing clientele base.

## Kamdhenu Group is Intensifying Top-of-the-mind Recall among Target Audiences

The company has been investing substantially on promotional campaigns on Television

Kamdhenu Group has been successful in all its ventures because of its outstanding product quality and focused marketing approach. For promoting its products, the company always adopts such marketing tools which not only take it closer to the customers, but also provide additional support to its dealers and distributors in selling the products.

Kamdhenu Group uses all traditional and non-traditional media for promoting its products. However, with a view to create top-of-the-mind recall for itself, the



company has aggressively used traditional media in the span of last one year, apart from various innovative mediums. Intended to woo the nationwide customers,

the company has focused more on TV. Television commercials of Kamdhenu Group's various products can be seen at regular intervals on various TV channels including India TV, IBN7, ETV, UTV Movie, UTV Bloomberg, Filmy, Star Ananda, 24 Ghanta, Star One and Zee Business etc. Kamdhenu Group is already very popular among customers and these campaigns on TV would surely take its status to the next level. Going by initial signals, it is expected to make positive impact on the sales of its products.



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# Kamdhenu Paint Organised Bangkok Tour for Dealers

Dealers travelled to Bangkok for their outstanding performance in ATR

With a view to reward its dealers from all over India for their excellent performance in Annual Target Reward (ATR) Scheme, Kamdhenu Paints organised international tour to Thailand for them. All the winner dealers of the ATR scheme were divided in three tour groups according to their regions. The first group included dealers from Delhi, Punjab, Haryana, Chandigarh,

Himachal Pradesh and Gujarat. This group started for Bangkok on August 6, 2011 for a five-day trip. From Kamdhenu Paints Bhavesh Sharma, Sr. ASM (Punjab) and Mr. Anil Raj, DSM (Delhi) accompanied the group on this tour. The second group comprised dealers from Chhattisgarh, Maharashtra, Odisha, Bihar and West Bengal. This group departed for Bangkok on August 16, 2011 from Netaji Subhash International

Airport, Kolkata. Staff member of Kamdhenu Paints Mr. Vikram Singh Rajput, DSM, Raipur, Mr. Srikant Mohanty, DSM, Odisha, Mr. Ramji Sharma and Mr. Debashish also

August 24, 2011 after having fulfilled five day.

Focused towards keeping the dealers motivated for excellence in their performance, these tours also



gave them an international exposure which would prove to be very useful for them in the near future. Programs like this also bring the company closer to its dealers who further contribute towards the growth of the company with great

went along with the group. On August 20, 2011 the group returned India with lots of memorable moments. The third group had dealers from Western U.P. and Uttrakhand region who caught their flight to Bangkok on August 20, 2011 from Indira Gandhi International Airport. From Kamdhenu Paints Mr. Keshav Sharma and Mr. Mayank Kumar Manglik also toured Bangkok with this group. The group returned on

dedication and prove as a handy tool to increase the market share of the company. They complement the excellent quality of **Colour Dreamz** paint products. Dealers were also very pleased with the arrangements made by the company. They conveyed their heartfelt gratitude towards Kamdhenu Paints and further affirmed their commitment to make Kamdhenu Paints a leading paint company of India.



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



**Dreamz**  
**Colour**  
Dil Ke Rang Deewaron Pe