



Ispat Sandesh

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Kamdhenu Steel takes Fe500 and 500D to Agartala

Moves to gradually capture the entire North-Eastern market

Kamdhenu Ispat Limited achieved one more milestone by taking its best quality TMT Bars to the market of Tripura. Intensely spreading its market base in the North-Eastern region of the country, Kamdhenu has already launched its high quality Fe500 and is now planning to come up with 500D in the state. With respect to the same, the company organised an official meet at hotel Rajarshri, Agartala in association with its partners in the state. The meet was attended by many dealers and distributors of Agartala and other parts of the state.

The meet began with the lamp lighting ceremony being done by Mr. Sunil Agarwal, Director and Mr. Dilip Mehra, Sr. GM, Kamdhenu Ispat Limited, Mr. Bajrang Lohia and Mr. Rahul Lohia, Directors-Tripura Ispat. The meet was special for all attendees as with soon-to-be-launched 500D, Kamdhenu will introduce the technology which was not yet present in the state. Commenting on the same Mr. Sunil Agarwal,



Director-Kamdhenu Ispat Limited said "When it comes to TMT Bars, Kamdhenu is the first name that crops up in everyone's mind. Each of our rebar is manufactured under vetted German technology and fulfills all requirements of BIS standards. The improved variants of our rebars viz. Fe500 and the soon to be launched 500D are best for those who build their homes with aspirations, love and a dream wishing it stays intact forever."

Mr. Bajrang Lohia, Director-Tripura Ispat also shared his views saying, "Before Kamdhenu stepped into the picture, we were not able to manufacture high grade steel by the

available infrastructure in North East. But ever since, Kamdhenu Ispat entered the scene; we make Fe500 with the current production capacity of 2000MT/month and are on our way to launch 500D. We are mutually growing together at a steady rate and this way, we will soon break even."

The meet progressed with the distribution of certificates to dealers and distributors. Some schemes for them were also launched. Some small events like song & dance, quiz and interactive sessions kept the interest of dealers intact. The meet concluded with a dinner organised for all attendees and a promise to work harder and better.

500-D

Yet another TECHNOLOGICAL INNOVATION



STRENGTH THAT EMERGES

Kamdhenu Family's gift to its paint dealers

Kamdhenu dealers' team visits Ramoji Film City in Hyderabad

Kamdhenu Paints not only looks after its customers but takes special care of its dealers too. Recently the company organised a three-day trip for its Ghaziabad, Haldwani, Dehradun, Jammu, Raipur and Hanumangarh region dealers to Ramoji Film City, Hyderabad from 8 to 10 February. Mr. Rajkumar Srivastava, Marketing Head, Kamdhenu Paints also joined the touring group as the official representative. The main aim of this trip was to provide some good time to the dealers and inform them about the new products of the company.

The trip was a very exciting and memorable one for the families of the dealers. The group toured the famous Ramoji Film City known for the shooting of Bollywood films. The main attraction of the tour was "Snow World" where every traveler coming to Hyderabad visits for sure.

The main feature of Snow World is a hall where artificial snow has been created and the temperature always keeps as low as -4 degrees.



The artificial snowfall takes place for one hour everyday and all touring members from Kamdhenu enjoyed it up to the hilt. The group also enjoyed "Snow Slides", "Mary Go Round" and various rides on "Ice Bumber" car. For kids, a special feature known as "Ice Carving" was also available. The tour was a big success and will be proved very beneficial for the mutual relationship of Kamdhenu Paints and its dealers. The tour ended on February 10, but the good memories will live long enough in the hearts of people who were a part of it.

Kamdhenu organises Mason Meet at Itanagar, Arunachal Pradesh

Kamdhenu shares vital business aspects with masons and takes their feedback

In February, Kamdhenu Ispat Limited organized a Mason Meet at Itanagar, Arunachal Pradesh in association with Rajdhani Steel of Itanagar. The objective of this meet was to invite masons from various nearby areas and give them an overview of Kamdhenu Ispat Limited and the new innovations with respect to the market we operate in.

The meet was duly attended by Mr. Rajib Kumar Deka, Manager Marketing, Kamdhenu Ispat Limited, Mr. Rituraj Borphukan, Marketing Executive, Kamdhenu Ispat Limited and Mr. M. Koyang, Rajdhani Steel, Itanagar. 50 masons attended the meet and showed keen interest in various aspects the meet was related to. The meet was hosted by Mr. Rituraj Borphukan who in a very interactive session briefed the masons

about Kamdhenu Ispat Limited's vision, motto and service & quality commitment. Later on Mr. Rajib Deka held a session with the masons and described them the production process of Kamdhenu Steel. He also asked them some questions to test their knowledge on Kamdhenu, steel and other related segments of the industry.

The meet was highly informative for the masons as they also raised some questions and increased their knowledge bank by getting them answered. They also appreciated Kamdhenu's efforts for holding the meet and bringing them together on one platform. They also rooted for some more meets in the coming times. After the meet a tea session also took place where all attendees refreshed themselves. Some gifts were also dispensed among the masons and the meet wound up with the concluding speech of Mr. M. Koyang.

