

# Ispat Sandesh

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## KAMDHENU CELEBRATES 15TH FOUNDATION DAY

**Congratulations!!!**

Kamdhenu Ispat Limited celebrated its 'Fifteenth Foundation Day' on 23rd January 2010 amidst much pomp & show. The event was organized in the Air Force Auditorium in Subroto Park near Dhaulta Kuan, New Delhi. Almost all the dealers, distributors, franchisee owners, associates and other members of Kamdhenu

the theme to the audience. He then greeted the franchisee owners of Kamdhenu on stage and felicitated them with 'Kamdhenu Amrit Kalash' that contained the holy water of Ganga from Kumbh. This was in itself an unique way of honoring the associates in keeping with the rich Indian tradition.

The Director of Kamdhenu Ispat Limited, Mr. Sunil Agrawal spoke about the importance of the

film, power point presentation and new advertisements were shown to spread information about Kamdhenu products and its operation. 'Kamdhenu Fresh' (Packaged Drinking Water) and eco-friendly & lead-free Kamolite products of Kamdhenu Paints were presented before the audience in a grand manner. These products will be available in the market from the month of February. An



were present at this memorable occasion.

Kamdhenu commemorates its foundation day with a new theme every year. The theme taken this year was 'Sharing the Vision'. Kamdhenu believes that only by sharing perspectives and visions with each other distant goals comes closer. Mr. Satish Agarwal CMD Kamdhenu Ispat Limited delivered the welcoming speech & explained

dealers, distributors, stakeholders, franchisee and employees of Kamdhenu and openheartedly acknowledged their contribution. Ms. Radha Agarwal, Chairperson of 'Kamdhenu Jeevandhara', the social wing of Kamdhenu Ispat Limited, elaborated on the CSR activities of Kamdhenu and the organization's sensitivity towards the society.

During the event corporate

audio presentation based on the corporate theme also grabbed the attention of the audience. A laser show too was organized as an entertainment element.

Marking the beginning of yet another year in the history of Kamdhenu with the 15th Foundation Day, the company is optimistic about its fast progress.

## REPUBLIC DAY CELEBRATION IN KAMDHENU JEEVANDHARA

Infusing a feeling of patriotism in young hearts, Kamdhenu Jeevandhara celebrates Republic Day in the school run by this social wing of Kamdhenu Group in Chakkarpur, Gurgaon.

Mr. Radha Agarwal, Chairperson Kamdhenu Jeevandhara was present at the occasion to motivate the students to work for the betterment of India. "We should contribute towards the welfare of our motherland. All must feel proud to be an Indian and love our country" said Ms. Agarwal. She also said that education is the only way to the growth of India and Kamdhenu Jeevandhara students should participate in the success journey.

On the Republic Day occasion, the students

sang patriotic songs and engaged in certain fun activities as well. The deprived children who study in this school were overwhelmed by the spirit of nationalism. Such effort of Kamdhenu is not simply a corporate social responsibility but an implied way to help the country progress by nurturing good citizens.



## ARCHITECT & ENGINEER MEET AT AMRELI



Kamdhenu Ispat Limited organized an 'Architect & Engineer' Meet at the Amreli district of Gujarat. The event was held on 16th January at Kisan Farm Restaurant, Amreli. A total of 50 engineers and architects participated in the Meet along with their family, making a gathering of around

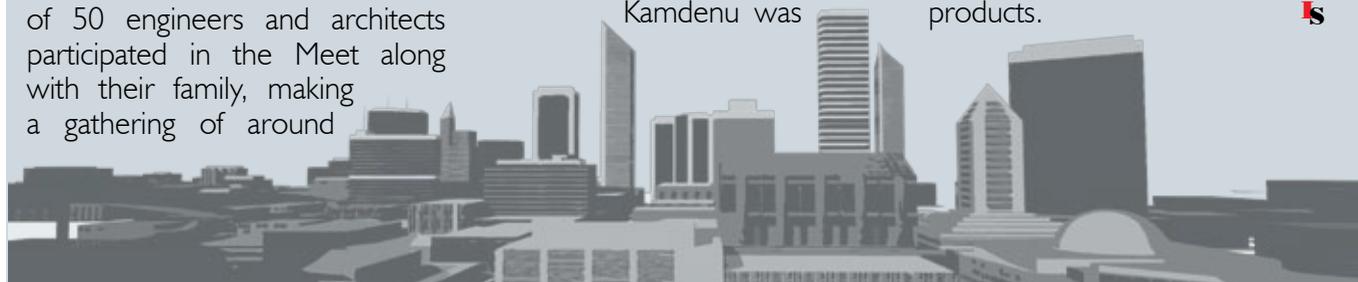
160 people. Dealers of Kamdhenu Ispat Limited Mr. Iqbal Bhai from M/s Burhani Traders, Daamnagar and Mr. Ali Bhai from M/s Burhani Steel, Amreli made their presence at the occasion.

The event opened with 'Lighting Lamp' ceremony by Mr. Sushil Chowdhary GM Mktg. Kamdhenu,

Mr. Iqbal Bhai Dealer & Mr. Mukesh Bhai Patel Distributor of Kamdhenu along with Mr. J.P. Savalia, a senior architect of the region. Mr. Hattim Bhai, Dealer of Kamdhenu was

also present at the Meet. The guests were then welcomed with flower bouquets by Mr. Vivek Tyagi & Mr. Rakesh Bhai Patel, distributors of Kamdhenu. Mr. & Mrs. Pragji Bhai Akabari, owner of Kamdhenu Wirebond manufacturing unit were felicitated by Mr. Badruddin Bhai, father of Mr. Iqbal Bhai.

