



Ispat Sandesh

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STEEL INDUSTRY HOPES TO GET EASY TAX STRUCTURE FROM BUDGET 2012-13



are paying 10.30% of excise duty including Cess on their different products. In addition, the steel corporations are demanding lowering in the excise duty to a feasible limit and bringing down the Countervailing Duty (CVD Rates). On the other hand, the small and medium steel enterprises have demanded complete cease of the export of iron ore or discourage it by imposing heavy excise duty.

Mr. Satish Agarwal, Chairman of Kamdhenu Ispat Ltd, says, "The steel sector is poised at a significant position in the country's mainframe structure and the development of its economic growth. In the last 5 years, this sector has shown a promising progress. The Indian steel industry has grown from \$ 2280 crore in 2006-07 to \$ 5510 crore in 2011-12. But this sector is still facing a lot of problem due to complex tax structure in the country. In the budget 2012-13, the government should emphasis to ease tax composition. This is what would speed-up the growth momentum of the steel sector significantly".

According to Mr. Satish Agarwal, the government should try to implement GST as soon as

possible. Putting GST into practice will help to increase the growth rate of business enterprises in the country. With GST the tax structure will become simple to a large extent. Also, the government should try to make an agreement on the Direct Tax Code (DTC) under the Income Tax section very soon. The implementation of DTC will not only relieve the corporate companies but also general public can hope to get a great relief from high income tax brackets. The steel enterprises also want the government to help collect road debts.

Reserve Bank of India (RBI) has increased the bank rates 13 times, which, in turn, has pushed up the interest rates on business debts by more than 14%. The steel companies demand assurance on sufficient supply of Coking coal and Iron ore, special provisions in the budget 2012-13, and some special initiatives in order to bring in transparency in the allotment of coal mines. The steel industry people assume that if the government takes a step forward in this direction in the upcoming budget, then the sector will surely witness a rapid progression in the days to come.

The entire country is eagerly waiting for the budget announcements to be made on 16th March 2012 by the Union Finance Minister, Pranab Mukherjee. Some important declarations are expected from this year's budget. India's Steel sector is also hopeful about the propositions that are likely to be announced in the new budget. In this regard, many industry associations related to the steel sector have already presented their demands before the Finance Minister.

The steel sector big-wigs are expecting some sorts of reduction in the excise duty. Currently, they

KAMDHENU ORGANISED AN 'ENGINEERS MEET' AT NIZAMABAD(AP)



With the focus to address the engineers on the efficiency of Kamdhenu TMT bars and bring their support to the marketing system, Kamdhenu Ispat Ltd. conducted an Engineer's Meet at Nizamabad, Andhra Pradesh. Held on 14th February 2012 at Nikhil Sai International Hotel it was attended by 130 engineers with a gathering of over 150 people. M/s Maheshwari Steels, M/s Super Steel from Nizamabad, M/s Sharma Brothers from Armoor, M/s Harshini Traders from Bodhan and M/s Krishna Hardware from Bhainsa made their presence felt at the occasion. Among others attending the Meet was Mr. Mahesh Balaviria, Distributor for the Telangana region and representing Kamdhenu were Mr. Mayank Srivastava, Mr. Anuj Tyagi, Mr. Rajneesh Dubey, and Mr.

Ashish Razdan. Engineers of Andhra Pradesh have always demanded for hi-performance steel bars that provides both structural solidity and flexibility in design. They were of the opinion that Kamdhenu Re-bars qualify these standards, and to know more about the competency the engineers were looking forward to this Meet.

The event took off with Mr. Anuj Tyagi honouring Mr. Mayank Srivastava by a bouquet of flowers while Mr. Mahesh Balaviria was greeted by Mr. Mayank Srivastava. It was followed by welcoming the Chief Guest Er. Katkam Srinivas President Engineering Association,

Nizamabad. All present dealers were then appreciated by welcoming on the stage by Mr. Mayank Srivastava & Mr. Mahesh Balaviria. Making the Meet interesting a power point presentation was given, which explained the benefits & quality of Kamdhenu TMT bars and other products under the brand Kamdhenu. Also, the vision of company was conveyed to all present inspiring everyone to feel as an integral part of the journey to success. It was backed by a speech given by Mr Mayank Srivastava and also a few words were said by Mr Mahesh Balaviria. Concluding the event, Er. Katkam Srinivas addressed his fellow engineers saying, "Kamdhenu TMT Re-bars are one of the best quality bars available in the market, the usage of which gives an added value to any engineer's structural design". The Meet came to an end with a gala dinner and gifts presented to the engineer's as a token of appreciation for rightly recommending Kamdhenu TMT in their projects, thereby enabling Kamdhenu to perform better in the Andhra region.



'KAMDHENU PAINTS' ORGANIZES GOA TOUR



The paints division of Kamdhenu Group very recently arranged a trip to Goa for its Eastern U.P. Dealers. Among the many dealer associates, only those qualified under a certain sales scheme were considered for this two day Goa

Tour.

