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August 2012

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 7 Issue: 3 Price: Re 1

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KAMDHENU PAINTS ENCOURAGES AGRA DEALERS



Kamdhenu Ispat Limited has made great efforts to touch new heights in the paint division. For that, the company has been continuously encouraging its dealers and distributors operating across the country.

In this regard, Kamdhenu Paints, the paint division of Kamdhenu Ispat Ltd., organised a grand Dealers Meet on September 8, 2012, at Hotel Radisson in Agra, which witnessed the participation of more than 100 paint dealers. There were several senior officials of the company including Mr Rajkumar Srivastava, Marketing Head (All India), Mr Lavjeet Singh, Manager (Brand Promotion) along with Mr Kamal Sharma and Mr Parmatma Saran, Branch Head (Agra) present on the occasion.

Mr Rajkumar Srivastava appreciated the efficiency of the dealers and encouraged them for better performance. "Kamdhenu Paints has achieved a highly regarded position in the market. It registered

a 33 percent growth in the previous financial year. Now, we are all set to increase our growth rate to the next level. The company has also got enlisted among the top six paint companies in India, which is an incredible achievement," Mr Srivastava said.

He also told that Kamdhenu Paints has prepared a plan to increase the number of its dealers. The company has launched several high quality paint products such as Sheen N Shine, Eco Fresh, Kamometallica Replica and others under its well-known brand **Colour Dreamz** portfolio. There is a huge variety in paint products as per the taste of consumers from various sections.

The dealers discussed on various future marketing strategies and products at the Dealers Meet. The company also honoured some best performing dealers on the occasion. All the dealers assured to enhance their efficiency in order to capture more market share. Overall, the meet proved to be very encouraging for both the parties dealers and the company.



Kamdhenu Ispat Ltd. woos architects and engineers

One of the leading building companies in India, Kamdhenu Ispat Limited has been continuously trying to make its presence felt in the interior regions across the country. The company endeavours to attract more and more customers, and the recently held 'Architect and Engineers Meet' at

Kopargaoon in Maharashtra was a good effort in this direction. At the event, organised on August 16 at Hotel Swastik, Mr Vijay Shankar, Assistant General Manager of Kamdhenu Ispat Ltd.,

described various qualities of the company's products in detail. "Kamdhenu produces world-class products and presents better quality items in order to stimulate its sales and we hope to increase our market share substantially in future," said Mr Shankar in his address.

More than 50 well-known architects and engineers attended the meet. Kamdhenu's senior officials like Mr Sankalp Singh, Marketing Manager, Mr Ramashish Kumar, Manager (Quality Department) along with Mr Ashok from Sudha Steel, an authorised dealer of Kamdhenu TMT bar in the region, were also present at the event.

Mr Vijay Shankar told that the company is all set to launch several new products in the market. He appreciated the hard work of all its dealers and distributors. Kamdhenu Ispat Ltd. honours and encourages its dealers frequently. All the architects and engineers appreciated Kamdhenu's products and they assured to promote the use of these products on priority basis. The participants also promised to popularise Kamdhenu's products in their respective regions.

Kamdhenu Ispat Ltd. held Nandurbar C.A.P.

Aiming to enhance the popularity and make its building products more accessible across the country, Kamdhenu Ispat Limited - one of the fastest emerging building organisations in India, regularly organises consumer awareness programmes at different places. In this regard, the company held C.A.P. on August 17, 2012, in Nandurbar, Maharashtra.

The event witnessed the participation of more than 50 building contractors and masons. While Kamdhenu Ispat Ltd. was represented by Mr Vijay Shankar, Assistant General Manager and Mr Sankalp Singh, Manager (Marketing).

On the occasion, Mr Vijay Shankar

described about the quality features of Kamdhenu's building products like TMT 500 bar and structural steel. "At present, the company is manufacturing world-class bars, structural steel and other building materials. They not only give perfect strength to the buildings but help to garner customer loyalty also," Mr Shankar Singh said.

Mr Sankalp Singh also praised the efforts of the company's dealers

and distributors. He said, "Our dealers are really very hardworking and supportive. Kamdhenu Ispat Ltd. provides the best possible supports to its dealers in order to enhance their performance. The programmes like C.A.P. prove to be an effective platform where we bring our target customers, building contractors and dealers together. We have been getting a very positive response from our customers and associate companies."



The recently concluded grand exhibition 'Buildtech Expo 2012' proved to be a very good platform for Kamdhenu Ispat Limited, one of the eminent building organisations in India, to interact with its target customers and display a range of building products.

