

Ispat Sandesh

December '09

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 4 Issue: 4 Price: Re 1

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Kamdhenu Paints has earned a brand status in a short period of just one year of its launch by reaching out to every corner of the country. The channel partners of Kamdhenu

note by Mr. Rajkumar Srivastava, Manager Works, Kamdhenu Ispat Limited. He briefed the dealers about the performance of the company in the last one year.

Mr. Lovejeet Singh AM Brand Promotion, Mr. Vinod Kumar Branch Head, Mr. Rakesh Chopra (CFA), Mr. Bobby, Mr. Sameer Kohli, Mr. Parveen Singh &

FIRST ANNUAL CHANNEL PARTNERS MEET OF KAMDHENU PAINTS IN JAMMU



have played an important role in ensuring the availability of the 'Colour Dreamz' products across India. With a view to appreciate its channel partners for their contribution towards the success of 'Colour Dreamz' Kamdhenu Paints organized its **first Annual Channel Partners Meet** for Jammu paints dealers on 28th December, 2009 at 'Hotel Ritz Manor', Jammu. All the dealers of Kamdhenu Paints in Jammu participated in the event.

The Meet started with an address

Mr. Srivastava said that "Kamdhenu Paint's 'Colour Dreamz' has produced desired results since its introduction in the market. Credit for this achievement goes to a strong countrywide network of our dealers. The Jammu dealers of Kamdhenu Paints also performed tremendously well to popularize 'Colour Dreamz' in this part of the country".

The other officials of Kamdhenu Ispat Limited present at the Meet were Mr. Harbinder Singh RSM,

Mr. Harmeet Singh were also present on the occasion. The event was anchored by Mr. Vinod Kumar

At this occasion the 'Best Sales Dealer Award' was conferred on Mr. Subhash of M/s. Nanda Builders. **He was presented with a Maruti Swift Dzire car in reward for his superb performance.** Various other awards pertaining to different schemes were given to many other dealers in the form of Gifts & Foreign Trips.

PARTNER IN THE PATH OF SUCCESS

HARSH YADAV

The position that Kamdhenu Ispat Ltd. has achieved today is result of the hard work of thousands of hands and their confidence in the company. Mr. Harsh Yadav of M/s Aravali Traders, Tapukada of District Alwar, Rajasthan is one such person who invested his huge efforts to this success. Being associated with Kamdhenu Ispat Ltd. Mr. Yadav has not only become a partner in the progress of the company but also established himself as a respected dealer of Kamdhenu Steel.

Immensely dedicated by nature, Mr. Yadav has been felicitated many times for his ambition to outperform himself. Mr. Harsh Yadav also received the Best Dealers Award from the hands of Mr. H.N. Modi, AGM and Mr. Rajeev Garg, Distributor of Kamdhenu Ispat Ltd.



MASONS OF KHAIRTHAL ADMIRES KAMDHENU

The Steel products of Kamdhenu possess a distinguished place in the hearts of the consumers. A Consumer Awareness Program (CAP) was organized in Khairthal on 5th December. Along with the consumers more than 50 masons from the surrounding areas participated in the program. Informing them in detail about the company Mr. H.N. Modi, AGM Kamdhenu Ispat Ltd. answered the queries raised by the masons.

The dealer of Kamdhenu Ispat Ltd. Mr. Madanlal (Pipli wale) of M/s. Manoj Kumar Madanlal and Chairman of the Trade Association Mr. Suresh Jhakar were also present on the occasion. The entire event was sponsored by Mr. Madanlal.



KAMDHENU PAINTS ORGANIZED DEALERS MEET AT PARWANOO

appreciated here.

Mr. Harbinder introduced Kamdhenu Paints to the dealers and made them aware of the future plans & policies of the company. It was followed by the Prize Distribution Ceremony for highest sales in the month of October & November. M/s. Baldev Chand Gian Chand was honored with first prize while M/s. R.S. Trading Co. (Bangana) and M/s. Uppal Hardware Store (Bhuntar) received 2nd and 3rd prize respectively. They were presented with a Trophy award for their performance. The other dealers received table top as souvenir.

All the guests present enjoyed a lot during the dance party organized after the prize distribution ceremony.



Kamdhenu Paints, the paint division of Kamdhenu Ispat Ltd. organized a 'Dealers Meet' at 'Shilon Bagh Resort' at Parwanoo

in Himachal Pradesh on 19th December, 2009. This Meet was conducted to motivate the dealers of Kamdhenu Paints in the Himachal region. Although their performance is quite satisfactory, such events encourage the dealers to work harder and give a far better result. Mr. Harbinder Singh RSM represented Kamdhenu Ispat Limited at the Meet. Twenty four dealers who qualified for the Meet were



CRICKET MATCH TO SPREAD THE MESSAGE OF BROTHERHOOD

Kamdhenu Ispat Limited started off the New Year with a note of peace and prosperity. On completion of the first anniversary of the Mumbai terror attack in 2008, Kamdhenu organized a Cricket Match at Kanpur. Held on 2nd January at Green Park International Stadium in Kanpur this match was played between Kamdhenu and M/s SR Advertising. Before the start of the match, a 2 minutes silence was observed as a tribute to the people who lost their life in the Mumbai terrorist incident.

