

Ispat Sandesh

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Kamdhenu Ispat Limited Puts Across Concerns of SMEs in Steel Sector from Prestigious Forum of ASSOCHAM

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) invited the man behind the exemplary success of other dignitaries were present there on this occasion. Mr. Satish Agarwal gave a PowerPoint presentation

opportunities for SMEs presently. High economic growth rate, ample availability of iron ore reserves and economic labour, increasing consumerism and favourable policies of the Government are some of the factors which give Indian producers an edge.”

He also proposed his recommendations on how with little support of large players and the Government SMEs in steel sector in Indian could be made more profitable ventures. He



Kamdhenu Ispat Limited- Mr. Satish Agarwal, CMD to share his views on 'Role of SMEs in Steel Sector Development in India' in 4th India Steel Summit organized at Hotel Le-Meridian, New Delhi on 11th August, 2010.

Apart from Mr. Satish Agarwal numerous other prominent personalities of Indian Business Fraternity & Steel Industry such as Mr. Sajjan Jindal, VC & MD, JSW Steel Limited, Mr. H.M. Nerurkar, MD, Tata Steel Limited, Mr. C.S. Verma, Chairman, SAIL, Sh. A. Sai Prathap, Minister of State for Steel, Sh. Virbhadra Singh, Union Minister for Steel and other senior officials of ASSOCHAM, business heads, IAS officers and

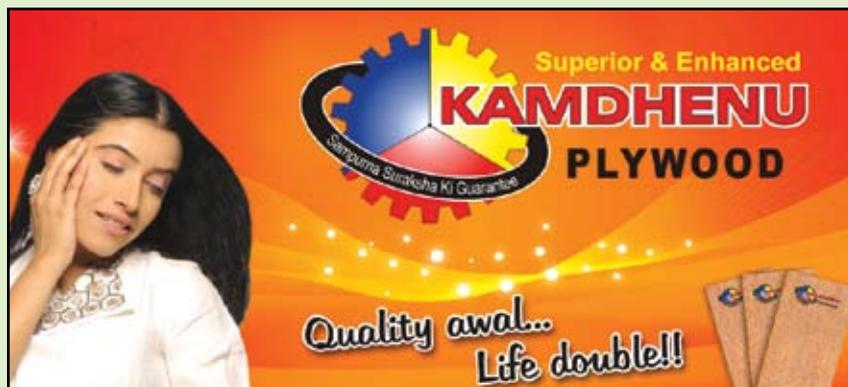
discussing how Kamdhenu Ispat Limited has emerged as a national brand although endowed with limited resources. He shared the problems that SMEs in Indian Steel Industry face. According to him lack of Institutional Credit, adept marketing network, technical knowhow, energy efficient production system, efficient debt recovery system & support for export, delay in execution of Greenfield Projects, difficulties in procurement of raw materials and limited reach are some of the major problem faced by SMEs presently.

However, Mr. Agarwal also looks at the prevailing opportunities. He observed, “There are also great



appealed for more financial and intellectual assistance for SMEs from the Government apart from demanding relaxation in Labour Laws, Tax Policies, and Environment Clearance Policies. He also suggested large industries how SMEs can play significant role in marketing of their products and how these industries can work together in close association on mutually beneficial ground.

KAMDHENU PLYWOOD INTRODUCES IMPROVED QUALITY BLOCK BOARD



Kamdhenu Plywood, the plywood division of Kamdhenu Group has initiated the process of importing superior quality 90mm Block Board from Myanmar.

Garjon, one of the excellent most timbers available worldwide for the preparation of plywood, has been used as the core veneer in

these Block Boards. Kamdhenu Plywood has chosen to import the Garjon from Myanmar because this country is worldly renowned for producing the best quality Garjon.

While all the other companies involved in the production of plywood in India use inferior

quality pine and popular woods as the core veneer (filler) in their products, Kamdhenu Plywood becomes the first company in the country to meet the international quality standards by importing these Block Boards.

Kamdhenu Plywood believes that it can offer the customers more durable plywood by using better raw material in the production. The company further plans to launch flush doors and import better production technologies for other plywood products.

Apart from using the best quality raw material Kamdhenu Plywood manufactures high-grade plywood through advanced technologies. Some of the key features of the newly introduced Block Boards include Finger Joint, Zero Gap and high core and thick face.



A Meaningful Celebration of Independence Day

Kamdhenu Ispat Limited has a profound belief that prosperous society is a mandatory condition for sustainable growth of business and industry. Adherence to this belief has been one of the reasons to not only make Kamdhenu Ispat Limited one of the leading infrastructure and construction segment companies in India but also a respected corporate name among the customers and general people of the country. Kamdhenu Jeevandhara, the social wing of the company, always ensures company's contribution towards the welfare of the society by its humanitarian efforts.

In one such attempt, Kamdhenu Jeevandhara celebrated 64th

Independence Day of India on 15th August, 2010 with less privileged school children at Chakkarpur area of Gurgaon. Here Kamdhenu Jeevandhara organized Flag Hoisting ceremony and cultural functions. Children were encouraged to participate in these cultural programs.

Mrs. Radha Agarwal, the Chairperson of Kamdhenu Jeevandhara has been the distinguished guest of this event.

Motivating the children Mrs. Agarwal said, "It feels great to be among the future of the country. You all should study hard and work towards your overall development.

