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Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Kamdhenu Ispat organized Dealer-Distributor Meet in Shimla for Punjab Region



With a view to strengthen the marketing network and expand the reach, Kamdhenu Ispat Limited organized a dealers' Meet on 12th December 2011 at Hotel Combermare. The meet was presided over by Mr. Sunil Agarwal, Director Kamdhenu Ispat Limited. More than 250 dealers of the company including the prominent distributors from Punjab, i.e., Mr. Pradeep Garg, Mr. Anand Mittal, & Mr. Dinesh Rathi were also present. The Authorized Manufacturers of Kamdhenu Brand TMT Bars under License user Agreement in Punjab for the company, i.e., Mr Ramesh Goel, Director from Aar Kay Industries; Mr Ashwini JI & Mr. Surender Garg, Directors from Vardhman Adarsh Ispat Pvt Limited; Mr Vijay Bansal,

Director from Bansal Ispat Udyog also attended the meet. Mr. Vinod Gahlaut, GM; & Mr Vivek Maheshwari, AGM Kamdhenu Ispat Limited also represented the company on this occasion.

While discussing the marketing strategies, Mr. Sunil Agarwal mentioned that 'Punjab is a very important market for us because of its rapid and consistent progress.

As you all must be aware of the fact that Kamdhenu Ispat Ltd. is among the very few companies that produces high quality TMT such as 500D & Fe.500. We, with the help of our license holder co –operatives, produce high quality steel and we hope to capture a

large share of market with our product. Punjab dealers hold a conference in Shimla in order to capture the market and to raise awareness about the products.

While sharing the market- policies of Kamdhenu Ispat Ltd., Mr. Vinod Gaulat mentioned that, 'The most important factor of the product is its utility. We continuously strive to maintain the quality & utility of our products. This is one important reason as to why our consumers trust us. We promise you that while trying to increase our sales, we also keep up our quality standard. We assure to assist you with all the possible assistance. We hope that we will achieve our goals.'

Kamdhenu Ispat Ltd. has been continuously organizing such meets all over the country so that it can interact with their network partners to know about their problems & guide them achieving their goals.



Kamdhenu Ispat Ltd. Organised Engineer's Meet in Adoni(AP)



Kamdhenu Ispat Ltd. organized "Engineer's Meet" on 20th December, 2011 in Adoni to raise awareness about the excellent product quality of the company and provide information about the global standard of Kamdhenu Ispat quality control process among opinion leaders with the association of Rayalseema Distributor, Mr. Pradeep Agarwal. More than 80 engineers from Adoni, Yemmiganur, and Mantralyam actively participated in this event.

Dealers of Kamdhenu Ispat,

Mr. Rahul Bhandari, Shri Hanuman Iron Mart, Adoni, Mr. Narayan M/s Kamakshi Iron Mart, Adoni, Mr. Narender Kumar, Ramsina Iron Mart, Adoni, & Mr. Amanullha M/s Sohail Steel, Yemmiganur were also present to make this event successful.

Mayank Shrivastava, Sr. Manager Marketing, Hyderabad division of the company participated in the event to honour the engineers and to give the knowledge of ultra-modern technologies of Kamdhenu Ispat Ltd. in

construction materials.

Talking about its new technology for TMT Bars, Mr. Srivastava elaborated that, "We have introduced some of the most advanced innovations in steel segment. We are making upgraded Quality Fe-415 & Fe-500 TMT in Andhra Pradesh. Our re bars Fe-415 & Fe-500 are the best for those who build their homes with aspirations, love and dreams. Being one of the leading construction and infrastructure companies of India, Kamdhenu group commits itself to the development of international-class infrastructure." He also emphasizes on quality of the products & how it is different from other competitors.

The meet started at 7:00 P.M with the introductory speech by Anuj Tyagi. Mr. Rajnish Chandra Dubey delivered a PowerPoint presentation about the Company products. In the leadership of Mr. Agarwal, engineers were also felicitated by the token of appreciations. The meet was followed by a grant Cocktail dinner.



