

Ispat Sandesh

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Dealers' Meet for North East Market Organised in Assam

Kamdhenu Ispat Limited is targeting North East region market in big way



In a move to strengthen its nationwide network, Kamdhenu Ispat Limited organised a meeting for its dealers and distributors in Assam on June 18, 2011 at Hotel Millennium, Guwahati. The principal objective of this meeting was to brief the dealers and distributors of the company about the sales targets of the company in the North East region and motivate them to work hard to achieve the targets. Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited made the event graceful with his presence along with other officials of the company namely Mr. Dilip Mehra, Sr. GM and Ms. Shivika Rawat. Directors of the franchise

associates of the company in the region- Meghalaya Steel Ltd. namely Mr. Bajrang Lohia and Mr. Rahul Lohia also made appearance on this occasion. Over 100 dealers and distributors of the company from different parts of

North East region gathered in the meeting.

Addressing the dealers and distributors Mr. Sunil Agarwal said, "Most of the North-East region is still unexplored and there is a huge growth potential in this market. Our franchise associate Meghalaya Steel Ltd. will also produce advanced grade steel like 500D and Fe-500 in Guwahati and supply it in different parts of the region at very competitive prices. Therefore, we require your dedicated efforts to realize our dreams. We assure you to assist you in all possible manners. I am sure that together we can

achieve every target."

Appreciating the sales policies of Kamdhenu Ispat Limited Mr. Bajrang Lohia said, "It is an honour to be associated with Kamdhenu Ispat Limited. Customers trust its products for excellent quality. Also, the company provides us excellent sales support."

On this occasion the company also awarded its excellent performing dealers, distributors and officials under different categories.



500-D

Yet another TECHNOLOGICAL INNOVATION

KAMDHENU 500D

STRENGTH THAT EMERGES

Kamdhenu Paints Organises Dealers' Meet in Jammu

The company felicitated M/s Nanda Builders with Brand New Honda Civic Car



With a view to reward its dealers in the state for their outstanding performance in the last financial year as per the ATR scheme, Kamdhenu Paints organised a Dealers' Meet in Jammu on 19th June, 2011 at hotel Ritz Manor. Senior officials of the company namely Mr. Sachin Agarwal, Director, Mr. Harbinder Singh, RSM- North India, Mr. Vinod Kumar, DSM- J&K, Mr. Lovejeet

Singh, Mr. Sameer Kohli, Mr. Praveen Kumar, Mr. Harmeet Singh and Mr. Amit Dafara made their presence on this occasion.

The overall sales performance of the Jammu depot has been excellent in the previous fiscal. The company has already awarded the Jammu Depot the title of 'Second best Depot' in the Country while Mr. Harbinder Singh was judged 'Best Marketing Head' countrywide in the last Sales Meet organised at Katra in April 2011.

M/s Nanda Builders received brand new Honda Civic car for achieving sales target in the last financial year under the ATR Scheme. Other dealers namely M/s Krishna Builders, M/s Vikas Traders,

M/s Shiva H/W Store, M/s Mahesh Traders, M/s Kewal Krishan H/W Store & M/s Laxmi Paints & H/W Store also got rewarded with exciting prizes for their excellent performance.

Appreciating the performance of Jammu Depot Mr. Sachin Agarwal, Director, Kamdhenu Ispat Limited said, "Jammu is one of the most important markets for Kamdhenu Paints. Our products are highly in demand in the state. The credit for this success goes to the outstanding quality of our products and dedicated efforts of our dealers. The performance of Jammu Depot has been very encouraging in the recent past. We hope that you will continue your support in the similar way to take the company to newer heights of success."

Himachal Dealers Tour Dubai for Outstanding Performance

A group of dealers and distributors from the state visited the international tourist hub

In reward for the excellent performance of its dealers and distributors in Himachal Pradesh, Kamdhenu Ispat Limited, in association with its franchisee associates in the state namely Radiant Casting Pvt. Ltd. and Him Alloys and Steels Pvt. Ltd., organised a foreign trip to Dubai for them. A group of dealers and distributors left for Dubai on June 9, 2011. Mr. Amit Soni, AGM (Brand Promotion), Kamdhenu Ispat Limited represented the company on this tour.

