



# Ispat Sandesh

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## KAMDHENU ISPAT LTD. HOSTS MEGA DISTRIBUTORS MEET IN GOA



**K**amdhenu Ispat Limited, the widely famous company for the manufacturing and distribution of premium quality construction materials like iron bars and structural steel, organised the three-day Distributors Meet "**Udaan-Stronger We Rise**" on March 8-10, 2013 in the beautiful coastal city Goa. Almost 130 including distributors and staff members of Kamdhenu from all over India attended the grand event at Hotel Holiday Inn.

Leading from the front, Mr. Satish Agrawal, CMD of Kamdhenu Ispat Limited, appreciated each and every distributor and Kamdhenu staff for steering the company ahead in the market which has not been so favourable for the industry over the last few quarters. In his welcome speech, Mr. Agrawal highlighted some key achievements over the year and the success of the business strategy adopted by the company. "Since we have adopted a franchisee business model, our dealers and distributors remained our driving force in market expansion. Your hard work and dedication has immensely contributed to the business growth of the Kamdhenu Ispat Ltd. Both Kamdhenu Steel and Kamdhenu Paints have registered better revenue growth rate, for that a lot of credit goes to our franchisee partners, distributors and dealers," Mr.

Satish Agarwal said in his message to the members.

The mega event began with the motivational session with the introductory speech by Mr. Vivekanand Vivek followed by the message of Mr. Satish Agarwal. After that a welcome speech delivered by Mr. Sachin, Director of Kamdhenu Ispat Ltd., and Mr. Sunil Agarwal, Director of Kamdhenu Ispat Ltd. Both the directors thanked distributors for their association with the company. All the distributors interacted warmly with senior officials of the Kamdhenu at the cocktail dinner party.



The second day of Kamdhenu Ispat Limited's Distributors Meet "Udaan-Stronger We Rise" was very much a corporate function cum rollicking fun for all the participants. The main highlight of the function was award distribution session when Kamdhenu honoured its high performing distributors and

## AND THE AWARD FOR BEST DISTRIBUTOR GOES TO...



Kamdhenu members with excellence award.

Mr. Sunil Agarwal, Director of Kamdhenu Ispat Limited, gave trophies to the best distributors. From Gujarat the team of Mr. Mukesh Bhai, Mr. Rakesh Bhai, Mr. Hitesh Bhai and Mr. Manoj Bhai bagged the award for their remarkable contribution. The team Raipur comprising Mr. Deepak Singhal, Mr. Vishal Jindal, Mr. Vicky Bajaj and Mr. Mukesh

was also honoured with the prestigious trophy. Mr. Anil Kharit and Mr. Sunil Kharit from Goa were awarded, and the distributors from Andhra Pradesh including Mr. Mahesh Vattam, Mr. Pankaj Agarwal and Mr. Pradeep Agarwal took home the trophy for their remarkable performance.

Apart from these, some other best performers like Mr. Pradeep Garg, Mr. Mohan Agarwal, Mr. Ashok Gupta and Mr. Balwant Singh Chaudhary from their respective

regions were bestowed with Best Distributor award at the event.

All awardees were elated to find due recognition for their performance. Mr. Sunil Agarwal praised all the distributors to make a distinguish mark in the market with their hard work. "Kamdhenu takes pride for having such a huge number of high performing distributors and this award a just a small payback for their contribution," Mr. Agarwal said at award ceremony.



The Distributors Meet "Udaan: Stronger We Rise" of Kamdhenu Ispat Limited at Goa was much more than a business meet. During the three-day sojourn all the members including Kamdhenu officials and distributors enjoyed the beauty of the coastal city famous for its exotic beaches and lukewarm environment.

Apart from the Kamdhenu's senior

officials the other key members including Mr. Vivek Maheshwari, Mr. Amit Soni, Mr. Chandan Goswami, Ms. Shivika Rawat, Ms. Neetu Kataria, Ms. Aarti Sarkar, Mr. Dilip Mehra, Mr. S. B. Sharma, Mr. Sushil Chaudhary, Mr. Vinod Kumar Gahlaut, Mr. Vijoy Kumar

famous tourist resorts in Goa.

It was a thrilling experience for the members when a dance troupe from abroad gave a rocking performance in the evening second day. Everybody was on the feet amid popular dancing numbers.

## A BLAST OF FUN, PUN AND MUCH MORE...

Shrivastava, Mr. Y. R. Pandita, Mr. Rakesh Misri, Mr. Mayank Srivastava, Mr. N. B. Singh, Mr. Devesh Tyagi, Mr. Vishal Agarwal, Mr. Yogesh Verma, Mr. Santosh Shukla, Mr. Sagar Pratap Singh & other staff members visited some



## UDAAN: STRONGER WE RISE BRINGS KAMDHENU'S JOURNEY TO FORE

The Distributors Meet "Udaan: Stronger We Rise" of Kamdhenu Ispat Limited was not just a customary affair but a platform also where the company made its presence felt in the



steel and paint industry. At a time, Kamdhenu has a wide network of franchisee partners and distributors across the country. The gathering of a huge number of distributors at Goa meet showed, in a way, Kamdhenu's business strength.

The corporate function session on the second day of the meet witnessed the presence of all bigwigs of Kamdhenu operating in different states. The session started with the speech of Mr. Vivekanand Vivek followed by the message of Mr. Saurabh Agarwal, Director of Kamdhenu Ispat Ltd., and a welcome note by Mr. Sachin Agarwal, Director of Kamdhenu Ispat Ltd. The agile pair of Mr. Vivek and Ms. Shivika introduced most of the senior officials of the company as well as distinguished distributors.

There was a show on Kamdhenu's journey from a small iron factory

to a giant steel manufacturing company in India. Now the company has around four thousand dealers and more than 50 franchisee partners. The show included the business presence of Kamdhenu in the places like Himachal Pradesh, Gujarat, Chhattisgarh, Bihar, Andhra Pradesh, Varanasi, Kanpur, Muzaffarnagar, Uttarakhand, Madhya Pradesh, Jalna, West Bengal, Jharkhand, Goa and others.

Kamdhenu's Director Mr. Sunil Agarwal gave a broad view on the company's potential. "From a small venture now Kamdhenu has come a long way and made a mark in the industry with its advanced quality construction products. We have set any example as the most efficient business model in the country and you distributors are an integral part of it," Mr. Agarwal reemphasised.

# CREATING GREATER POSSIBILITIES TOGETHER



Kamdhenu Ispat Limited reemphasised on the strength of unity to make a difference while providing Certificate of Excellence to its valuable members. As highlighted on the occasion "Udaan-Stronger We Rise", the company once again pledged for "Creating Greater Possibilities Together". The company honoured several members for their outstanding performance, support and contribution.