

Ispat Sandesh

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Kamdhenu Ispat Limited, a leading manufacturer of construction materials in India, has come a long way and earned an exemplary success over years. This is what was quite visible at the annual meet for Gujarat region dealers on March 16-17, 2012, held at Hotel Indar Residency in the city of lakes Udaipur. Here, the company's officials and dealers elaborately discussed how to strengthen its marketing network across the country.

More than 270 dealers from Gujarat attended the meet in the presence of Mr. Sunil Agarwal, Director, Mr. Sushil Choudhary, General Manager Gujarat of Kamdhenu Ispat Limited, Mr. Yogesh Patel, Mr. Mangal, Mr Mukesh Patel, Mr Rakesh Patel and Mr Prakash Patel, Directors of M/s Someshwar Ispat Ltd. Some other personalities including Mr Rakesh Bhai Patel of Sriji Steel Supplier, Mr Hitesh Bhai Shah of Chintan Steel, and Mr Manoj Bhai Shah of Kashish Enterprises were also present on the occasion.

Addressing the gathering, Mr. Sunil Agarwal- Director, Kamdhenu Ispat Ltd. said,

Kamdhenu organised Gujarat Region Annual Dealers meet in Udaipur



“Gujarat is one of the most important markets for the company and it has been growing at a rapid pace for past few years. Our high quality steel grades like 500D and Fe-500 have already been performing well in the market and we are producing high quality steel through our franchisee associate

in Gujarat. Considering the business growth rate in the state, we can explore more market opportunities here.” He also expressed hope to capture larger market share with the help of company's franchise members in Gujarat. The managing director of M/s Someshwar Ispat Pvt Ltd, which is producing TMT steel of brand Kamdhenu under licence agreement, Mr Mukesh Bhai Patel said, “There is a huge demand of steel in Gujarat so that we can easily increase our maker share. Our association with the brand Kamdhenu has brought a lot of positivity and now we are thinking about the increment of steel production.”

On the occasion, the company honoured several dealers with Super Dealer Award, Valuable Dealer Award, Excellent Dealer Award and Emerging Dealer Award.

Kamdhenu Ispat frequently organises such meets across the country. The company also uses the platform to encourage dealers and distributors to work hard with their full potential so that they can comfortably achieve the set targets.

Kamdhenu Ispat organised Builders' Meet in Belgaum



Kamdhenu Ispat Limited witnessed a very fruitful and cordial interaction at Builders' Meet that was organised in association with the Belgaum Builders & Developers Association (BBDA) on March 21, 2012 at Hotel Sankam in the beautiful city Belgaum.

Mr. Devesh Tyagi, AGM termed the meet a very successful one where we got familiar with a lot of concerns put by builders and developers. The company has assured them to deliver the best possible construction materials available in the market at reasonable cost. "We are delivering the best quality products as compared to our competitors in the market. Our builders and developers are operating much better than ever before," Mr Tyagi said.

Mr. Rajendra Y. Mutagekar, President of BBDA, also expressed the similar views and thanked to Kamdhenu Ispat for manufacturing and supplying the premium quality products. "It is the products quality of Kamdhenu that has won us customer's confidence amid hard market competition. At present, we are building some of the best homes and apartments in the state and country at large using Kamdhenu's materials.

There were some other prominent persons including Sandeep Bidasaria, Charanjeet Singh and Mangesh Umathe who participated in the one-day builders' meet. The entire meet ended on a very positive note with the promise tendered by all members to perform better in order to capture larger market share.



Kamdhenu Group's social welfare body Kamdhenu Jeevan Dhara had successfully organised a blood donation camp on 21st March 2012 at DLF Cyber City in Gurgaon. This blood donation camp was a part of social welfare initiatives being taken by

Kamdhenu Jeevan Dhara organised blood donation camp

Kamdhenu Jeevan Dhara.

The one-day blood donation camp witnessed the active participation of the people from different age groups especially the participation of youth was quite enthusiastic. On the occasion, Smt. Radha Agarwal, Chairperson of Kamdhenu Jeevan Dhara, said, "Blood donation is the supreme humanitarian service to the mankind that directly instil life into the

needy people."

