

Ispat Sandesh

Satyamev Jayate



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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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After widening its network on the Franchisee base, Kamdhenu Ispat Limited has started a new trend in the whole construction industry. Covering Uttarakhand region, Kamdhenu has marked the renowned "Shri Banke Bihari Ispat Pvt. Ltd." as its franchisee. This franchisee launch of Kamdhenu Brand TMT in Uttarakhand held in Hotel Sonia, Rudrapur on May 17, 2008. The production capacity of this unit, working as a franchisee for Kamdhenu is, approximately, 60, 000 MT per annum. Via this centre, the company can cover whole Uttarakhand region and Western Uttar Pradesh market very easily. Mr. Sunil Agarwal & Mr. Sachin Agarwal, Director, Mr. S. B. Sharma, Sr. GM, Mr. Vivek Maheshwari, AGM, Ms. Aarti Nijhawan, AGM and Mr. Chandan Goswami, Senior Manager, Brand Promotions of Kamdhenu Ispat Limited marked their auspicious presence on the occasion of this huge launch on May 17, 2008.

Kamdhenu Ispat limited, today, is a renowned brand to supply & manufacture all sorts of construction materials. Considering the revolution

in construction industry as a positive aspect, the company is planning to widen its reach in all parts of the country. Mr. Parvesh Goyal, Managing Director and Mr. Rakesh

Bihari Ispat Pvt. Ltd."

While speaking about this official launch, Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited, said, "Today Kamdhenu has a huge network of dealers & distributors. Kamdhenu has always focused on quality. It is only because of excellent quality that today we have been able to mark our presence in the country. Our centre in Uttarakhand is in itself a testimony for our success." Though the company is becoming popular amongst its customers day by

day, but making Uttarakhand its business centre has made the supply of products easier and wider.

Via such franchisee centres, Kamdhenu is expanding its products in the domestic market with a high pace. More than 2500 dealers & distributors of the company are associated with it. Kamdhenu has stepped in the market of Plywood. Kamdhenu Plywood is doing extremely well in the markets of Punjab, Delhi, Uttar Pradesh, Himachal Pradesh, Rajasthan, Gujarat and Andhra Pradesh. Apart from this, Kamdhenu paints will be introduced to the market shortly.

Kamdhenu Spreads Its Roots In UTTARAKHAND



L to R: Mr. Deepak Goyal, Director, Mr. Rakesh Goyal, Director, Mr. Parvesh Goyal, MD & Mr. Bhushan Goyal, Director from Shri Banke Bihari Ispat Pvt. Ltd. and Mr. Tilak Raj Bahed, MLA, Udham Singh Nagar, Mrs. Meena Sharma, Chairman, MCD, Rudrapur, Mr. Sachin Agarwal, Director, Mr. Sunil Agarwal, Director, KIL and Mr. Rajiv Ghai, President, KGCCI



Mr. Parvesh Goyal and Mr. Sunil Agarwal honour respected MLA Mr. Tilakraj Bahad

Goyal, Mr. Bhushan Goyal, Mr. Deepak Goyal & Mr. Harsh Goyal, Directors are the members of managing committee of "Shri Banke

KAMDHENU'S HYDERABAD DEALERS FLY TO BANGKOK

After the successful accomplishment of the targets, it was a well deserved trip for Hyderabad dealers of Kamdhenu Ispat Limited to Bangkok and Pattaya. Recently, Binju Metals and Alloys Industrial Pvt Ltd., the famous franchisee unit of Kamdhenu in Hyderabad, sponsored a four day trip for the dealers of Kamdhenu. Mr. Dilip Kedia, Mr. Prabhu Dayal Kedia, Mr. Ravi Kedia and Mr. Sanjay Singh, Directors of Binju Metals Pvt Ltd. actively participated in organizing this trip. Over 30 dealers from Kamdhenu Andhra Pradesh witnessed the marvelous natural beauty of the mentioned spots and enjoyed this trip. Mr. Pankaj Agarwal, Distributor, Ambika Iron & Steel (Hyd.) Pvt. Ltd. was also there in the group.



The tour first moved to Pattaya City in Thailand. Dealers were engrossed by the natural beauty of this picturesque spot. Beaches, oceanic surf, water sports, under sea walk and swimming in the surging ocean proved to be the most cherishing moments & events of their lives. Everybody there enjoyed the world famous Alcazar show in Pattaya. Mr. Pankaj Agarwal said, "Alcazar show was something beyond imaginations. It was fantastic combination of music, dance &

costumes." Dealers also visited world famous Jewellery factory there.

