

Ispat Sandesh

June 2010

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 4 Issue: 9 Price: Re 1

For any business query dial toll free Kamdhenu helpline – 1800 1800 545

Kamdhenu Ispat Limited Organizes Punjab Dealers' Meet at Jim Corbett

Kamdhenu Ispat Limited organized Punjab Dealers' Annual Meet at 'Hideway Jungle Resort' & 'River View Resort', Jim Corbett National Park in Nainital on 12th July, 2010. Approx. 200 dealers of the company in Punjab participated in the meeting. Kamdhenu also informed the dealers of its plan of producing 500-D & 415-D TMT in Punjab.

Presence of the senior officials of Kamdhenu Ispat Ltd. namely Mr. Sunil Agarwal Director, Mr. Dilip Mehra Sr. GM, Mr. V.K. Gahlout GM, Mr. Vivek Maheshwari AGM, Mr. Amit Soni AGM and

Mr. Nipun Khurana & Mr. Rajneesh Gupta Asst. Manager-Punjab glorified the Annual Meeting. Along with them company's franchise holders in Punjab Mr. Ramesh Goel Director, R.K.



Industries, Mr. Ashwani Garg Director, Vardhman Adarsh Ispat Ltd. and Mr. Vinay Gupta Director, A.K. Steel also participated in the event. On this eve Directors of

M/s Bankey Bihari Ispat Pvt. Ltd. of Kiccha, Rudrapur Mr. Harsh Goel and Mr. Deepak Goel made their appearance as the special guests.

Addressing the dealers Mr. Sunil Agarwal said, "With your dedicated support and efforts Kamdhenu Ispat Ltd. has gained a leading position in the market. We look forward to continue this growth trend and maintain the leading position in the market and for this we will require your continuous support."



With a view to motivate the dealers for better performance dealers awards were also distributed on this occasion. M/s Goel Iron Store of Moga received the **Super Dealer Award**, whereas, M/s Jindal Iron Store (Nihalsingh Wala), M/s Sasta Iron Store (Jalandhar) and M/s Bulowal Cement Corporation (Bulowal) were awarded for **Excellency in Sales**. Award for **Consistency Sales** went to M/s Bansal Sales Company (Ludhiana), M/s Aggarwal Iron Store (Mukerian), M/s Kushal Iron Store (Patti), M/s Guru Dev Ram Talwandi Bhai, M/s Kaur Sain & Sons (Baghapurana), M/s Goindi Traders (Jalandhar), M/s Bhatara Traders (Nakodar), M/s Hindustan Steel and Timber Store

Excellence Gets Recognition

(Phagwara) and M/s Guru Nanak Cement & Iron Store (Dhesia-Kahna). For **Best Supporting Dealers' Award** M/s Kansara Steel (Dinanagar), M/s Aggarwal Iron Store (Mukerian), M/s Noshar Chand Ashok Kumar (Budhlada), M/s Singla Iron Store (Ludhiana), M/s Baldev Krishan & Sons (Jalalabad), M/s Bansal Sales Co. (Ludhiana), M/s Manohar Lal Madan Lal Iron Merchants (Abohar), M/s Rajesh Enterprises (Jandual), M/s Grover Trading Co. (Mallanwala), M/s Mansa Steel (Mansa), M/s Bharat Building Material (Samana), M/s Bulowal Steel (Bulowal), M/s Gupta Iron Store (Bhatinda) and M/s Aggarwal Steel (Malout) were chosen to be rewarded.



KAMDHENU ISPAT OPENS UP FIRST STRUCTURAL STEEL PRODUCTION UNIT IN RAJASTHAN

With a view to expand its product range in Rajasthan Kamdhenu Ispat Limited, one of the leading infrastructure and construction segment companies in the country, in association with its franchise associate at Jaipur M/s. Lupin Forgings Pvt. Ltd. inaugurated its first structural steel production unit in the state at Bagru near Jaipur on 9th July, 2010. Senior officials of Kamdhenu



Ispat Ltd. namely Mr. Saurabh Agarwal Director, Mr. Sachin Agarwal Director and Mr. H.N. Modi Area Head along with Directors of Lupin Forgings Pvt. Ltd. Mr. Sukhmal Jain and Mr. Nitin Jain were present on the occasion.

The company would first time produce structural steel in Rajasthan through this unit. Important structural steel products namely Angles & Channels will be

produced in this unit. The overall production capacity of this plant is 4,000 Metric Tonnes per month. The structural steel products of this production facility will be supplied in the entire state to meet the higher demand of excellent quality steel.

Briefing on the development Mr. Saurabh Agarwal said, "Being the largest state of the country Rajasthan has a significant place in our strategies. We are focused

towards enhancing the product range and the production infrastructure of the company in this province and this plant is one step further in that direction. This production unit will enable Kamdhenu to ensure flawless supply of supreme quality steel in this region. We look forward to further strengthen our production capacity in Rajasthan."

Very happy with this association Mr. Sukhmal Jain said, "The products that we will produce in this plant will match to the highest quality standards for which Kamdhenu Ispat Ltd. is renowned. So, the customers of Rajasthan will be the ultimate beneficiaries of this new unit."

Kamdhenu Ispat Ltd. already supplies other steel products in the state with its existing production facilities in Rajasthan. The new production facility will further enhance the production capacity of the company.