Members of Kamdhenu family pledged to conduct such humanitarian programmes time and again. They also stated that through the social welfare programmes like blood donation camp they can encourage more people to raise helping hands to the needy or socially backward people. Such programmes also help to aware people towards social services, they expressed.



At present, Kamdhenu Jeevan Dhara has been running various social welfare programmes. Under one initiative, the company is facilitating free of cost computer education to the unprivileged students up to 5th standard. Similarly, there are many other welfare programmes on different issues.

Kamdhenu Paints honoured Gujarat dealers at Ahmedabad meet



It was a memorable day for the dealers of Kamdhenu Paints, the paint division of Kamdhenu Ispat Limited, when they were appreciated and honoured for their notable work in Gujarat. It is their rigorous and honest efforts which led the company to a success path over the last few years. Some 225 dealers, who are working across the Gujarat, were gathered at Kamdhenu Paints Dealers Channel Partner Meet at Shanku's Water Park Mehsana on March 24-25, 2012, in Ahmedabad.

Kamdhenu Paints has come a long way and now it boasts advanced manufacturing facilities to produce high quality paints as per the global standards. The company has earned a reputed position in the market by winning high customers' confidence with its premium brand **Colour Dreamz**. Under this brand, the company is offering a number of colour varieties as per the choices of customers. This brand includes

Exterior Emulsions, Interior Emulsions, Acrylic Distempers, Enamel Paints, Cement Paints, Wall Primers & Putty, Texture and Designer Finishes, Stainers, P.U. Wood Finishes and Metallic Finishes with the assurance of attributes guaranteed as 'Dil Ke Rang Deewaron Par'. Its Chopanki unit has state-of-the-art machinery to produce the best quality paints in the country.

On the occasion, Rajkumar Srivastava, Marketing Head (All India) of Kamdhenu Paints, said, "The sincere and rigorous effort put by our dealers has earned a lot of accolade to the company and ranked us among the leading ones in India. We appreciate their contribution and coordinated endeavour in the marketing of products by which the company has achieved maximum access to the customers in Gujarat and beyond. Their proactive initiatives and efforts in making **Colour Dreamz** a prominent brand are

certainly admirable."

Some other senior officials of Kamdhenu Paints also appreciated the contribution of Gujarat dealers at the event. These dealers were conferred memento and citation recognising their contributions. The company honoured them under various categories. On the other hand, dealers unanimously promised to contribute in the company with more effort and enthusiasm.



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Kamdhenu sponsored gala fest **Odyssey 2012** at HBTI in Kanpur



Kamdhenu Ispat Limited has sponsored the four days long cultural extravaganza **Odyssey 2012** that held on March 15-18 at the beautiful premise of Harcourt Butler Technical Institute (HBTI) in Kanpur. The company is engaged in manufacturing, marketing, branding and distribution of a wide range of construction products including steel, paints (**Colour Dreamz**), plywood, and packaged drinking water **Kamdhenu fresh**.

It was a special interest of the Director of Kamdhenu Ispat Limited Mr Sunil Agarwal, who is also an alumnus of HBTI, to give something back to its alma mater by supporting such a hilarious event that left an indelible mark in the memory of all participants. In a way, Odyssey also proved to be a very exiting endeavour of the company for expanding its market presence and involve more youth under its market segment.

The entire event was packed by several mind-blowing cultural and musical performances and entertaining activities. The day one began on sedate note with the recital of cultural songs and acting performance where Kavi Sammelan won a lot of attraction in the evening. The second day was more eventful that included salsa

performance, Mehandi design, Rangoli, Bollywood Gyan, RJ Hunt and many other enthralling activities. The day three of **Odyssey** witnessed a number of rocking performances including ad map, poster making, acting performance, rock band audition, ramp walk, fashion show, mimicry and many more. And the fourth and final day of the event reached crescendo when several collage bands participating in 'War of Bands' gave some exhilarating performances on various musical item numbers. Later, students also participated in fashion show themed 'Sins against Virtues' and 'Pandit of 2050'.

Mr Sunil Agarwal became a little nostalgic while thanking to all students present on the occasion. He promised to put forth his support for the promotion of such cultural shows in the future too. The four-day gala fest concluded with the distribution of awards to the best performers in various



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Dreamz Colour

Dil Ke Rang Deewaron Pe