The next destination in this South-East Asian trip was Bangkok, Thailand's major tourist gateway. The dealers visited Wat Pho, which houses the Temple of the Reclining Buddha. They also visited Wat Suthat, one of the oldest temples and the site of the original Giant Swing. Other than this sacred visit to the temple city of Bangkok, they also splurged a bit doing shopping and buying some souvenirs.

Central Information Commission has always been criticized by the public in context of Right to Information. But one of the recent decisions of the commission has soothed the public to great extent. All the political parties will now reveal the sources of their income and will submit the same to the commission in the format of proper reports.

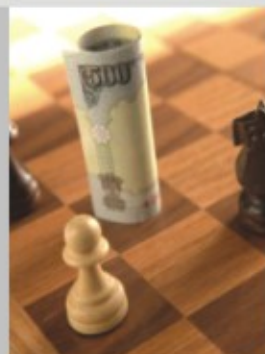
Recently, an organization questioned Income Tax Department whether the parties, since 2002, are filing their returns on a regular basis or not. If yes, then the copies should be revealed openly. Several parties opposed the matter very strongly and said that Right to Information was not at all applicable on the respective issue, it was their personal matter and it had nothing to

do with public welfare. Some even claimed that it was their secret information and they did not think it necessary to bring it to the limelight. It is to be noted that apart from CPI & CPM, all other parties are coming up

the Election Commission in the year 2006-07. Chief Commissioner T. S. Krishnamurthy made an appeal to the Prime Minister mentioning that the accounts of all political parties should be transformed to public ones. In the

Common Cause Vs Central Government case in 1996, an issue raised that parties spend more than INR 1000 Crores during the elections. Even in the PUCL case in 2003, the Supreme Court ordered all the nominees to provide information regarding their property, criminal cases etc. while filling the application. The public should choose the correct nominee

Political Parties Will Now Reveal Their Income Sources



with vague reasons in this regard.

Presently there are 55 recognized and 900 non-recognized but registered political parties in the nation. Only 14 among them submitted their reports to

irrespective of the caste, creed or discrimination. This will definitely lead India to the path of growth & prosperity.

Kamdhenu Paints Opens Its First Sales Depot



Mr. Sachin Agarwal, Dir., Kamdhenu Ispat Limited, Mr. Subroto Upadhyay, RM, Mr. C. K. Uppal, AM, Mr. Anil Raj, ASM, Mr. Surendra Bharadwaj, Sr. SO, Mr. Praveen Sharma, Sr. SO and Mr. Khera, Depot Incharge during the Pujan ceremony of Sales Depot of Kamdhenu Paints in Haryana

After attaining the peaks in Iron, Steel and other Metal sector, Kamdhenu Ispat Limited has now diverted its business line to Paint segment. It was announced earlier that the company would first target Northern Regions of the country to cater its products in this particular segment. And the first sales depot of Kamdhenu Paints was incepted in

Faridabad, Haryana, recently. This depot, located at Faridabad, will be covering the whole Haryana region except Panchkula.

The depot was incepted by Mr. Sachin Agarwal, Director, Kamdhenu Ispat Limited. The company will be establishing its depots in Delhi, Punjab and Rajasthan by the end of June 2008. This segment of the company is progressing at a high pace and the management has started appointing Clearing & Forwarding Agents, Dealers and Distributors. While speaking on the occasion, Mr. Sourav Agarwal, Director, Kamdhenu Ispat Limited, explained, "Demand in the Paint segment is growing everyday and this particular sector would be touching heights very soon. As per the company policies, as soon as more & more depots are introduced in various states, services will become easier and the customers would be able to draw benefits."

The Paint Plant set up at Chopanki, Bhiwadi, Dist-Alwar in Rajasthan has production capacity of Dry Powder Paints of 12000 MT per annum (approx.) & Liquid Paints of 30,000 KL per annum (approx.). The Company will be manufacturing Exterior & Interior Emulsions, Cement paints, Water based Primers, Acrylic Distempers, Synthetic & GP Enamel, Solvent Based Primers, Wood Finishes, and Aluminium Paints along with Textured & Designer Finishes in its first phase of operation. Paint being the finishing material for various Interior & Exterior Application is slated to be used in various Housing Projects, Infrastructure Development, Residential & Commercial Complexes which are booming across the Country. Discussing on present scenario, Mr. Sachin Agarwal said, "Starting with the Northern area in the initial stage, we would expand ourselves in Western & Eastern areas also. Quality service would be our primary aim and our products would be easily available for each and every class of the society."