Kamdhenu Ispat Limited Takes its Dealers on a Recreational Trip to Chail

With a view to keep its distributors motivated for better performance Kamdhenu Paints, the paint division of Kamdhenu Ispat Limited took its dealers of Delhi, Ghaziabad, Dehradun and Haldwani region on a recreational tour to the scenic location of Chail in Himachal Pradesh. Kamdhenu Paints organized this trip for the dealers of the company who have qualified for the Chokidhani Scheme. Senior officials of Kamdhenu Paints namely Mr. Rajkumar Srivastava CWM, Kamal Sharma CFA, Anil Raj DSM and Mr. Lovejeet Singh AM- Brand



Promotion accompanied the group on this tour.

The primary purpose of this tour was to reward the dealers for their superb performance in Chokidhani scheme and motivate them by arranging good time for them.

Revealing more about this journey Mr. Srivastava said,



“Kamdhenu as a brand has always been recognized for its ability to innovate. With its outstanding quality and superior durability our paint brand *Colour Dreamz* has become a brand preference of the customers. The company respects the fact that the growth we have achieved so far has been a result of collective efforts. We value and thank our dealers for their trust and support and this tour is a thanking gesture.”



Legal Action Against Firms for Unlawful Use of Brand Name 'Kamdhenu'



For its outstanding quality every product of Kamdhenu Ispat Limited enjoys great confidence of customers. To encash this goodwill of Kamdhenu Ispat Limited some manufacturers and traders indulge in illegal usage of 'KAMDHENU' Trade Mark and Trade Name.

This not only adversely affects the goodwill of the company but also causes loss to the customers. Although, Kamdhenu Ispat Limited is very strict on this issue, yet some manufacturers illegally use the Brand Name 'KAMDHENU' by naming their products with the resembling names. With an intention of making higher profits some shopkeepers and traders also get indulged in their forgery. In one such incident Police raided and sealed all paint products including paint products with fake 'KAMDHENU' Trade Mark of the firms namely M/s Pankaj Paints of

Amritsar, M/s Shields Coating of Bhiwadi and M/s Khan Building Material Store of New Delhi. The legal proceedings took place as per the orders of Delhi District Court initiated on the complaint of Kamdhenu Ispat Limited.

Entire legal proceedings were conducted under the supervision of Court Commissioners namely Mr. Anant Garg for Amritsar, Mr. Ankur Garg for Bhiwadi and Mr. S.S. Sharma for New Delhi as appointed by Delhi District Court. Kamdhenu Ispat Limited produces paint products under the brand name '*Colour Dreamz*'. We request all the traders not to become a part of the fraud of these fake companies and not to sell products with fake 'KAMDHENU' Trade Mark and kindly inform Kamdhenu Ispat Limited of such fraud companies.



Kamdhenu Ispat Ltd. Extends TMT Production Capacity in Rajasthan



The consistency with which Kamdhenu Ispat Ltd. supplies its products to the customers makes Kamdhenu a respected brand name among the customers. As the demand for

Kamdhenu TMT has continuously been increasing in Rajasthan, the company has inaugurated a new TMT production plant in Jaipur with its franchise partner M/s Sanjog Steel Pvt. Ltd. Senior officials of Kamdhenu Ispat Ltd. namely Mr. Sunil Agarwal Director and Mr. H.N. Modi Area Head were present on this occasion along with the Directors of M/s Sanjog Steel Pvt. Ltd. namely Mr. Kumud Goel, Mr. Pankaj Goel, Mr. Pramod Goel and Mr. Mukesh Agarwal.

The plant will substantially increase the production capacity of the company by 8000 Metric Tonnes per month. It will enable

the company to strengthen its customer base in Rajasthan by supplying more quantity of quality TMT.

Mr. Sunil Agarwal said on this occasion, "Availability plays a crucial role in emergence of a brand. Hence, Kamdhenu will continue increasing its production capacity in Rajasthan as well as other states of the country. We look forward to more such franchisee partners in entire India.

All the directors of M/s Sanjog Steel Pvt. Ltd. were very happy to form an association with Kamdhenu Ispat Ltd. They all expected mutual growth for both the companies.



Confederation of All India Traders Confers Bhamra Shah Award on Mr. Satish Agarwal

Recognizing the committed devotion, consistent efforts and excellent services of Mr. Satish Agarwal CMD, Kamdhenu Ispat Limited, towards uplifting dignity of traders by bringing new dimensions to 'Structural Steel Industry' in India, Confederation of All India Traders, New Delhi conferred prestigious Bhamra Shah Award on him, in an event organized on 25th June, 2010 at A.P. Bhawan, New Delhi. The institution further respected the dedication of Mr. Satish Agarwal for being an ardent devotee towards sustainable

well being of the community through Kamdhenu's social wing 'Kamdhenu Jeevandhara'. Honorable Directors of Kamdhenu Ispat Ltd. Mr. Sunil Agarwal and Mr. Sachin Agarwal received this award on behalf of Mr. Satish Agarwal.

Both of the Directors were very happy after receiving this award. Expressing his gladness Mr. Sachin Agarwal said, "We are really proud to have a meritorious personality like Mr. Satish Agarwal as our leader. Under his competent leadership Kamdhenu has achieved



unsurpassed milestones of success. The entire Kamdhenu team is putting its best efforts to realize all his dreams."

The award was presented by officials of Confederation namely Mr. B.C. Bhartia National President, Mr. Praveen Khandelwal Secretary and Mr. Satish Garg.



Mr. Anmol Agarwal
M/s Agarwal Steel and Tube
Survey no- 39/1, Urlidevachi
Taluka-Haveli, Dist- Pune
9326077171

Mr. Shabir Bhai
M/s Saify Enterprises
Mohata Road,
Opp. Gupta Oil Mill
Akola
9823208652

Mr. Lalit Agarwal
M/s Hariram Steel
Opp. Sudarshan Petrol Pump
Gokul Shirgaon
Kolhapur
09823046797