Mr. Sushil Chaudhary & Vivek Tyagi distributed gifts to all the Architects and Engineers as a token of honor. This Meet was a significant step towards encouraging the Architects & Engineers of Gujarat to use and recommend Kamdhenu construction and infrastructural products.



On the memorable occasion of its 15th Foundation Day, Kamdhenu Ispat Limited honors the spirit to work. The company facilitated those dealers, distributors, employees and officials who not only contributed to the progress of the company by their

Garg, Mr. Ajay Kumar, distributor of Gujarat (Steel) Mr. Hitesh Shah, distributor of Rajasthan (Steel) Mr. Prem Agarwal, distributor of Haryana (Steel) Mr. Maman Chand Goyal, distributor of Delhi (Steel) Mr. Satish Garg, distributor of Chhattisgarh (Steel) Mr. Deepak Singhal, distributor of Karnataka (Steel) Mr. Anil Khairat & Mr. Sunil Khairat, distributor

of Kamdhenu Ispat Limited Mr. Mayank Manglik Branch Manager Haldwani, Mr. Parmatma Saran ASM Ghaziabad, Mr. Sameer Kohli SSO Jammu, Mr. Jayesh Kakkar SSO Ahmedabad, Mr. Sunil Kumar ASM Delhi, Mr. Ramji Sharma SSO Raipur, Tanveer Khan ASM Ghaziabad, Mr. Gagandeep Singh AM Ludhiana, Mr. Nihal Rapta asm Parwanoo, Mr. Vikram



## KAMDHENU SALUTES HARDWORK



Singh Rajput ASM Raipur, Mr. Raj Kumar Srivastava CWM and dealer of Hanumangarh Rajasthan M/s Anil Chabra & Company, dealer of Jammu

excellent performance but also became a source of inspiration for others.

The 'Award for Excellence' was received by Mr. S.B. Sharma Sr. GM (Business Development



Gurgaon), Mr. N.B. Sharma GM (Quality & Production – Gurgaon), Mr. Sunil Singh GM (Cement), Mr. Amit Soni AGM (Brand Promotion – Gurgaon), Mr. Anand Tiwari GM Chhattisgarh (Mktg.-Steel) and Mr. Sushil Chowdhary GMMktg.&histeam.Italsoincluded distributors of Punjab (Steel) Mr. Anand Mittal, Mr. Pradeep Garg, Mr. Dinesh Rathi, distributors of Himachal Pradesh (Steel) Mr. Mohan Agarwal, Mr. Vikram Jain, Mr. Pradeep Garg, Mr. Anuj

of Uttar Pradesh Mr. Ram Babu Verma and distributor of West Bengal Mr. Yogesh Chaudhary.

The other worthwhile names who won awards in this category were Mr. Subhash Goyal Dealer of Punjab (Steel) and Mr. Vinod Gehlot & his team (Punjab Steel). Mr. Pradeep Garg, Distributor Punjab (Steel) is the one to win the first distributor of Kamdhenu's Franchisee Model concept.

Amongst those associated with the paints division 'Colour Dreamz'



M/s Nanda Builders and dealerofHaldwani Uttarakhand M/s Sumeet Sales Agency also received the 'Award for Excellence'.



Pan India presence of its products is one of the significant strategies of Kamdhenu Ispat Limited. West Bengal that has a flourishing steel market and an important centre in the eastern part of the country thus comes under the purview of Kamdhenu. In order to gear up the operational machinery in this state Kamdhenu Ispat Limited organized a 'Steel Dealer Meet' on 17th January in Kolkata. The event was

the Directors of the company Mr. Sunil Agarwal & Mr. Sachin Agarwal, Senior GM Mr. S.B. Sharma, and GM Mr. V.K. Srivastava. Besides them, the occasion was attended by the Directors of Kamdhenu's associate M/s Alaknanda Sponge & Iron Pvt. Ltd.



## KOLKATA WITNESSES KAMDHENU STEEL DEALER MEET



held in 'Hotel Swabhumi – The Heritage Plaza', where there was a gathering of about 250 members that included dealers, distributors and staff of Kamdhenu.

In this 'Kamdhenu Steel Dealer Meet' Programme the eminent officials from Kamdhenu who marked their presence were

Mr. Mukesh Baruka, Mr. Vishal Sarogi & Mr. Anand Sarogi.

This Meet was arranged to encourage the dealers and distributors of Kamdhenu Steel in West Bengal. The infrastructure sector is rapidly growing these days.

Both real estate –residential and commercial, have picked up immensely resulting in heavy demand of steel. Kamdhenu intends to harness this huge prospect of steel market of Bengal. Kolkata, being the capital of West Bengal and a prime centre for the wide market of eastern India, the Dealers Meet here was extremely

vital from marketing point of view.

Addressing the dealers and distributors present in the Meet Mr. Sunil Agarwal said, "Our research study and analysis have shown expanding scope of steel market in West Bengal. Kamdhenu can easily cope up with the enormous demand for steel arising here. Our Steel products have all the chance to cut into the competition due to its excellent quality and cost-effective pricing." He further added "We are depending on our dealers and distributors completely for making a stand in the steel market of West Bengal. We expect your whole-hearted cooperation in this direction. Kamdhenu promises to support and reward you for your dedicated and sincere efforts."



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