KAMDHENU IS NOW ACTIVE IN MP

Kamdhenu Ispat Limited, today, is a big brand which supplies & manufactures all sorts of construction materials in Indian market. After widening its network in Northern India on the Franchisee base, Kamdhenu has vigorously started its operations in Central India as well. Madhya Pradesh based franchisee unit of Kamdhenu Ispat Limited, M/s Saran Ispat Pvt. Ltd. is fully active and all set to file good revenues to company's accounts.

Located at Mandideep Industrial Area, Bhopal (MP), M/s Saran Ispat Pvt. Ltd. successfully dispatched its first order recently. Mr. Amrit Pal Singh, Managing Director, Mr. Kripal

Singh, Director, Saran Ispat Pvt. Ltd., Mr. Yogesh Verma, Senior Manager-

stores all products of Kamdhenu Brand and is capable of supplying construction materials as per customer requirements.



R to L - Mr. Amrit Pal Singh, Managing Director, Mr. Kripal Singh, Director, Saran Ispat Pvt. Ltd. Mr. Yogesh Verma, Senior Manager- Quality, KIL and Mr. Devashish Ghosh during the occasion of first dispatch

Quality, KIL and Mr. Devashish ghosh were present on the occasion of this first dispatch from this franchisee unit. It

The production capacity of this unit is, approximately, 96000 MT per annum and it covers whole Madhya Pradesh region. It controls this market area for Kamdhenu with 6 distributors and more than 100 dealers. Mr. Amrit Pal Singh quoted, "Kamdhenu is expanding its products in the domestic market with a high pace with more than 2500 dealers & distributors. We have our prime focus on quality of our products. This franchisee in Bhopal enables us to cater and supply our products to all our customers in Madhya Pradesh region."

Kamdhenu plywood's GURJAN CLUB RANGE NOW IN INDIA



Mr. Gaurav Gupta, CFA- Punjab, Mr. Sunil Kapoor, Distributor- Chandigarh, Mr. Sukhdeep Sethi, Mr. Avanish Kumar, Mktg. Executive- Steel, Mr. Yogeshwar Singh, Area Sales Manager- Paints and Mr. Vijay Shukla
During the inauguration of Gurjan Club Range.

Kamdhenu Ispat Ltd., India's leading brand to offer world class construction material, recently stepped in Windows & Doors, introduced several new valuable products and also ventured into Paint industry. But this time Kamdhenu Plywood has come up with Gurjan Club Range first time ever in India.

The product was launched at the opening ceremony of M/s Sheel Agencies of Kamdhenu's authorized dealer Mr. Bhag Singh in Chandigarh. Gurjan Club Range was inaugurated by Honorable State Finance Minister Sh. Pawan Kumar Bansal. Within Six months of its launch, Kamdhenu plywood is growing magnificently and performing extremely well in the industry. And now, Kamdhenu plywood officially launched Gurjan Club Range. The club range product, with 200 hrs BWP Guarantee, is definitely going to strike hard in the competitive market. Mr. Sunil Agarwal, Director, Kamdhenu Ispat limited and Mr. Anuj Garg, Head of Plywood division lend their full support in organizing this program.

Kamdhenu's different segments

displayed their respective products like Steel, PVC Pipes, Plywood, Paints etc. with their respective teams consisting more than 300 architects, contractors & builders. Mr. Gaurav Gupta (Clearing & Forwarding Agent- Punjab), Mr. Sunil Kapoor (Distributor- Chandigarh), Mr. Sukhdeep Sethi, Mr. Avanish Kumar (Marketing Executive- Steel), Mr. Yogeshwar Singh (Area Sales Manager- Paints) and Mr. Vijay Shukla actively participated in the program. Mr. Gaurav Gupta, Mr. Sunil Kapoor & Mr. Sukhdeep Sethi interacted with leading architects & contractors who have contributed in making a major share in approving Kamdhenu Products.



Honorable State Finance Minister Sh. Pawan Kumar Bansal during the inauguration of Gurjan Club Range

BEST SUPPORTING DEALER of the Month

**M/s Ambika Iron and Steel
(Hyd.) Pvt. Ltd.,
Hyderabad.
Contact Person-
Mr. Pradeep & Mr. Pankaj
Contact No.-
09849032456 & 09849025009**

**Mr. Ramkumar
Khammam,
Andhra Pradesh
Contact No.-
09440160371**

**M/s Dhanlaxmi Steel Traders
Near Rest House,
Ambajogai, Distt. Parbhani.
Contact Person-
Mr. Vinod Desai
Contact No.-
09422270123**

**M/s Yogeshwar Steel Centre
Nasik-Pune Road, Pulse,
Nasik.
Contact Person-
Mr. Yogesh Malpani
Contact No.- 09822628624**