Kamdhenu Paints organized dealer-distributor get-together in South West Bengal



Kamdhenu Paints, one of the leading paints manufacturer companies of India, with the brand of '**Colour Dreamz**', organized dealer-distributors get-together and celebrates New Year with all its dealers, distributors from South West Bengal on cruise of Hooghly River. The aim of this get together which took place on 7th January 2012 was to felicitate its dealers and also wish very happy New Year to all the members of Kamdhenu family in South West Bengal.

With an objective to strengthen its marketing network and to encourage the dealers to achieve their sales targets as per the Annual Scheme, the company felicitated the dealers and distributors in this region for their outstanding contribution towards the growth

of the brand '**Colour Dreamz**'. The company also makes them aware about the benefits of Eco Friendly range of products by Kamdhenu Paints.

Over 60 dealers participated in the event. Mr. Sachin Agarwal, Director, Kamdhenu Ispat Limited was present in the meeting along with the other officials of the company including Mr. Rajkumar Srivastava, National Marketing Head; Goutam Chakravorty, DGM; Ranjan Roy, ASM; and Deepak Verma, ASM.

Addressing the gathering, Mr. Sachin Agarwal said, "Bengal is the focus market for the company. Our products enjoy huge demand in the market. We appreciate our dealers for making **Colour Dreamz** a leading paint brand. We are required to sustain our

efforts towards serving the customers better." He also pointed out the factors which give **Colour Dreamz** an extended edge over the other paint brands.

Mr. Agarwal added further, "We are introducing new products in the market apart from strengthening our distribution network. Our newly launched products are also receiving favorable response from the customers throughout the country."

Addressing the guests, Mr. Rajkumar Srivastava said, "The commitment to realize the colours of customers' aspiration is one of the prime reasons behind our success. We have archived promising performance in this market and even today we see a huge potential here."



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Kamdhenу Ispat Limited organized Mason Meet in Tinsukia Assam



Trust of the opinion leader is one thing that Kamdhenu Ispat Limited banks upon because they ultimately play a major role in the success of the Kamdhenu products. So for educating the masons, Kamdhenu Ispat Limited

organized a Mason Meet on 25th December 2011 at National Chambers of Commerce House in Tinsukia Town, Tinsukia, Assam. The meet was presided over by the Manager Marketing of Kamdhenu Ispat Ltd., Mr. Rajib Kumar Deka. The authorize dealer of Goyal Sons Enterprise, Mr. Anjani Goyal was also present in the meet.

About 25 masons participated and they were given very useful

information about new technology and profile of Kamdhenu group. Mr. Rajib Kumar Deka explained the motto, service and quality along with the vision of Kamdhenu Ispat Ltd. during the meet. Then there was an interactive session under the supervision of Mr. Rajib Kr. Deka & Mr. Anjani Goyal. Mr. Rajib Kr. Deka also explained the benefits of the Kamdhenu TMT. Mr. Deka has also provided the solution of many queries and doubts of the masons. Mr. Anjani Goyal has delivered the concluding speech. Masons were also facilitated with gifts by Mr. Rajib Deka & Mr. Anjani Goyal.

Kamdhenу Ispat Ltd organized All India Lawyers Association Cricket tournament

Kamdhenу Ispat always works for the betterment of social and intellectual strata of the society. This time the company has organized and managed a wonder full cricket tournament of Lawyers Association in Hyderabad to provide entertainment for the intellectual group of our society. The Tournament was held from 23rd December 2011 to 27th December 2011 in Hyderabad.

Chief Justice of Hyderabad High Court, Mr. P.C. Raguram was the chief guest and Sr. judge of Hyderabad High Court Mr. C.

Kodandram was the honorable guest for the opening ceremony of the tournament at Secunderabad Club on 22nd December, 2011.

In this great sporting event, total of 8 teams had participated. The chief guest handed out uniforms to the different teams. After that, Mr. Mayank Srivastava gave the track suit which was sponsored by Kamdhenu Ispat Ltd. to the Karnataka team. It is worth-mentioning that member



of Kamdhenu family Mr. Sunil Kumar of Eshwar Enterprises in Bellary was the member of Karnataka high court team.



A scintillating spectrum of ravishing colours
to give your desires the royal look.



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