There were 50 dealers from the Eastern U.P. region who were declared winners under this scheme and earned an opportunity to be a part of this fabulous trip. Some of the prominent dealers who became a part of this memorable union were M/s Unique

Enterprises, Sultanpur, M/s Faizabad Lime Agencies, M/s Bharat H/W & Sanitary Store, and M/s Jaiswal Plywood Centre. Apart from the many dealers, several members from the Kamdhenu family especially representing the

Eastern U.P. area also joined in to make the tour more lively and purposeful. They were, namely Mr. Ravi Kumar Puri, Marketing Head (Eastern U.P.), Mr. Neeraj Srivastava, ASM, Lucknow, Mr. Lovejeet Singh, Manager Brand Promotions, Shahzad Ahmed Khan, Imran Ullah, Pradeep Pandey, Sunil Raj and Varun Puri.

Special sight seeing arrangements were made for the dealers, namely Candolim Beach, Calungate Beach, Meeramar Beach, Mangesh Temple, Panji Market, Mandovi Boat Cruise and Old Goa Church. All the dealers in the Goa Trip spend a quality time full of fun and frolic, bonded well with each other.

AHMEDABAD HOSTS KAMDHENU PAINTS' CONTRACTORS MEET

Colour Dreamz is an immensely successful venture under 'Kamdhenu Paints'. Starting from primers to textured wall paints **Colour Dreamz** includes a rich variety of modern high quality paint products. Gaining popularity throughout India Kamdhenu Paints has been hugely active in supporting its dealers, operating across numerous cities in the country. This time it was in Ahmedabad, where Kamdhenu Paints organized a 'Contractor's Meet' on 24th February 2012 at Hotel Gloria, Anand Nagar, Cross Road. Among the prominent members representing Kamdhenu

at the Meet were Mr. Puneet Choudhary, Sr. DSM, Mr. Aditya Gupta, ASM, Mr. Ajay Bhavsar, ASM, Ankit and Chirag. The Meet was a great success where all the top notch contractors of the city participated with a total number of more than 200. According to the dealers, "This gathering would definitely enhance the support of the contractors to encourage **Colour Dreamz** products in the local market and establish strong foothold". Praising Kamdhenu Paint products the Contractors present at the Meet



said, "We are pleased with the performance & superior quality of **Colour Dreamz** products as well as their finish and durability they provide over other brands".

In this process the company has also opened up 60 new Dealer Centres in the city in order to meet up to any rise in demand.



M/s Tyagi Builders
Mr. Bijender Tyagi
Main Khanpur 60 Feet Road,
Nandan Colony, Loni, Ghaziabad
Phone: 09899596373

M/s R. K. Agrawal and Brothers
Mr. Raju Agrawal
Near Galla Mundi,
Hathras, Uttar Pradesh
Phone: 09412732597

M/s R. K. Agrawal Trading Corporation
Mr. Manoj Agrawal
Khatti Thana, Hathras
Phone: 09837008702

THE WINNER NEVER QUILTS ... AND THAT IS THE EVOLUTION OF KAMDHENU



'The secret to success is a wholesome believe to succeed ...' and this describes the evolution of Kamdhenu Group. In every effort the organisation made there echoes an epic of unrelenting endeavour, self believe and experienced guidance. Narrating the journey of emerging victorious from unfavourable circumstances Mr, Harish Agarwal, Chief Financial Officer, Kamdhenu Ispat Limited puts forth an inspiring story of 'Two Frogs'.

Once in a remote village two mischievous boys were playing around, when they saw two milk cans being loaded for delivery to a nearby town. Seeing no one noticing them, the boys thought of a

mischief. They lifted off the covers of both the cans and dropped a frog in each of them. The cans were then picked up and loaded for delivery. During the journey, the frog in the first can tries to get out, but with repeated failure utters in despair, "This is terrible! I can't lift off the cover. It's too heavy! I never swam in milk before, and I can't reach the bottom of the can to get enough

pressure to lift the cover, so, what's the point in trying..." So he gave up and later when the cover was removed, there was found a big dead frog. The frog in the second can too was in similar situation of helplessness, yet he kept trying and said, "This cover is too tight and heavy and I can neither lift it nor drill a hole in it. Oh God! How should I save myself?" Suddenly he remembered his father's teaching..... whatever the liquid might be, just swim. And so he swam, swam, and swam, and churned a lump of butter and sat on it. When the cover was lifted off, the frog jumped out and saved itself.

Drawing attention to the moral of the story Mr. Harish Agarwal says,

"The winner never quits and the quitter never win. It is the courage, intelligence, efforts, faith and perseverance that makes one a winner... and so is KAMDHENU. Facing every low and beating every odd the Kamdhenu Group could hold firm to its ground even in the terrible test of time. Taking off initially with the venture of steel re-bars and making it the core business just like the frog making the churned butter its platform to leap ahead, Kamdhenu then successfully ventured in other arenas of Construction and Infrastructural sector gradually over the years.

Among steep competition and unforgiving situations Kamdhenu sailed through and it is because of its long sighted vision, strategic move, able guidance & leadership of the mentors, quality products and unflinching determination to succeed. With immense believe in all its virtues, Kamdhenu could even push open the block created by the global economic depression in the recent past. This is Kamdhenu – a corporate model that overcame every hurdle and all the hardships and is bearing the flag of an ever-flourishing & successful enterprise of modern times.

Harish Agarwal

CFO

Kamdhenu Ispat Ltd.



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



**Dreamz
Colour**
Dil Ke Rang Deewaron Pe