

Ispat Sandesh

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Official Launch of Kamdhenu Ispat Limited in Orissa

The company looks forward to produce Fe-500 TMT in the state to expand its market

Kamdhenu Ispat Limited declared its official launch in Orissa in a channel partners meet organised in Bhubaneswar. The company will produce technologically advanced Fe-500 TMT here with its franchisee New Laxmi Steel and Power Pvt. Ltd. Senior officials of Kamdhenu Ispat Limited namely Mr. S.B. Sharma, Sr. G.M. and Mr. V.K. Srivastava, G.M. attended the programme along with Mr. Pawan Kumar Gupta, Director, New Laxmi Steel and Power Pvt. Ltd. This programme witnessed the presence of over 250 dealers and distributors of the company from Orissa and Vizag region.

Explaining both the new launches in Bhubaneswar Mr. S.B. Sharma said, "Addressing the higher demand for Kamdhenu steel products in Orissa we will produce Fe-500 TMT in the state. Earlier such products were supplied in the state from other parts of the country. However, since we have started manufacturing Fe-500 TMT in Orissa, such products will be easily available in the state at cheaper



prices." Fe-500 is being tested under extreme weather conditions with anti-water borne damage quality. Another good thing about the product is that it is earthquake resistant. Since these TMT bars are used as support pillars for all constructions, all engineers recommend excellent quality products like Kamdhenu TMT.

Giving information about the development Mr. Pawan Gupta, Director, New Laxmi Steel and Power Pvt. Ltd. said, "It is just because of the support of Kamdhenu Ispat Limited that we

have been able to produce the superior technology product Fe-500 in Orissa. We would try to reach maximum customers by increasing our production capacity in the coming time soon."

The company appealed to its dealers and distributors to make active efforts towards expansion of the company in the region. Excellent performers were honoured by presenting souvenirs. After this everyone enjoyed dinner and entertaining programmes.

500-D

Yet another TECHNOLOGICAL INNOVATION

KAMDHENU 500D

STRENGTH THAT EMERGES

Kamdhenu Ispat Limited Supports BMA Awards 2010

The company co-sponsored the 'Award for Woman Entrepreneur' in the BMA Award 2010



Kamdhenu Ispat Limited co-sponsored the 'Award for Woman Entrepreneur' in the BMA Award 2010. The prestigious BMA Award has been coined jointly by Bhiwadi Manufacturers Association (BMA) and RICCO with an objective to felicitate and reward those from Bhiwadi, Khuskhera and Tapukara, who have set a benchmark in their pursuit to excellence in their

respective fields.

The award function took place on 29th April, 2011 at Modern Public School, Bhiwadi. Renowned personalities namely Mr. Rajendra Pareek, Hon'ble Minister of Industries, NRI and Mr. Bhanwar Jitendra Singh, Hon'ble Member of Parliament, Alwar (General Secretary- AICC) were present there as the chief guests of the

event.

From organising committee Mr. Ram Prakash, President, BMA and Anil Grower and Mr. Rajendra Bhanawat, IAS, MD, RICCO attended the meeting. From Kamdhenu Ispat Limited Mr. Saurabh Agarwal and Mr. Sachin Agarwal, Directors, Mr. L.C. Yadav and Mr. Chandan Goswami, Sr. Manager, Brand Promotion also made their presence in the event.

Speaking about the awards Mr. Saurabh Agarwal said, "Focused towards rewarding the excellence, BMA Awards go with the founding principles of Kamdhenu Ispat Limited. We will continue to admire and reward excellence in future too."

Consumer Awareness Programme Organised at Fazilka Shaher

The company exchanged detailed information with its consumers in the event

Kamdhenu Ispat Limited organised Consumer Awareness Programme at Fazilka Shaher (Punjab). Over 50 masons and blacksmiths and three renowned architects of nearby areas took part in the event. From Kamdhenu Ispat Limited Mr. Vinod Kumar Gehlaut, G.M., Mr. Rajneesh Gupta, Mr. Himanshu Sharma and Mr. Mukesh Kumar, Manager-Technical were present there along with Mr. Dinesh Rathi (Distributor) and dealer Mr. Sanjeev Kumar of M/s Sanjeev Kumar & Brothers.

Addressing the guests present there Mr. Gehlaut said, "Kamdhenu TMT is equipped with special qualities as per the BIS standards. This is the reason why it has become a symbol of trust for the customers. Motivated with this confidence the company has expanded itself in other regions and has emerged as the leading company of Punjab."

He also informed them about the paint brand of the



company **Colour Dreamz**, PVC Pipes, Plywood and drinking water brand Kamdhenu **fresh**. Mr. Rajneesh Gupta and Mr. Himanshu Sharma cleared all their doubts. Mr. Mukesh Kumar provided information about technological aspects related to the quality of TMT. The programme was concluded by felicitation of Mr. Ashok Jairath (Chairman, Market Committee).

