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## Greater participation in the country, share in development

who constantly move towards development. The efforts made by the government for economic and infrastructural reforms in the country have always been seen as an opportunity. Year-after-year, such schemes in the interest of the company are being implemented, which give new opportunities for development to the company and every person associated with it. In the new fiscal year, to set a new target for the entire Kamdhenu family, increasing the production and the market share reflects their developing perspective. Along with this, creating new motivational incentive for franchisee makes them a great leader who is building the best corporate culture.

Mr. Sunil Agarwal, who is excited about the growing share of superior quality Kamdhenu products in the country, said, "The new financial year always brings new opportunities for us. We have always been ahead while redeeming these opportunities. We have efficiently completed all the best patented products or adopted innovation from a safety point. To move forward, it is necessary to set a new target for ourselves which involves increasing R & D, production and market share. In the current year, we have set a target of 25% increase in our production. We have full confidence in the capacity of our dealers and channel partners that they can further increase the share of 25% of the company's products in the market."

Sunil Agarwal also congratulated the elected government of the country and expressed hope of new plans for the development of the industry. "There will be new schemes which will further enhance the steel industry and infrastructure development. This will increase the company's involvement in more products such as KAMDHENU SS10000, KAMDHENU NXT, KAMDHENU COLOURMAX and KAMDHENU PAINT, There will be more strength in the manufacturing sector which will become witness of our new accomplishments. More recently, the company has also been awarded with the 'Bihar Entrepreneurship Award 2018' which is an added achievement for us." He concluded.

**K**amdhenu, the country's leading company which offers advanced steel products, is laying strong foundation today to home and industries across the country. The company is delivering its products to the customers at competitive prices according to the needs of the people. Today the company has the best series of high quality products in the country. Every product in this series is the first choice of people due to its unique features. Their patent design is also a symbol of people's trust. In maintaining this trust, the company's director, Mr. Sunil Agarwal has continued his efforts with great efficiency in order to increase the consumption of high-quality construction products in India, the fastest growing country in the world.

Sunil Agarwal Ji always emphasizes the joint effort for development. Dealers and franchisee partners are like a family under his leadership,



## Meet to motivate the masons

Kamdhenu, a company that produces high quality construction steel in the country, is focusing on establishing high standards in every field. Under this, Masons, who are working on the construction company, are getting the right information of steel products so that Masons can be aware of high quality steel and develop sustainable constructions.

Moving forward on this plan, the company organized a Masons Meet on May 18 at Kosi in Mathura districts of Uttar Pradesh. More than 60 masons joined the conference with great enthusiasm. Here, the company's office bearer Mr. Jitendra Singh Chauhan (Senior Executive), Mr. Varun Tyagi (Quality In-charge) and company's dealer M/s Gopal Ram & Sons also took part in the conference.

Here, company's officials addressing the Masons the features of the company's Next Generation Interlock steel in detail. Masons were impressed with the quality of KAMDHENU NXT and were excited by the company's motivational campaign being run for masons. Taking the oath of using the high quality steel products, all Masons stressed on using KAMDHENU NXT. Masons were also honored with special gifts and awards in this program.

Here Mr. Jitendra Singh Chauhan while addressing the masons said, "You are the foundation laying hands of any construction, so always focus on building high quality constructions. Your single suggestion can double the benefit to the manufacturer. Primarily, there the economic benefits would be observed and secondly, the building will be even more secure. Your such participation will encourage inclusive development."

## Will go ahead, will build the best

### Masons Meets organized by Kamdhenu Limited in Aligarh

To introduce innovative and high quality products and to motivate every member of the company to register the best of their performance incessantly. Motivating is the identification of Kamdhenu Limited. Moving forward on this well-known style, the company is constantly encouraging the masons, who is working on the construction. Under this, the company organized a Masons Meet at the Iglas Center, Aligarh on 17th May. More than 150 Masons took part in this meet.

Under the banner of Next Generation Interlock steel KAMDHENU NXT, Mr. Jitendra Singh Chauhan (Senior Executive) and Mr. Varun Tyagi (Quality Incharge) took part in the event which has a central focus on the theme of "Will go ahead, will build the best"

In order to make the program a grand success M/s Om Traders fully supported this program. Masons were given important information about building construction in the meeting. Along with this, the special of Next Generation Interlock Steel Kamdhenu NXT was detailed by the companies officials. in the program they were also honored by the awards by the company. Masons were impressed by the high quality of KAMDHENU NXT and stressed on promoting its use.





