



Ispat Sandesh

March 2011

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 5 Issue: 6 Price: Re 1

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

Let's Grow Together in the New Financial Year

CMD of Kamdhenu Ispat Limited reveals the plans of the company in the coming financial year



Dear Patrons,

On behalf of Kamdhenu Family I convey my best wishes for the new financial year 2011-12. May this fiscal bring enormous prosperity to your business and life.

Current financial year 2010-11 has been full of numerous achievements for us. The year has been the period of financial recovery for most of the companies worldwide. Over the period of last couple of fiscals the world economy has faced the dire impacts of the global economic recession. However, with our strong foundations we managed to perform satisfactorily well in that period. While the global economy had been trying to get back on track,

Kamdhenu Ispat Limited also gained pace in its business activities.

Construction steel has always been the dominating business area of the company. So, during the current fiscal the company has registered encouraging growth in this segment. We have recently introduced 500D TMT in the market, so in the coming fiscal we will promote this technically advanced product throughout the country.

The paint division of the company Kamdhenu Paints has been the main focus area in the current fiscal. We have been able to achieve most of our targets in this period. Our paint brand **Colour Dreamz** is winning the trust of the customers through out the country. Looking at the present consumption pattern we have also introduced our range of eco-friendly paint products. In the current financial year we have tried to keep our channel partners motivated by organising at least one dealers' meet in every region and rewarding their performance with valuable prizes like cars and foreign

trips. We are looking forward to keep the momentum going in a similar fashion and achieve substantial growth in the new fiscal.

Kamdhenu Group has ventured into FMCG segment with its packaged drinking water Kamdhenu fresh. We have been getting heartening consumer response for this product. We are increasing our production capacity and expanding our distribution network to meet the growing demand of our product. In the coming financial year we will be maintaining the growth tandem.

Once again, I would like to assure that we have been putting best efforts to take our company at the next level. I would request you to continue to extend your valuable support to achieve the decided goals in the period of next financial year.

Warm Regards,

Satish Agarwal

CMD, Kamdhenu Ispat Limited

500-D

Yet another TECHNOLOGICAL INNOVATION

KAMDHENU 500D

STRENGTH THAT EMERGES

'Holi Milan' event organised by Kamdhenu family

Employees, dealers and distributors from Delhi-NCR enjoyed the prolific and splendid atmosphere



Kamdhenu Ispat Limited never misses to celebrate an occasion with its closely associated people. The same was witnessed in an official 'Holi Milan' event which was organised at Natha Singh Vatika, Punjabi Bagh on March 17, 2011. Organised around the sacred occasion of Holi, the event was duly attended by the CMD, all other directors of the company and employees, dealers and distributors of Delhi-NCR and Hariyana. With the presence of many well-known people associated with steel, paints and other Kamdhenu products, the event got converted into a very grand ceremony.

The programme started with the inaugurating speech by Mr. Sunil Agarwal, Director-Kamdhenu Ispat Limited. Addressing the huge gathering of people he dispensed his best wishes and asked everyone to play a safe and health-friendly Holi. He thanked the employees, dealers and distributors for putting their best efforts and leaving no stone unturned to make company's every endeavour a successful one.

He also conveyed his best regards to all people for attending the event in huge numbers and making it a grand success. After that the proceeding for the event were handed over to Mr. Amit Soni, Mr. Chandan Goswami and Mr. Vivek Maheshwari who, with their exceptional anchoring skills, took the event to a new level of excitement and entertainment. They made the attendees play games like 'Tol Mol Ke Bol', 'Musical Chair' and 'Matki Fod' which were filled with fun and happiness.

Mr. Satish Agarwal, CMD-Kamdhenu Ispat Limited also gave his best wishes on the festival of Holi to all people. He felt very happy and respected upon seeing the number of people took part in the 'Holi Milan' event. Later on Mr. Sunil Agarwal and Mr. Saurabh Agarwal inaugurated the game stalls specially designed for the attendees to play games like archery, dart, shooting, ball game etc. All these stalls were tactfully managed by a team formed by Mr. Lovejeet Singh, Mr. Nitin Goswami,

Mr. Jitesh Sachdeva, Ms. Sarita Yadav, Ms. Rajinder Kaur, Mr. Umesh Bhardwaj, Mr. Dinesh Sharma, Mr. Anand Bhandari, Mr. Piyush Singh, Mr. Rajesh Jangra, Mr. Arvind Rekhan and Mr. Sanjeev Sharma who played a crucial role in the success of the event. Almost everyone present on the occasion tried his hands in these games and the winners were also distributed gifts by senior officials of Kamdhenu. The grand and memorable event winded-up with a formal dinner with a promise to come together and celebrate more events in the same manner.