Kamdhenu Paints organised first ever 'Dealer Meet' in Kolkata

Shares information on the new, soon-to-hit-market product line

For the first time ever Kamdhenu Paints, the paint division of Kamdhenu Ispat Limited held a dealers' meet in Kolkata at Hotel Floatel. The motive behind the meet was to strengthen the sales and distribution network of Kamdhenu Paints in Kolkata. Senior officials from Kamdhenu including Mr. Sachin Agarwal, Director, Kamdhenu Ispat Limited Mr. Gautam Chakraborty, DGM along with Kamdhenu staff and Mr. Deepak Verma, Branch Manager



represented Kamdhenu Paints on this occasion. Many dealers from in and around the region took active part in the meet. The main aim of the meet was to upgrade the knowledge of all these dealers about the upcoming new products from the range of Melamine, Melamine Sealer, Melamine Thinner, Lacquer, Sanding Sealer, Clear Varnish, Knifing Paste Filler and others Industrial Paints.

On the occasion Mr. Sachin Agarwal, Director, Kamdhenu Ispat Limited said "Looking at the business possibilities, the region of Kolkata is very important for our company. We have established one of our 30 depots in this state. We see a huge demand coming up for our **Colour Dreamz Dil Ke Rang Deewaron Pe** and construction chemical products from this region and are committed to strengthen our base in this part of the country."

Sharing his thoughts about the product profile of the company Mr. Gautam Chakraborty, DGM-Kamdhenu Paints (Kolkata Division) said "We have equipped our dealers with this latest technology as we are committed to provide our customers with quality

products to match their aspirations. In the last 15 months, the company had already distributed 18 cars to its dealers for achieving their set targets. The Low VOC line of paints is doing very well in the market and this presents us with a good B2B platform to discuss the same."

Being the first ever meet organized in Kolkata by Kamdhenu Paints, it received positive reviews from dealers and other associates. The company made sure to invite every dealer to the meet and also organised a special Gala Night for dealers and their families. The occasion gave Kamdhenu Paints a perfect platform to divulge the achievements of the company in the last two years and how Kamdhenu Paints has become one amongst the top ten most sold paint brands in India, within such a short span.

Kamdhenu Paints with its existing brand **Colour Dreamz Dil Ke Rang Deewaron Pe** has emerged as a consumer preference for its outstanding durability and performance and the company is hopeful of repeating its success with the new products in the offing.

Kamdhenu Ispat expands its presence in the FMCG sector

Introduces 'Kamdhenu fresh' packaged drinking water in Rajasthan

Kamdhenu Ispat Limited, known for its exceptional range of TMT Rebars and PVC Pipes, has forayed into FMCG sector as well. With its high profile brand Kamdhenu fresh, the company entered into the ever-burgeoning market of packaged drinking water two years ago. Earlier the product was available only in the markets of Delhi-NCR, Punjab, Haryana, Chandigarh and Himanchal Pradesh but now Kamdhenu has taken it to the markets of Rajasthan. The growing demand and positive reviews from customers motivated Kamdhenu to take Kamdhenu fresh to newer markets. The territory of Rajasthan has a growing demand for packaged drinking water and the company is hopeful to gain a relevant market share in a short span.

To capture the market of Rajasthan, Kamdhenu joined hands with Aqueance Priquation Pvt. Ltd. The strategic alliance of both companies will help Kamdhenu fresh get an easy foothold in the state and enable it to reach maximum customers. Aqueance Priquation Pvt. Ltd., located at Ringas, has a state-of-the-art production plant with a production capacity of 1800 ltrs. per hour to satiate the demands of Jaipur, Ajmer, Jodhpur and Sekhawati markets. The packaged water from the plant will be available in various sizes to give customers freedom to choose from 200 & 500 ml of bottles, 200 & 250 ml of glasses and 1, 2 & 20 ltrs. of jars.



In the production of Kamdhenu fresh, the company has created a set of quality standards and keeps a regular check to meet all of them. To ensure maximum quality, purity and safety for customers Kamdhenu fresh goes through a rigorous production process. The process begins with disinfection of water which is followed by reverse osmosis, sand filtration, ozonation, micron filtration, activated carbon filtration and UV sterilisation. The process ensures that the optimum quality of water is maintained so the customer gets to feel its real taste upon drinking.

Commenting on the same, Mr. Sunil Agarwal, Director-Kamdhenu Ispat Limited said, "I am happy that Kamdhenu has branched out itself further into the FMCG sector with the launch of our packaged drinking water. We have carefully worked on the quality of the product itself, so that it becomes the obvious choice of thirsty travelers. At present we have 7 production units in India and in the next six months we plan to add 4 to 5 more units."

The production technology used in the making of "Kamdhenu fresh" is very specialised maintaining utmost production procedures of hygiene, including the usage of imported machinery. The TDS level of the product is as per the latest BIS standards. The pricing of the product is also affordable keeping in mind the various classes of society.



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