Held on August 18-20, 2012 in Bellary, the expo witnessed the participation of many multinationals and Indian companies from construction, electronic, steel and building sectors. The high quality TMT 500 bar was the special highlight at the stall of Kamdhenu Ispat Ltd. that was representing the bar segment. "Kamdhenu Ispat Ltd. frequently



Kamdhenu Ispat Ltd. displayed its strength at Buildtech Expo 2012

participates in the expos and exhibitions, and here we showcased our world-class TMT bars. The brand strength of the company can penetrate deep market in India. The paint division of

Kamdhenu Ispat gets good support from its dealers of Bellary that include Mr Vattam Aditya from M/s Vattam Iron Mart, Mr Sunil Kumar from M/s Eshwer Enterprises, Mr Dharni Kumar from M/s Balaji Steels, Mr Balaji Naidu from M/s Thirumala Steel, Mr Chitti from M/s Gajendra Iron Agency, and Mr Bashwaraj from M/s Laxmi Iron Mart.

Kamdhenu has also been producing high quality paint products under the well-known brand Colour Dreamz," informed Mr Mayank Srivastava, Sr Manager (Marketing) of Kamdhenu Ispat Ltd. Some other senior officials of the company including Mr Anuj Tyagi, Sr Executive (Marketing) and Mr Niranjana Kumar, Sr Executive of Quality Control, were also present at the stall.

Sonu Hardware bags i20 Car Award



Kamdhenu Paints, the paint division of the reputed building

organisation Kamdhenu Ispat Limited, provides special prizes and issues periodical coupons in order to encourage its dealers and distributors spread across the country. In this regard, the company has recently given i20 Car Award to M/s Sonu Hardware, an

authorised dealer of Kamdhenu Paints in Chhattisgarh. M/s Sonu Hardware, Raipur, bagged the coveted award since it emerged as the highest value sale dealer of Kamdhenu Paints products in Chhattisgarh region. Earlier, the dealer was qualified for the i20 Car under the ATR Scheme 2011-12. Mr K Laxmikant from M/s Sonu Hardware received the award in the presence of Kamdhenu's senior officials like Mr Goutam Chakravorty, DGM, Mr Lovejeet Singh, Manager (Brand Promotions) and Mr Ramji Sharma, Area Manager. Mr Hardeep Singh from M/s Saluja Paints & Ply, Raipur, was also present on the occasion.



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Kamdhenu Ispat Ltd. organises C.A.P. meet at Kalmeshwar



Kamdhenu Ispat Limited, a well-known steel products manufacturing company in India, regularly organises dealer meets,

contractor meets and get-togethers in different parts of the country. Aiming to make its products accessible in interior areas, the company had organised a C.A.P. meet on August 25, 2012 at Kalmeshwar, Nagpur.

The company received a good support from Mr Dinesh, proprietor of

Prachi Traders, for organising C.A.P. meet that was attended by more than 40 contractors. On the occasion, contractors raised several questions relating to the various aspects of Kamdhenu's products. The organisers also satisfied contractors with detailed information about the products, especially Kamdhenu TMT and structural steel.

"The C.A.P. in Kalmeshwar was a very successful event in terms of participation and feedback given by the contractors. We are looking forward to organise more and more such events so that the company can make a stronghold in the area. The company expects positive response from Kalmeshwar in the days to come," said Mr Vishal Agarwal, Manager (Marketing) of Kamdhenu Ispat Ltd.

WB and Jharkhand dealers of Kamdhenu Ispat Ltd. enjoyed Dubai trip!

One of the frontline building companies in the country, Kamdhenu Ispat Limited frequently organises incentive trips in order to encourage dealers and distributors of all states. The recently concluded trip to Dubai for West Bengal and Jharkhand dealers was one such occasion where they enjoyed a lot.

It was an amazing experience for all the team members and their family members who visited several tourist resorts during the trip, organised on August 22-27, 2012. Mr Mukesh Bharuka of M/s Alaknanda Iron Sponges Ltd., an authorised producer of Kamdhenu TMT under license user

agreement, managed the trip nicely. During the first leg of the trip, all members visited the world famous Burj Khalifa and other landmarks. They enjoyed delicious Arabic foods and well as local beverages.

In the second leg of the tour, the whole team visited Jumeirah Mosque, Marcato Theme Shopping Mall, Burj Al Arab and other places. The Desert Safari, tradition folk dance and other cultural activities

were the exciting ones for them. Moreover, a visit to the well-known amusement park and racing track made their trip memorable for a lifetime. The dealers were amazed with the hospitality of this Arabian city. They thanked Kamdhenu Ispat Ltd. for its support and pledged to work better in the future.



A scintillating spectrum of ravishing colours to give your desires the royal look.



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