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Inspiring Industry Experts


Prem Shanker


Sunny Surisaker


Vijaynath Shetty



Jerome Charles


Kiran Shah


Balvinder Ahuja


Vikas Rathod



Ashok Chhabria


Raghuvver Veeramachaneni


Sakrishna Musunuru


Rahul Bahl


Akhilesh Chitlangia


Sharan Babani


Karan Shah


Rajesh Bhandari


Mahavir Prasad Jain


Gurdeep Singh Juneja


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Saikrishna Musunuru
Founder & CEO
Payinstacard | Technologist |
Fintech Innovator

INSPIRING INDUSTRY EXPERTS

Largest selling TMT Bars brand in retail segment in India

Please give us a brief about the journey of Kamdhenu Group. Kamdhenu group founded in 1994, is today a largest selling TMT Bars brand in retail segment in India. We began as a single reinforcement steel bars manufacturing plant in Bhiwadi, Rajasthan, but since then, we have grown to over 80 manufacturing units across India using our franchisee-based business model.

The group pioneered a business model that is geared towards sustained growth and is receptive to the evolving nature of consumer demands. Our products are affordable yet offer the best possible quality which enhances their acceptability among end users. We are rigorously expanding to meet the current and future demands. Also, the government's push towards 'Make in India', world-class infrastructure creation and revival in consumer demand presents an exciting opportunity for us to ramp up and contribute to nation building.

The company has 400+ distributors and 10,000+ dealers spread across the country enables deep market penetration even into Tier II and III cities. The company has total installed TMT Bar production capacity of 52.5 lakh MTPA of its franchise units.

Brief us about your specialized steel products along with their USPs. Where do your products find its applications?

Kamdhenu NXT is a next generation TMT bar with angular double rib design. Manufactured with cutting edge technology 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.

Kamdhenu Limited's Power Alloy Steel 10000 (**PAS10000**), made from an alloy based steel is capable of strength upto 10000PSI with concrete and surpasses the current BIS standard. The alloy's unique Rib design enables a 360 degree locking gives this Rebar capability to bear 28% more weight and enhances earth-quake resistance of the building.

Kamdhenu Colour Max Sheet is an eco-friendly pre-painted product offering wide spectrum of appealing colors for selection. A unique coating on the multiple layers of high-quality steel alloy enables 'Kamdhenu Colour Max' to resist cracking and peeling, under extreme weather conditions and construction process.

Kamdhenu also manufactures a variety of Structural Steel products under franchisee agreement. High quality angles, channels, beams, flats, round & square are manufactured at our partner facilities.

The Indian steel industry is getting more competitive with global players entering the market. How does Kamdhenu maintain its brand differentiation and customer loyalty?

Sunil Kumar Agarwal
Director
Kamdhenu Limited

As already stated, we are committed to delivering the best possible quality products at affordable cost to our consumers. Our dedicated R&D facility underscores our commitment to quality with cutting-edge research and product development where latest technologies and best practices are being fine-tuned. Quality and affordability is a hallmark of our products and customers have shown a strong preference for Kamdhenu branded products as they are assured of the quality and value for money proposition we offer.

How do you envision the role of steel, particularly TMT bars, evolving in the context of smart cities, high-speed rail, and large-scale infrastructure projects?

Steel, especially TMT bars, will play a pivotal role in modern construction needs such as smart cities, high-speed rail, and mega infrastructure projects. TMT bars are a core component of modern urban and transportation development. With their high strength, ductility, and earthquake resistance, TMT bars ensure durability and safety in high-rise buildings, bridges, and transit systems. As architectural design and building codes evolve, modern construction demand sustainable and resilient structures. Advanced TMT bars like Kamdhenu Nxt offer superior bonding with concrete, enhancing structural integrity and resilience that meet evolving design, safety, and environmental standards.

What message would you like to share with stakeholders and young entrepreneurs about the future of the Indian steel industry and Kamdhenu's role in shaping it?

The Indian steel industry has an important role to play in supporting the accelerated urbanisation and infrastructure development driven by the vision of a Viksit Bharat. We must up the ante from conforming to minimum regulatory standards to setting higher benchmarks and standards. Kamdhenu is invested in innovation and our R&D initiatives have led to the creation of several advanced products



such as Kamdhenu Nxt and PAS10000 that caters to modern construction requirements. We remain committed to driving innovation and product enhancement to drive progress and contribute in nation building efforts.

What are your future growth plans or investments aimed at strengthening your market position?

Kamdhenu's franchisee-based model has allowed for faster growth and the in-house Innovation Centre has ensured that customers have easy access to cost efficient and high quality products for

their construction needs. A strong focus on training, technical support, and continuous improvement to meet customer expectations has enabled us to stay ahead in the industry.

The steel industry has room for much more growth considering the lower than average per-capita steel consumption and we are perfectly poised to partake in this growth. With a strong focus on quality controls, self-reliance and consumer connect we are excited to be a part of this growth story.

□