Channel Partners' Meeting Organised in West Bengal

Gradual move towards capturing the entire Kolkata market in next six months



On the occasion of completion of two years of Alknanda Sponge Iron Ltd., Durgapur working as franchisee of Kamdhenu Ispat Limited in West Bengal, the company in association with Alknanda Sponge Iron Ltd. organised a dealers' meet at Lakeland Country Club, Howrah on 16th April, 2011. Senior officials of Kamdhenu Ispat Limited namely Mr. Sunil Agarwal Director, Mr. S.B. Sharma- Sr. GM, Mr. V.K. Srivastava-GM and Mr. Anand Saraogi and Vishal Saraogi-Directors, Alknanda Sponge Iron Ltd. were also present in the programme. Informing about the future plans of the company Mr. Agarwal said, "Looking at the increasing demand of our products in West Bengal, we look forward to maximise our production capacity with support

of Alknanda Sponge Iron Ltd. Beside West Bengal, Jharkhand is also one of our focused markets. By increasing our production capacity we want to strengthen our position in West Bengal and Jharkhand."

Appreciating Kamdhenu Ispat Limited Mr. Anand Saraogi said, "We are extremely glad to work

make all products available to our dealers under one roof. This would enable our dealers to get all products quickly, easily and economically."

The company has run various schemes to cause benefit to dealers in last few years. In these schemes dealers and distributors were felicitated for their excellent



performance. This year also such schemes will be continued.

Over 250 dealers and distributors of the company from West Bengal and Jharkhand region were present in the event. On this occasion the company gave special honour to

the well-performing dealers and distributors. Excellent arrangements of entertainment and food were made by the company for making the programme more memorable for everyone.

with Kamdhenu Ispat Limited. We have received best support from the company in every aspect. This has helped us in reaching out to more consumers efficiently." Explaining further Mr. Vishal Saraogi said, " We look forward to

the well-performing dealers and distributors. Excellent arrangements of entertainment and food were made by the company for making the programme more memorable for everyone.

Engineers' Meet Organised at Karimnagar

Engineers were informed about the superior quality produced by Kamdhenu Ispat Limited

Kamdhenu Ispat Limited in association with its distributor in Telengana region Mr. V. Mahesh and dealer Mr. Ravi Shankar Gupta of Quality Steel Shoppe organised an Engineers' Meet at Karimnagar on 17th April, 2011. Over 100 engineers from Karimnagar, Jagtiyal, Mancherial, Sultanabad and Siddipet attended the meeting. Recently appointed dealers of the company in Karimnagar namely Mr. K. Mallesham, Mr. Rajender and Mr. K.V. Ramana (New Anusha Iron & Steel Traders), Mr. P. Sudhakar & Mr. P. Nagaraju (Sri Raja Iron & Cement Syndicate), Mr. J. Prasad Rao (Raghavendra Steel & Cement Traders), Mr. Krishna (Ramnagar Steel) and Mr. Choka (Reddy Jyothi Traders) were also present in the meeting. Mr. Mahesh Chandra Renwa (Om Steel, Mancherial), Mr. B. Nagabhushanam (A. Prabhakar & Co., Jagtiyal), Mr. Chandu (New Sri Sai Mata Iron Traders, Siddipet), Mr. Bhaskar (Jadla Bhaskar, Jamikunta), Mr. Satyanarayan (Sri Rama Anjanya, Sultanabad) also came with engineers of their respective areas.

The programme started with an introductory address by Mr. Mayank Srivastava. Mr. Sushil



Choudhary, G.M.- Marketing (Hyderabad Division) and Mr. V. Mahesh Kumar and Mr. Ramesh Gupta were felicitated by presenting a bouquet by the Hyderabad Division of Kamdhenu Ispat Limited. After that Mr. Sushil Choudhary presented bouquet to all the present dealers along with special guests namely Mr. Sriramula Srinivas (President, Civil Engineers & Architects Welfare Association, Karimnagar) and Mr. K. Nandamiaha (President, Engineers Association, Mancherial). Thereafter, Mr. Choudhary gave insight about the company and its main product TMT bar. He emphasised on the quality of the products and told them how they are different from their competitors. With a view to make engineers aware about the company and its products in an

interesting and simple way, some video clips in Telugu were also played. Further, Mr. Mahesh Balveriah (Distributor -Telangana Region) also gave vital information on the same subject.

Mr. K. Nandmiaha and Mr. Sriramula Srinivas expressed their view about the company. Then Mr. Paka Pavana Krishna (Organising Secretary, Karimnagar) described the benefits of associating with Kamdhenu Ispat Limited. He hoped that brand 'KAMDHENU' would soon give a tough competition to other brands.

Architects Welfare Association, Karimnagar presented momento to all company staff & Mr. Mahesh Balveriah as a thanks giving gesture. The meeting was concluded with cocktail and dinner.



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