The 12 over match had exciting situations and was thoroughly enjoyed by the audiences. Although Kamdhenu opted for fielding & won the match beating M/s SR Advertising. Mr. Naveen Sharma, CFA Kamdhenu Paint was declared

as the Man of the Match and the Best Batsman. Mr. Puneet Choudhary, Manager Tinting Machine Division was awarded with the title of Best Bowler while Mr. Vipin Sachdeva from SR Advertising was identified as the Best Fielder of the match.

Mr. Sriprakash Jaiswal Minister of Coal, Central Government was invited as the Chief Guest at the match. He was welcomed by Mr. Vijay Jakhodia, Director Shree Radhey Radhey Ispat (P) Ltd., an authorized manufacturer of Kamdhenu TMT Bar.

About 200 Paints and Steel dealers & distributors of Kamdhenu from the region attended the match. Mr. Y. R. Pandita, GM Steel Division and Mr. Chandan Goswami,



Sr. Manager Brand Promotion represented Kamdhenu Ispat Limited. While Mr. Rajkumar Srivastava MW, Mr. Ravi Puri, Mr. Subir Sarkar SCM & all the staff of Kanpur, Lucknow and Varanasi of Kamdhenu Paints & Steel were also present at the occasion. **IS**

STEEL & CEMENT DEALERS MEET IN DHARAMSHALA



Director of Kamdhenu Ispat Ltd. Mr. Sunil Agarwal welcoming Mr. Vikram, Distributor Kamdhenu Cement at the 'Dealers Meet'

Kamdhenu knows the right way to motivate its dealers. Recently, the company organized a 'Dealers Meet' for the Steel and Cement dealers of Himachal Pradesh. Organized at 'Hotel Surya Resorts', Meclodgunj, Dharamshala almost all the dealers & distributors of

Kamdhenu Steel and Kamdhenu Super Cement from entire Himachal participated in the event. A total of more than 60 dealers attended the Meet with great enthusiasm.

Many senior officials of Kamdhenu Ispat were present on the occasion including the Director of the company, Mr. Sunil Agarwal, Mr. Sunil Singh GM Cement & Mr. Rakesh Misri GM Steel. In the interactive session during the Meet the dealers & distributors were told about the future growth strategies of the company. Appreciating the

performance of the dealers & distributors of Himachal Mr. Sunil Agarwal said, "Kamdhenu is thankful to all its dealers and distributors for their dedication towards the company. Kamdhenu looks forward to achieve its future goals with your support. We assure mutual benefit to all our highly valued associates". Mr. Manish Mahajan, Director Dhauladhar Cement and Mr. Ajay Agarwal, Director HIM Alloys & Steel (P) Ltd., an authorized manufacturer of Kamdhenu TMT Bar, were among the significant guests at the Meet. They expressed their gladness for being associated with Kamdhenu and also encouraged the dealers & distributors for better performance. **IS**

STRENGTHENING STRUCTURAL STEEL SEGMENT

The core segment of Kamdhenu's business has always been Steel, of which Structural Steel plays a significant role. Kamdhenu manufactures a variety of items under its Structural Steel division. The product range includes Angle, Channel, Beam, Round, Flat and Square. Kamdhenu has highly sophisticated manufacturing units at Nagpur, Chhatishgarh, Hyderabad and Punjab operating at present.

The production process at these plants takes place under highly controlled environment to ensure maximum quality. Obtaining raw material, processing, contour molding are carried out with great care for uniform quality of the products. Their great strength, ductility and straightness result

in better fabrication. While their low sectional weight and high yield strength make them truly cost-saving options.

Kamdhenu Structural Steel is suitable for use in both residential projects as well as in mega structures like flyovers, transmission line towers, underground platforms and dams etc. This makes Kamdhenu Structural Steel products a preferred choice among most of the leading builders of India.

Apart from admirable characteristics of Kamdhenu Structural Steel, the technical



and marketing support to it from the company is immense. All the franchisee divisions are well connected with a strong dealer network that enables Kamdhenu Structural Steel products reach almost every part of the country.



NEPAL PROMISES IMPROVED STEEL MARKET FOR KAMDHENU

Kamdhenu Ispat Limited already has its standing in the market of Nepal. However, the land holds much promise in store, which can fully be realized with strategic networking. Mr. Ashok Kumar Baid, Managing Director of M/s Maruti Nandan Rolling Mills Pvt. Ltd., an authorized manufacturer of Kamdhenu TMT Bar, is the right person to do so with his ability and position in the Nepal

administration.

Mr. Baid has been appointed by the Government of Nepal to the Industrial Promotion Board, Government of Nepal for a tenure of 2 years. In the recent past, he was also a member of the Business Delegation of the Prime Minister of Nepal to India. Not only that, but also he is an active member of the Chamber of Commerce & Industries, Birgunj



(Nepal).

Holding such important posts in Nepal, he is a man of great capacity to promote the business of Kamdhenu in the country. "Under his dynamic and able leadership,

we hope to attain greater heights for Kamdhenu group" said Mr. Jeewan Kumar Agarwal, Director M/s Maruti Nandan Rolling Mills Pvt. Ltd.



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