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**Kamdhenu Ltd. has shown remarkable growth, evolving from a Rs. 3 Crore investment in 1994 to achieving a brand turnover of Rs. 21,000 Crores. Can you share the key milestones and strategies that have contributed to this phenomenal growth over the years?**

Our first manufacturing unit in Bhiwadi, Rajasthan, commenced operations in 1994, laying the foundation for what would become a thriving enterprise. In 2004, we introduced the franchisee-based business association model, a pivotal move that fueled Kamdhenu's rise as the one stop construction material solutions company, manufacturing and supplying a variety of products including but not limited to TMT Bars, Structural Steel, Color Coated Sheets, and Decorative Paints etc. Our wide range of products caters to various kinds of structural, aesthetic and luxury requirements in construction and is growing by doing brisk business.

Today, we have a wide network of over 80 franchisees manufacturing units across the country backed by a robust network of more than 8,500 dealers and 250+ distributors.

Our growth journey is a testament to the guiding vision and the dedication of our employees made possible by the trust of discerning

customers. To support the growth of Infrastructure sector in India, we are aiming to increase our production capacity of TMT Bars from 40 lakh MT of TMT steel bars to 50 lakh MT by the end of FY24 through franchisee route. Concurrently, we aspire to clock a brand revenue of Rs 25,000 crore by the end of the current financial year.



**Mr. Satish Kumar Agarwal,  
CMD Kamdhenu Group**

**Transforming steel TMT bars from a commodity business to a branded segment is a noteworthy achievement. Could you elaborate on the journey and initiatives undertaken by Kamdhenu Ltd. that led to this shift in perception and positioning of the product in the retail segment?**

Kamdhenu Limited's strategic initiatives have played a pivotal role in elevating steel TMT bars from a commodity business to a highly regarded branded segment. Our commitment to this transformation is evident through a multi-faceted approach that encompasses brand building, product quality, distribution, customer service, and innovation. We have crafted a brand identity synonymous with quality, innovation, and reliability. Kamdhenu Nxt the flagship brand of Kamdhenu Group, is a next generation TMT bar with angular double rib design, manufactured with cutting edge technology which is at par with the futuristic national and international quality standards. Kamdhenu Nxt is best suited for modern architectural patterns and designs meant for newly engineered structures.

Investing significantly in brand building has been foundation of Kamdhenu Limited's success in redefining the TMT bar segment. This concerted effort has positioned our TMT bars as more than mere commodities, but as products with distinct attributes that cater to the evolving needs of discerning customers.



**How does the unique franchisee-based business model function and what makes it stand out from conventional business approaches in the industry?**

Kamdhenu Limited's innovative franchisee-based business model has played a pivotal role in the company's remarkable success in the steel TMT Bars industry. This distinctive approach involves collaborating with independent producers, equipping them with Kamdhenu's technology, brand name, and marketing support to manufacture and sell Kamdhenu TMT bars. Kamdhenu ensures consistent quality across all its franchisee units, upholding the renowned standards associated with its brand. The strategic advantages of this model have been integral to the company's growth

The franchisee model also facilitates an impressive increase in market reach. With a network comprising over 80 franchisees manufacturing units nationwide, Kamdhenu has achieved a rapid and efficient expansion into new markets. This extensive network ensures a broader customer outreach than what might be achievable solely through an in-house sales force.

**Considering the scale of operations and the ambitious growth targets set by Kamdhenu Ltd., how does the company plan to leverage its existing strengths and capitalize on market opportunities in the steel TMT bars sectors?**

Kamdhenu Ltd. stands at the forefront of the steel TMT bars sector because of its robust brand reputation, extensive distribution network, and innovation. In a bid to fortify our position and unlock new growth avenues, we have articulated a strategic roadmap encompassing various elements.

We are strategically pursuing expansion through our proven franchise-based business model, leveraging its efficiency and scalability. By fostering partnerships with dedicated franchisees, we intend to broaden our presence and deliver our exceptional products/services to new markets, while maintaining the high standards synonymous with our brand.

Kamdhenu also aims to strengthen its reach by expanding into newer markets. This involves increasing the number of dealers and retailers, implementing efficient logistics and supply chain management systems, and ensuring that its products are readily available to customers across the country.

**In the context of the company's growth trajectory and expansion plans, what innovations or new initiatives is Kamdhenu Ltd. considering to maintain its competitive edge in the industry?**



Kamdhenu Ltd. stands as a trailblazer in the retail market of steel TMT bars. We have strategically identified key areas to focus on, ensuring that we not only maintain our competitive edge but also lead the charge in shaping the future of this sector.

Process innovation is another highlight of Kamdhenu's strategy. The company is optimizing manufacturing processes to enhance productivity and quality control.

In the realm of product innovation, Kamdhenu is pushing boundaries by developing new high-performance TMT bars that boast enhanced strength, durability, and corrosion resistance. In fact, just to not miss this wonderful opportunity, I would like to mention that we introduced a state-of-the-art product, 'Kamdhenu Nxt' to the market which is manufactured with the cutting-edge technology



KAMDHENU Nxt



KAMDHENU  
PAS 10000



KAMDHENU  
WIREBOND



KAMDHENU PIPES



KAMDHENU  
STRUCTURAL STEEL



COLOUR MAX COLOUR  
COATED SHEETS



KAMDHENU  
SHRESTH



KAMDHENU K+  
SCREW



PRE ENGINEERED  
BUILDING



KAMDHENU PAINTS

at par with the futuristic national and international quality standards.

**How does Kamdhenu Ltd. integrate sustainability and environmental consciousness into its operations, particularly in the manufacturing and production processes?**

At Kamdhenu Limited, we are unwaveringly dedicated to sustainability and actively involved in minimizing our environmental impact. Our efforts include the creation of sustainable and environmentally friendly steel products through innovative approaches. Collaboration with suppliers is a crucial element of our strategy, focused on reducing the environmental footprint throughout the supply chain.

**What future market trends or developments does Kamdhenu Ltd. anticipate in the steel TMT bars sector, and how is the company preparing to adapt and thrive in this evolving landscape?**

We anticipate several transformative shifts in the steel TMT Bars industry over the next decade, propelled by advancing technologies, growing emphasis on sustainability, and changing consumer preferences.

There would be a substantial move towards the

integration of advanced technologies into steel manufacturing and distribution processes. Automation, artificial intelligence, machine learning, and data analytics are poised to play pivotal roles in optimizing operations, enhancing efficiency, and ensuring the production of top-quality TMT bars.

Our strategic plan involves significant investments in cutting-edge manufacturing technologies and the implementation of intelligent production processes to elevate the quality and precision of our TMT bars.

Sustainability stands out as a paramount concern in the steel industry, with mounting pressure to curtail the carbon footprint and adopt eco-friendly practices throughout the production cycle. We are steadfast in our commitment to embrace greener and more sustainable practices in our manufacturing processes. This commitment involves investing in energy-efficient technologies, incorporating recycled materials, and implementing measures to reduce waste. Furthermore, we aspire to obtain relevant certifications that underscore our dedication to sustainability.