

Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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

Happy Diwali!

Dear Friends,

Kamdhenu Group wishes bliss and prosperity to all its family members including dealers, distributors and franchisee associates on the auspicious occasion of the festival of light, Diwali.

This year we have many reasons to celebrate the occasion. With your valuable support, we have achieved growth both in our business and popularity, in the last

one year. With a view to make our steel products available to more customers, we have expanded our area of business by forming association with new dealers, distributors and franchisees; and introduced advanced product Fe-500D in the market. Moreover, with an objective to strengthen our position in the market, we have also intensified the availability of our products in Orissa, Andhra Pradesh and North-East States.

In the current financial year Kamdhenu Paints has also performed very well due to the increased demand of our paint brand- **Colour Dreamz**.

The company is very motivated with this performance and looks forward to enhance its production capacity under strategic alliance in order to ensure flawless supply of our paint products. During the previous year, we have also made dedicated efforts towards strengthening our distribution and sales network.

Due to the increasing usage of plywood products in the modern interior & exterior décor, Kamdhenu Plywood has also done encouraging performance.

We have also started import of

excellent quality raw material to improve the quality of our plywood as a reciprocating gesture of the trust endowed by the customers. We are proud to inform you that only a few leading companies use as excellent raw material as we use to manufacture our product.

Launched with an aspiration to make a place in the hearts of the customers, the FMCG venture of the company- packaged drinking water- **Kamdhenu fresh** is also achieving its goals very aptly. Our drinking water is highly in demand in the market. With the same viewpoint, we have also formed tie-ups with more units to increase our production capacity.

Presently, expanding coverage of our business is an indication of bright future of the company. We are confident that we would continue to receive your support on the path of growth. So, this Diwali let us spread happiness all-around to make every day of each individual in the society as joyful as Diwali.

With Best Compliments,

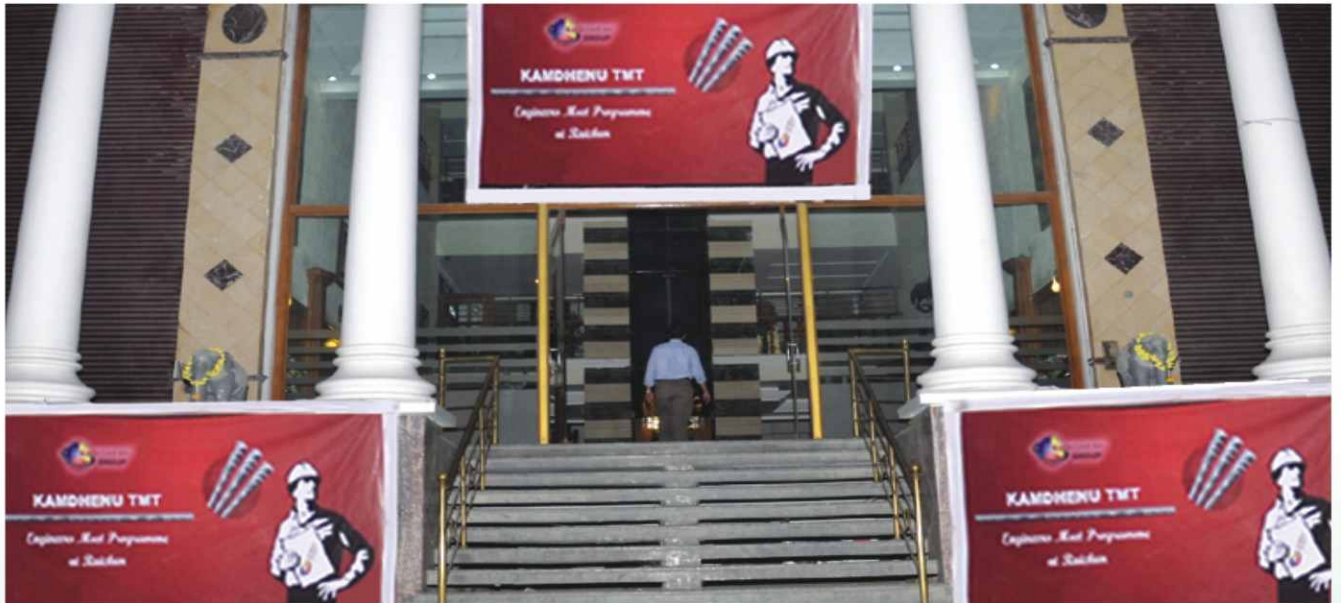
Sunil Agarwal

Director,

Kamdhenu Ispat Limited



Engineers Meet Organized at Raichur



Being academically trained in the process of infrastructure development, Civil Engineers have an in-depth knowledge about the various aspects related to construction segment. This is the reason why Kamdhenu Ispat Limited has a great respect for them and it never loses a single opportunity to woo them. The company keeps organising various meetings, seminars and conferences to update them about the technological innovations introduced in its products and their advantages. With an objective to strengthen its position in southern India, the company in association with its distributor of Rayalseema-Mr Pradeep Agarwal and dealer-Mr Manjunath of M/s Shree Laxmi Venkateshwara Steels organised an Engineers' Meet at Raichur (Karnataka) on October 18, 2011. Over 70 engineers from the adjoining region attended the meeting.

The programme started with an introductory address by Mr Anuj Tyagi. He introduced all the officials

and associates of the company to the engineers.