Mason Meet organised in Kodad on behalf of Kamdhenu

500 masons attended the meet to know Kamdhenu and its products better

Kamdhenu Ispat Limited is spreading its market base with every passing day and also getting close to its dealers and distributors. Today, Kamdhenu Ispat Limited shares a very strong relationship with all its dealers and distributors. The same was witnessed recently when a group of Kamdhenu's dealers and distributors organised a Mason Meet on Kamdhenu's behalf in Kodad, Nalgonda on March 13, 2011. The dealers and distributors who held the meet were Mr. V. Mahesh (Telangana Distributor) and Maruti Kodad Steel along with associated partners Mr. Kiran, Mr. Veera Reddy and Mr. K. Ramesh. Kamdhenu's dealers Mr. Upender of Sri Raghvendra Iron Syndicate, Suriyapet and Mr. Ramu of Kamdhenu Steel Syndicate, Khammam were also present in the meet.

The event started at 11 AM with an introductory speech by Mr. Veera Reddy. He introduced the company officials and Mr. V. Mahesh to all the masons attending the event. The organising



committee honoured Mr. Mayank Srivastava, Manager-Marketing, Mr. V. Mahesh Kumar, Kamdhenu's Distributor-Telangana Region and Mr. Rakesh Gupta, Mr. Rajdeep Gupta, Mr. Anuj Tyagi and Mr. Rajnish Dubey, Executives-Marketing by presenting a bouquet to each.

After that Mr. Mahesh, Mr. Mayank and Mr. Upender provided vital information to all masons regarding Kamdhenu Ispat Limited, its main TMT bars and other products. They emphasised on the quality of

Kamdhenu product and how they are different and better from its competitors. For the ease of masons and better understanding of the company and its products some videos were also played in Telugu. The masons

were very impressed upon knowing the diversified portfolio of Kamdhenu Ispat Limited and took very keen interest in the proceedings. Upon the completion of the formal presentation all masons had lunch with the organising committee.

At the closing of the event a felicitation ceremony also took place. Mr. Srinivas Reddy (President- Mason Union) and Mr. Prabhakar (President-Rod Bending Mason Union) were presented with Kamdhenu Bags, Pens and Pads as souvenirs. Later Mr. Kiran of Kodad Steel Syndicate was also honoured by Mr. Mayank Srivastava and Mr. V. Mahesh Kumar. In the end the organising committee along with Mr. V. Mahesh Kumar and Rakesh Gupta also received *Shawls* and mementos from the partners of Maruti Kodad Steel Syndicate.



Kamdhenu Paints organised first ever dealer's meet in Varanasi

To strengthen distribution and sales network 200 dealers participated in the event



Kamdhenu Paints is motivated by the success of its brand **Colour Dreamz** and is working wholeheartedly to expand its market base. For the same purpose Kamdhenu Paints organised a dealers' meet in Varanasi at hotel The Gateway Ganges. Mr. Rajkumar Srivastava, Marketing Head represented the meet along with other top officials from the company.

The objective of the meet was to strengthen Kamdhenu's distribution and sales network in Varanasi and around 200 dealers from Gorakhpur, Varanasi, Allahabad and other nearby areas took part in it. Kamdhenu Paints has recently launched a new series of Low VOC products in the market including Melamine, Sealer, Thinner, Lacquer, Clear Varnish, Knifing Paste Filler and others Industrial Paints. All dealers attending the meet were informed thoroughly about these products.

Inaugurating the meet Mr. Srivastava said "Considering the future possibilities of Kamdhenu Paints, the region of Varanasi holds very vital importance for us. More than 525 dealers in the Eastern Uttar Pradesh region

are already associated with us from which 50 dealers are working exclusively with Kamdhenu Paints. We foresee a huge demand for all our paint products generating from this region and we are completely committed to strengthen our position here."

Informing about the product profile of the company Mr. Srivastava said, "We have equipped our dealers with the latest 'Tinting Machine' technology as we are committed to provide our customers with quality products that matches their aspirations. In the last 15 months, we have already distributed 18 cars among our dealers for achieving their set targets. The Low VOC line of paints is doing very well in the market and we are hopeful to capture a significant market share in this category."

The dealers' meet was all special for Kamdhenu Paints considering being the first ever in Varanasi. To make the meet memorable for dealers and their families many entertaining and fun-filling programmes were also organised.



Capt. D.R. Rana
Sanjay Hardware Store
Main Road, Chhatri, Tehsil Shahpur
Dist. Kangra (Himachal Pradesh)
M: 9816225363

Mr. Vikram
Babu Ram Vinod Kumar
Moga Road, Jagraon
Dist. Ludhiana-142026
M: 9464136084

Mr. Kiran & Kothur Ramesh
Syndicate & General Merchant
Maruti Kodad Steel
Besides LIC Office
Huzurnagar Road
Kodad-508206
Dist. Nalgonda, Andhra Pradesh