## Kamdhenu's Benchmark in Roof India Exhibition

Kamdhenu Limited has participated with the world's largest companies at the most prestigious exhibition 'Roofing India' in whole Asia known for metal sheets and roofing. This 18th edition of 'Roofing India Exhibition' was held at Exhibition Center, Mumbai from 25th to 27th April. Here the best 101 companies from 7 countries of the world took part and displayed their innovative and best products. In this event setting up benchmark in Asia for roofing, 150 brands of roofing systems took part and more than 5 thousand visitors chose best products for their business. Roofing Installation, Roofing Machinery, Metal Building System, Waterproofing, Insulation, Green Roofing, pre-engineering building and new technology of cladding were presented by the company.

In this special event, Kamdhenu Limited has shown the product series of its roofing system in which the company's metal sheets, along with complete solutions of roofing, such as Fast Building Construction Technology, Waterproofing Solutions and Pre-Engineering System, were placed in front of Business Representatives and Visitors. The company showed the innovative security feature of KAMDHENU COLOURMAX, the flagship product, its sheets, which guarantees the original product to the customer. To improve the Roofing system, the business representatives are looking forward to the company's stall to see the security features being adopted.

In the exhibition, some special companies got an opportunity to put their ideas in the open technical seminars on Fast Construction and Green Building Concept. The Kamdhenu Ltd. became the part of this seminar and Mr. Bhaskar Choudhri, GM (Marketing) represented the company. Mr. Bhaskar Choudhri discussed about promoting innovation and R&D to fulfill current and future needs of Roofing. He stressed upon the production of best quality and eco-friendly products to encourage the sustainable development.

This exhibition was proved as a win-win opportunity for both the Trade Visitor and Exhibitor. If the Trade Visitor gets high quality products here, then the companies get the customers who want to use innovative and latest products. This gave boost to Roofing Industries which will boost sustainable development.

On representing the company here, Shri Bhaskar Choudhri said, "We are committed to take up the roofing system to the next level. For this, we are pushing R & D, quality and innovation. Today we are known in the country for our high quality products. We are building healthy competition in Business Model. The most exclusive of their dealers is to communicate better with the channel partners and customers and deliver the products according to their needs."

## In Kamdhenu dealers meet, the dealers projected the courage to move forward



By constructing high-quality construction products, the country's leading company Kamdhenu Limited is pushing sustainable constructions across the country. Under this, the company is introducing innovative products with security features so that the people of the country get the best solution of construction. At the same time, Kamdhenu Ltd. also motivates everyone associated with the company to increase the stake in the company's high quality products.

Under its motivational program, the company organized a conference for the dealers of Kamdhenu COLOURMAX and Kamdhenu SHRESTH GC Sheets in Patna at Hotel Panani, Gandhi Maidan. Nearly 60 dealers and distributors participated in this conference organized on 7th April. Amongst the office bearers of Kamdhenu Limited including Shri Bhaskar Choudhri (GM Marketing), Mr. Prakash Mishra (Senior Executive Marketing), Mr. Vinay Kumar (Marketing Executive) and Mr. Satish Kumar (Marketing Executive) along with Mr. Basu Saraf and Miss Rohini Saraf. Directors M/s Saraf Real Infra Private Limited, a company that manufactures the company's products Kamdhenu brand Color Coated Sheet under user license agreement also participated.

Here the dealers of the company were explained the new technologies of roofing by the officers of the company. The emphasis is on promoting the company's products for fast construction was given. Through the presentation, the dealers were introduced the related incentives of the company's products, Kamdhenu COLOURMAX and Kamdhenu SHRESTH GC sheets. In the conference the focus on increasing the existing

market share from 30 percent to 40 percent till next year was given. In this entire program, the dealers showed full enthusiasm for moving ahead and assured of achieving the goal. Apart from this, the best performing dealers were awarded the Best Award by the company and rewarded by bike and car to the best dealers.

Keeping in mind, the emotions of dealers to step ahead and achieve progress of this conference, Shri Bhaskar Choudhri said, "With the efforts of all you dealers, the company is constantly developing all over the state. Our stake is constantly increasing. Today we are producing 28 thousand metric tons. Observing your performance, it is expected we will get 40 percent market share by next year. The enthusiasm that you fulfill every goal, it caters to the entire Kamdhenu family."



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