

Ispat Sandesh

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Success Story of Kamdhenu Paints Shared at 'Thailand Biennial Conference'

Mr. Satish Agarwal was invited as key speaker by Indian Paint & Coating Association



Indian Paint & Coating Association recognised the entrepreneurial caliber of Mr. Satish Agarwal, CMD, Kamdhenu Ispat Limited and invited him as the key speaker to 'Thailand Biennial Conference' that was organised in Bangkok on May 31, 2011.

On this occasion Mr. Agarwal shared the success story of Kamdhenu Paints and his valuable experience with the young entrepreneurs. In his keynote address he said, "It is of paramount importance for SMEs to fulfill their promises in terms of product quality if they were to compete with the bigger players and sustain in the

market. We have been able to establish the brand of Kamdhenu Paints **Colour Dreamz** in the market by consistently delivering excellent products to the customers. Today customers trust our brand name in all the segments. We have achieved this status by realising the aspirations of the customers."

Thanking Mr. Satish Agarwal for his invaluable time Mr. Jatin Aggarwal, General Secretary, Indian Paint & Coating Association said, "We thank you for your participation and delivering a very practical and useful presentation on your experiences in business. Your insight into entrepreneurship and the unique success story that you shared with the audience in the conference shall make a difference in the philosophy of many budding entrepreneurs."



500-D

Yet another TECHNOLOGICAL INNOVATION

KAMDHENU 500D

STRENGTH THAT EMERGES

Sales Meet of Kamdhenu Paints Organised at Puri

Individuals and Sales Depots with Highest Sales were felicitated in the event



With a view to evaluate the past performances and share the future vision of the company, Kamdhenu Paints organised a grand sales meet at hotel Hans Coco Palm, Puri (Orissa) on 19th and 20th April, 2011. All sales staff members of the company from South and East India participated in the event. Officials from Kamdhenu Paints namely Mr. Sachin Agarwal, Director, Mr.

Rajkumar Srivastava, National Head, Mr. Gautam Chakravorty, D.G.M., Mr. Deepesh Sachdeva, Sr. Product Manager and Mr. Lovejeet Singh, Manager Brand Promotion also made their presence in the event.

On the first day a sales meeting was organised at the hotel in which the attendees shared their problems and a detailed discussion took place to find out their possible solutions.

A felicitation ceremony also took place in the event. Individuals namely Mr. Ramji Sharma, Mr. Jai Kumar Patil and Mr. H.K. Sethi received 1st, 2nd and 3rd prize respectively for earning the highest sales value in the Central, Southern and Eastern region for the year

2010-11. Madhya Pradesh Sales Depot was declared the Highest Value Sales Depot in the aforesaid fiscal, while Orissa Sales Depot acquired the 2nd spot. At the end of the meeting a special gala dinner and dance party was organised to celebrate the sales achievements.

On the second day they visited the famous shrine Jagannath Puri and popular tourists' spot Kornark Temple.



Masons' Meet Organised in Proddatur

Masons were informed about the superior quality of Kamdhenu's Products

Kamdhenu Ispat Limited in association with its distributors in Rayalaseema namely Mr. Pradeep Agarwal & Mr. Pankaj Agarwal and dealers Mr. B. Bala Krishana & Mr. B. Sai Krishana of M/s Kanka Durga Steel organised a mason meet on 20th April, 2011 at Proddatur (District-Kadapa). Apart from them, the other dealers of Kamdhenu Ispat Limited in the district namely Mr. Srinu of Laxmi Venkateshwara Steel and Mr. Bhaskar of Prabha Pattu Pogla Steel were also present in the meet. They requested the company to arrange such meeting in their area also. On this occasion Mr.

Mayank Srivastava, Manager- Marketing and Mr. Anuj Tyagi, Executive- Marketing represented Kamdhenu Ispat Limited. Over 200 masons of the adjoining regions attended the meeting. Mr. B. Sai Krishana introduced all the officials and associates of the company to the masons. After this the organising committee honoured Mr. Mayank, Mr. Anuj and Mr. Pankaj by presenting them bouquets. Thereafter, Mr. Pankaj and Mr. Mayank gave insight about the



company and its main product TMT bars.