On this tour, the group visited some of the world's most famous tourist destinations located in Dubai. They explored the thrilling adventure of

dune bashing, unique beauty of deserts and traditional culture of Arab over the Desert Safari. The group also enjoyed shopping at the shoppers' paradises such as Meena Bazar and Mall of Emirates. The group made its return on June 13,

2011. All the dealers and distributors were happy with the arrangements made by the company. They were very motivated to perform better in the current year to avail such prizes. Kamdhenu Ispat Limited has



performed very well in Himachal Pradesh in the previous year. The company looks forward to maintain the same growth pace in the region by providing maximum benefits to its dealers and distributors for keeping them motivated.

Kamdhenu Paints Expands its Production Capacity

Annual production capacity of the company goes up by 15,000 Kiloliters



In a move to expand its production capacity, Kamdhenu Paints has made production arrangement in Raipur, Chattisgarh. The overall production capacity of the company will go up by 15,000 Kiloliters per annum with the development. Senior officials of the company namely Mr. Saurabh Agarwal, Director, Mr. Rajkumar Srivastava, National Marketing Head, Mr. Goutam Chakravorty, DGM and Mr. Vikram Singh Rajput, Sr. ASM made their presence on this occasion.

Speaking on this occasion Mr. Agarwal said, "Because of the outstanding quality of **Colour Dreamz** paint products, they are highly in demand in all parts of the country. Therefore, it has become essential for us to increase our production capacity to meet the huge demand. With a view to enhance our production capacity,

Kamdhenu Ispat Limited (Paint Division) has made arrangements for production of paints and other coating from Raipur unit. For increasing our production capacity, we will continue to form such associations throughout the country in future as well."

Elaborating further on the development, he said, "Raipur production unit of **Colour Dreamz** brand paint products is equipped with latest technology to ensure the consistency in our product quality. The company will produce 1250 Kiloliters per month from Raipur. We plan to double the production capacity in Raipur by the end of current financial year."

Kamdhenu Paints has a huge demand for its products in Chattisgarh and other neighbouring states. Earlier these products were supplied from the production unit of the company located at

Bhiwadi, Rajasthan through sales depots. The production arrangement made by the company in the state would speed up the supply process and save huge distribution cost.

Revealing the future plans of the company Mr. Agarwal said, "We are looking forward to add more production facilities over the next two years in Southern and Western India."

The performance of Kamdhenu Ispat Limited in previous financial year has been very encouraging. The credit for this growth goes to the shining performance of its paint division. The company has invested considerable funds in its paint business over the last couple of financial years to expand its distribution network and promote the brand name. The company has made a place for itself among the big players which indicates a bright future.



Kamdhenu Group Launches Housing Project in Nepal

The project is comprised of two towers namely Radha Tower and Krishna Tower



Taking a major step forward towards its international goals, Kamdhenu Group in association with M/s Kamdhenu Homes Pvt. Ltd., Nepal has launched a housing society project in Birgunj, located in the neighbouring country Nepal in a mega event organized at Makalu (Birgunj). The project comprises of two towers named as Radha Tower and Krishna Tower. It is one of the most ambitious projects launched by the company in the recent past. Some of the most important persons at Birgunj (Nepal) namely Mr. Ashutosh Agarwal (Consulate General of India), Mr. Om Prakash Sharma (Member of Parliament Nepal), Mr. Ashok Temani (President of Birgunj Chamber of

Comerce), Mr. Hira Lal Kedia, Mr. Babu Lal Chachan, Mr. Ramavtar Khandelwal and Mr. Atma Ram Kabra made the occasion graceful with their presence. The event was duly attended by Directors of Kamdhenu Homes Pvt. Ltd. namely Mr. K.L. Baidya, Mr. Ashok Baidya, Mr. Jeewan Agarwal, Mr. Raj Kumar Baidya and Mr. Vijay Singh Baidya. From Kamdhenu Ispat Limited Mr. S.B. Sharma (Sr. GM), Mr. Abhishek Srivastava, Manager & Mr. Mohan Agarwal, represented the company on this occasion. Kamdhenu Group is a trusted

name among the customers not just in India but also in the neighbouring countries. Due to the unmatched popularity of Kamdhenu Group, the company has been able to book 25 flats on the day of announcement of the project.

Speaking on this occasion Mr. S.B. Sharma said, "Owning a home is a dream for all of us. Our home is our identity and it reflects our personality. We have kept these things in our mind while planning the projects. We will equip the project with all the modern amenities. We are hopeful that this time also we will deliver up to customers' aspirations like we have been doing in the past."

There were more than 300 participants in the event. They all were very confident about the success of the project.



**BEST
SUPPORTING
DEALER
of the Month**

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