As far as required resources are concerned, Kamdhenu



Jeevandhara is always there to help you, but it will become fruitful only by your dedicated efforts."

Food and sweets were also distributed among the children. They all were very happy to participate in these programs. They all promised that they would work hard and become a good citizen of the country in future.



Kamdhenu Ispat Limited Organized Centre-Northern Gujarat Region Dealers' Meet at Mussoorie

Mr. D.K. Goel said, "Our production capacity was 5,000 Metric Tonnes per month when we formed association with Kamdhenu Ispat Ltd., which looking at the higher demands for our products we plan



As a part of the efforts to strengthen its marketing and distribution network countrywide Kamdhenu Ispat Limited organized the Annual Meet of its Centre-Northern Gujarat region dealers at Hotel 'Park Plaza', Mussoorie on 4th August, 2010. On this occasion officials from Kamdhenu Ispat Ltd. namely Mr. Sunil Agarwal Director, Mr. Sushil Choudhary GM-Gujarat and Mr. Chandan Goswami Sr. Manager along with Mr. D.K. Goel, Director, Ashiana Rolling Mills Pvt. Ltd., company's associate unit in Gujarat made their presence. Apart from them Around 100 dealers including company's distributors in Central Gujarat region Mr. Hitesh Bhai Shah & Mr. Mihir Bhai Shah, distributors in Saurashtra & Kutch region Mr. Mukesh Bhai & Mr. Rakesh Bhai Shah and distributor in Southern Gujarat region Mr. Manoj Bhai were also present in the meeting. Mr. Sunil Agarwal discussed the



marketing strategy of the company with the dealers. He said, "We are enhancing our customer base in Gujarat region by improving our distribution network here. Gujarat, being one of the most prosperous states of the country, has a great growth potential for construction sector. Presently, our overall production capacity in the state is 8,000 MT per month which we look forward to increase by around 50% in the coming period soon to meet the higher demands." Briefing further on the matter

to increase it to 12,000 Metric Tonnes per month in the coming time soon."

Mr. Sushil Chaudhary appreciated the dealers for their dedicated efforts towards bringing prosperity in the business. The dealers also thanked the company for offering them an opportunity of collective growth. An entertaining musical event was also organized for the of the dealers on this occasion.

Celebration of Excellent Performance of Lucknow Region Kamdhenu Paint Dealers



The large consumption potential of Indian Paint industry has attracted investment from leading national and international players in the market. This has made the market extremely competitive and challenging for new entrants, yet with their dedicated efforts company's dealers ensured satisfactory growth for the company in this region. Motivated with the overwhelming performance of its network partners in U.P. during the last fiscal Kamdhenu Paints, the paint division of Kamdhenu Ispat Limited organized a Channel Partners' Meet at hotel 'The Piccadilly', Lucknow on 7th August, 2010. With a view to encourage the dealers of company in this region Kamdhenu Paints also rewarded many of them for their excellent performance in the aforesaid period. Mr. Rajkumar

Srivastava CWM, Mr. Y.S. Pandita GM (Steel Division), Mr. Ravi Puri, CFA, Mr. Neeraj Srivastava, ASM-Lucknow, Mr. Sushil Kumar Yadav, ASM-Kanpur and Mr. Lovejeet Singh, AM, represented Kamdhenu Paints to develop close relationship with the dealers.

Acknowledging the praiseworthy efforts of the dealers Mr. Rajkumar Srivastava said, "Kamdhenu Paints today is among the league of most respected names in paint segment. The credit for this success has to be shared equally among all of us as it is an outcome of collective efforts. We are heartily thankful to all our dealers and distributors for their devoted actions". "However, we need to ensure that we keep this growth momentum going on sustainable basis", he said further inspiring the channel partners for better performance.

Outstanding performance of the dealers towards bringing desired sales figures got due recognition of the company on this eve. The dealers namely M/s Unique Enterprises (Sultanpur), M/s Verma Sanitary & Paint Store, M/s Punjab Hardware Paint Store (Rai Bareilly), M/s Jaiswal Plywood Centre, M/s New Sahu Steel & Cement Store, M/s Dulli Babu & Sons, M/s Jain Paints & Hardware and M/s Clark Paint House get felicitated for achieving highest sales of various products of the company. Kamdhenu Paint confers Best Supportive Dealer of Lucknow award on M/s Agarwal Traders, M/s Bharat Hardware & Paint/Bharat enterprises (Lucknow), M/s Adarash Hardware & Paints (Barabanki) and M/s Balaji Paints & Hardware (Lucknow) for their valuable efforts towards increasing the sales of products in this region.

Kamdhenu Paints with its existing brand '*Colour Dreamz*' has emerged as a consumer preference for its outstanding durability and performance. Being the largest state of the country in terms of population U.P. holds a significant place in the marketing strategies of the company. With the support of its strong marketing network the company is hopeful of securing a significant market share in this region.



Mr. Brijesh Shah
M/s Shah Kishorekant
Chhotalal
Harni Road, Baroda
Gujarat
Mob: 9879630617

Mr. Dhiraj Bhai
M/s Shree Raghuvver
Hardware Mart
Junagarh
Mob: 9558825303

Mr. C. Prakash Reddy
M/s Anantpur Steel and
Cement
9/175, Adinarayan Street,
Subhash Road, Anantpur
Mob: 9848079135