Kamdhenu Ispat Limited felicitated Mr. B. Bala Krishana on this eve. A lucky draw event was also organised for masons.

Kamdhenu Ispat Limited's Associates Toured South Africa & China

Dealers and distributors went on foreign tours for their excellent performance



Rewarding the admirable sales performance of its dealers and distributors in the previous financial year, Kamdhenu Ispat Limited along with its group companies namely Aashiana Ispat Ltd. (AIL), Giriraj Irosteel Company Pvt. Ltd. and Advance Impex Steel Pvt. Ltd. organised foreign trips to South Africa and China for them. In a move to motivate them further, Mr. Satish Agarwal, CMD and Mr. Rajeev Sharma, Sr. G.M. toured South Africa as representative dignitaries of Kamdhenu Ispat Limited. They were also accompanied by Directors of the company's franchise units namely Mr. Bal Kishan Atal & Mr. Pursothum Rathi (Giriraj Irosteel Company Pvt. Ltd., Ghaziabad), Mr. Naresh Jain (AIL) and Mr. Rajkumar Garg (Advance Impex Steel Pvt. Ltd.) on the tour. In South Africa everyone enjoyed sightseeing in Cape Town. Later, Cable Car Ride, trip to Table Top and a visit to Signal Hill and Cape Point proved to be a great joy for all. They also visited Peninsula and

Johannesburg. In Johannesburg there are many tourists' destinations such as Sun City and various other places including Amusements Parks, Casinos and Wave Pool. Every member was happy visiting these many breath stopping places in one tour.

In another tour a group of dealers and distributors of the company visited the neighbouring country China. It is not only the biggest competitors of India but also the fastest growing economy in the world. The group visited many places and found the place very charming. Its natural beauty and man-made structures attract every visitor and leave lifetime memories in their heart. This short trip to China was very encouraging for all dealers and distributors and almost like a dream come true for their

families.

Briefing about these tours Mr. Satish Agarwal said, "We are glad to organise these tours for our dealers and distributors. As a policy, we always ensure that our associates get equally benefitted of the progress made by the company. We will continue to reward our dealers and distributors."

All the dealers and distributors who toured South Africa were very pleased with the arrangements and they all thanked the company for this.



Kamdhenu Ispat Limited Supported 'Sadbhawana Daud'

The marathon was organized to pay homage to late Mr. Rajeev Gandhi



Kamdhenu Ispat Limited was one of the main sponsors of 'Sadbhawana Daud' that was organised in New Delhi on May 21, 2011 with a spirit to commemorate the death anniversary of late Mr. Rajeev Gandhi, the former Prime Minister

of India. More than 5000 children participated in the event to pay homage to late Mr. Rajeev Gandhi. The marathon was run on a 4.5 km long track between Punjabi Bagh Club and Paschim Vihar. Later, the award distribution ceremony took

place on May 28, 2011 at 3, Janpath, New Delhi, the official residence of Mrs. Sheila Dikshit, the Chief Minister of New Delhi. Mr. Ashwini Bagri, President, Rahul Vichar Prachar Samiti was also present there. Dignitaries from Kamdhenu Ispat Limited who attended the event include Mr. Satish Agarwal, CMD, Mr. Chandan Goswami, Sr. Manager- Brand Promotion, Mr. Amit Surotia, Mr. Nitin Goswami (from paint division) and Mr. Dharam Pal Khera (Distributor). Speaking on this eve Mr. Satish Agarwal said, "It is an honour to be associated with 'Sadbhawana Daud'. The marathon spreads the message of peace and harmony among all the citizens. Committed to make society a better place, Kamdhenu Ispat Limited supports various such events. Through our social welfare body 'Kamdhenu Jeevandhara' we try to fulfill our responsibility towards the country and we will continue to do so in future too."



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**BEST
SUPPORTING
DEALER
of the Month**

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Mr. Pankaj
M/s Ramji Das Bansal & Sons
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