The focus of the company, in this meeting, was to make the engineers aware of the technological aspects of Kamdhenu TMT. So, Mr Srivastava gave insight about the company and its main product- TMT bars on this occasion. Emphasising on the excellent quality of Kamdhenu TMT, he said, "Kamdhenu Ispat Limited follows international standards in manufacturing the products. All steel products of the company undergo stringent testing procedure at every level before reaching to the customers. This creates the difference between Kamdhenu TMT and other products available in the market." He also shared some very interesting facts about the origin of engineering.

With a view to generate better understanding among the engineers about Kamdhenu Group and its products, Mr Rajnish Chandra Dubey gave a detailed PowerPoint presentation.

Followed by this, a felicitation ceremony also took place in which the Karnataka Division of Kamdhenu Ispat Limited felicitated Mr Mayank Srivastava, Sr Manager-Marketing, Mr Pradeep Agarwal and Mr Manjunath. Thereafter, recognising the contribution of some of the eminent personalities in the area of engineering, construction and infrastructure development, Mr Mayank Srivastava, on behalf of Kamdhenu Ispat Limited, honoured Mr Ramesh Bhosle (President, Civil Engineers Association, Raichur) and Mr Suresh Shedbal (Vice President, Engineers association, Raichur).

Speaking on this occasion Mr Pradeep Agarwal made the engineers aware of the advantages of having association with Kamdhenu Ispat Limited. Mr Ramesh Bhosle and Mr Suresh Shedbal also expressed their view about Kamdhenu Ispat Limited and made the gathering aware of the contribution of the company in the development of the region.

Kamdhenu Family Celebrated Diwali with Light and Joy

Kamdhenu Family celebrated the festival in presence of all the Directors



Kamdhenu Group celebrates every joyful occasion with its dealers, distributors, franchisees, employees and other associates. The company keeps organising many events at regular intervals, but the joy increases manifold when blended with the spirit of festivals. It was visible in the event organised on October 21, 2011 at Subroto Park Air Force Auditorium, New Delhi. All the directors, employees, dealers, distributors and franchisee of Kamdhenu Group in NCR were present there to celebrate the auspicious occasion of Diwali.

The programme began with the welcome speech of Mr Satish Agarwal, CMD, Kamdhenu Ispat Limited. He conveyed his best wishes to all the family members of Kamdhenu Group for their prosperity and joy in the coming

year. He also congratulated them for the excellent performance of the company in the previous year. Speaking on this occasion, he said, "It is a great pleasure for me to celebrate the auspicious occasion of Diwali with the members

of Kamdhenu Family. I am very glad to see how the size of our family has increased in a span of last 16 years and is continuing to grow further at a decent speed. Today we have our presence in all parts of the country. Let us commit ourselves not only to

our own growth, but to the growth of the entire society. On behalf of Kamdhenu Group, I wish all the very best to all of you."

After the welcome note, other directors of the company also greeted the gathering with their best wishes.

Speaking on this occasion, the chairperson of Kamdhenu Ispat Limited's social wing Mrs Radha Agarwal said, "For years Kamdhenu Jeevandhara has been enlightening the lives of unprivileged children and physically challenged people by taking resources to them. I would like to reassure you that we would continue our efforts in this direction with the same passion. We hope that this Diwali inspires light in everyone's life"



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Sardar Chowk
Jetpur
Mob. : 9824291125

Mr Manjunath
M/s Shree Laxmi Venkateshwara Steel
Bashweshwara Circle
Raichur
Mob. : 9448619388

M/s Patel Electricals & Engineers
C/o Motabhai Ali Bhai
Viramgam, Gujarat
Mob. : 9898149049

Kamdhenу Paints Organised Contractors' Meet in Indore



Contractors act as a link between the company and its customers. Therefore, Kamdhenu Paints organised a Contractors' Meet at Om Mangalam Family Restaurant, Indore to make them aware of the

new painting trends and needs of eco-friendly paint products. All the contractors of three most prominent dealers of the company in Indore—M/s Om Traders, M/s Roop Traders and M/s Har Siddhi Trading Company attended the meeting.

Addressing the gathering, Mr Pawan Kumar Sharma, DSM (M.P.), Kamdhenu Paints said, "We sincerely understand that your reputation is also associated with

the performance of products. Impressed with the outstanding quality of our products and their long durability, many contractors have already become our valuable admirers and endorsers. We also keep organising training session for them to improve the quality of their output, which in turn fetches them name and fame." Informing them about the newly launch eco-friendly products, Mr Sharma said, "Using paints containing high quantity of Lead and Asbestos, can lead to serious diseases. **Colour Dreamz's** Eco Fresh line of low VOC is one of the most reliable options available."

Kamdhenу Ispat Limited Organised Dealers' Meet at Lakhisarai

Kamdhenу Ispat Limited organised a dealers' meet on October 21, 2011 at Lakhisarai. Mr Y.R. Pandita, GM, Kamdhenu Ispat Limited; Mr Shankar Prasad Agarwal, Distributor, Kamdhenu Ispat Limited; and Mr Akhilesh Singh and Mr Vipin Singh from Dadiji Steel Limited, the authorized license user of Kamdhenu brand TMT in Bihar attended the meeting.

Speaking on this occasion Mr Y.R. Pandita said, "Our performance in Bihar has been very satisfactory so far. However, we need to intensify our efforts to capture a bigger market share. The company

appreciates all its dealers and distributors for their excellent performance and requests them to continue their support. I would like to affirm you that you will get due benefit of your efforts."

Mr Shankar Prasad Agarwal appreciated the sales policies of the company. He also admired the marketing support that they receive from the



company. He observed that customers across country have strong faith in the products of the company.



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



Dreamz Colour
Dil Ke Rang Deewaron Pe