

Ispat Sandesh

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Kamdhenu Paints Organised Dealers' Meet in Shimla

Dealers from North India were invited to discuss marketing strategies for their respective regions



With an objective to strengthen its marketing network in northern India, Kamdhenu Paints organised a Dealers' Meet on November 20, 2011 at East Borne Hotel, Shimla. On this occasion the company felicitated the dealers and distributors of Punjab, Himachal Pradesh, and Chandigarh region for their outstanding contribution towards the growth of the company. The company also made them aware of the future policies. Over 100 dealers participated in the event. Mr Sachin Agarwal, Director, Kamdhenu Ispat Limited, was present in the meeting along with the officials of Kamdhenu Paints including Mr Rajkumar Srivastava, Marketing Head; Mr Harvinder Singh, RSM; Mr Bhavesh Sharma, Sr ASM; and Mr Nihal Rapta, ASM.

Colour Dreamz a leading paint brand. We are required to sustain our efforts towards facilitating the customers better." Making the dealers aware of the future planning of the company, Mr Agarwal said further, "We are introducing new products in the market apart from strengthening our distribution network. Our newly launched products are also receiving favourable response from the customers throughout the country." Addressing the guests, Mr Rajkumar Srivastava said, "The commitment to realise the colours of customers' aspirations is one of the prime reasons behind our success. We

Addressing the gathering, Mr Sachin Agarwal said, "North India is the focus market for the company. Our products enjoy huge demand in the market. We appreciate our dealers for making

have archived promising performance in this market and even today we see a huge potential here. Our support and best wishes are always with you."

The company honoured well-performing dealers under various categories. From Ludhiana Depot, M/s Jindal Enterprises and M/s Raja Sons of Nihalsinghwal secured 1st and 2nd place respectively, whereas, M/s Dindayal Ajai Kumar, Moga secured 3rd place. From Jalandhar Depot M/s Himanshi Paint & Hardware Store secured 1st place, M/s Jain Agencies got 2nd place, and M/s Bajaj Hardware & Paint Store attained 3rd place. On this occasion M/s Poonam Paints & Hardware, M/s Punjab Paints & Hardware, M/s Kamal Traders, M/s Deep Hardware Store, and M/s Payal Hardware Store of Chandigarh were also praised for their outstanding contribution.



Kamdhenu Paints Organised Dealers' Meet in Noida

Kamdhenu Paints is today counted amongst the leading paint brands of the country. The dealers of the company have played a significant

role in this achievement. The performance of the company is directly associated with the performance of its dealers. Therefore, the company provides all necessary marketing support to them. With the same objective, Kamdhenu Paints organised a Dealers' Meet for its dealers of East Delhi region on November 30, 2011 at Hotel Superstars, Noida for providing them essential information about the latest development in the paint industry and the future policies of the company to deal with them. Mr Vikas of M/s Colour Plus and about 30 dealers attended the meeting. On this occasion Mr Anil Raj, DSM, Kamdhenu Paints, represented the company. Kamdhenu Paints has over 30 dealers in East Delhi region. The company looks forward to increase the demand of its

products in this region by equipping the dealers with better know-how about the various aspects related to the products, so

minutely among the various colours. We also make considerable investment in product promotion. It increases our popularity among the customers and makes our products more acceptable and reliable."

Speaking on this occasion, Mr Anil Raj said, "Our dealers have an important role to play in the growth of the company. Therefore, it is essential for you to understand our targets and concentrate your actions accordingly. It will help us to achieve better results collectively. We ensure you every kind of assistance required to achieve these goals."

Revealing the future targets of the company, he said, "Looking at the growing environment concerns, we have introduced eco-friendly range of paint products- **Eco Fresh**. Only a few leading paint companies have such products in their offerings. So, there is a huge potential in this category. We suggest you to please concentrate your efforts towards promoting these products more aggressively."

The company also announced a brief Dealer Scheme for the dealers to encourage the sales of its products. A healthy discussion also took place in the meeting. Sub-dealers resolved their queries by asking questions to Mr Anil Raj. They also discussed the problems faced by them in handling the customers. Overall, the meeting has been very useful for all the parties.



that they can convince the customers with more conviction. Therefore, the company invited them to the meeting to make them familiar with Kamdhenu Paints, its brand Colour Dreamz, various products, quality aspects, financial benefits, and other technical aspects. During the event, they were briefed on all these points. Encouraging the dealers of Kamdhenu Paints, Mr Saurabh Agarwal, Director, Kamdhenu Ispat Limited says, "Kamdhenу Paints is committed to serve the customers with the best quality paint products, which bring their colours of imagination on walls. Therefore, we are always present for assisting our dealers. The company has provided advanced 'Tinting Machine' technology at the premises of its dealers, so that the customers can get their dream shade precisely by choosing

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Kamdhenu Ispat Limited Organised Masons' Meets in Assam



Understanding the concerns of the customers is one of the prime reasons behind Kamdhenu Ispat Limited's sustained growth over the years. The company keeps on taking feedback from the customers, users and opinion leaders regarding its products. It helps the company to resolve their problems and improve its product quality, which further strengthens the trust of the customers on the products of the company. In one such effort, to make the masons of Assam aware of the company's products and to interact with them, the company held various Masons' Meets in different parts of Assam.

The first meet was organised on November 20, 2011 at Shree Krishna Hardware, Barpeta Road. Mr Pinaki of Shree Krishna Hardware requested the company to give more emphasis on the availability of the products. This indicates towards the huge existing

demand and promising prospects for the products of the company in the region.

The second meet was organised on November 27, 2011 at Hotel JK Star, Silchar to assist the regional dealer of the company Cachar

Steel. Thereafter, two more meets organised on November 28 and 29 at Sonai and Udharbond for assisting the customers/retail traders of Cachar Steel- Eastern Trading, and Paul Hardware respectively.

With a view to win the confidence of the masons, the most important users of the products of the company, Mr Rituraj Borphukan, Sr Marketing Executive, Kamdhenu Ispat Limited explained the Profile of Kamdhenu Group, its vision, motto, clients, service & quality, and commitment to them. It helped the masons to understand the insight of the company's targets.

An interactive session also took place on these occasions in which Mr Rajib Kumar Deka, Manager-Marketing, Kamdhenu Ispat Limited discussed various matters related to product quality with masons. Speaking on one of these occasions, Mr Deka said, "Kamdhenu Ispat Limited is committed to provide its customers outstanding products. We have always established benchmarks in quality and will continue to do so in future also. We assure you that the company will take all necessary steps to improve on quality and address your concerns."

About 50 masons of adjoining region were present in every meeting. They all were very convinced with the assurances of the company. Mr Rituraj Borphukan hosted the events. The company felicitated all the masons with attractive gifts.



**BEST
SUPPORTING
DEALER
of the Month**

Mr Rakesh Malhotra
M/s Malhotra Iron Store
Near Chuna Phatak,
Hanumangarh Junction
Mob: 9414211569

Mr Santosh Pareekh
M/s Natraj Building Material Store
Power House road, Ratangarh
Distt Churu
Mob: 9694555510

Mr Raghuvveer Chaudhary
M/s Chaudhary Hardware
Near Bank of Baroda, Rajaladesar
Distt Churu
Mob: 9829218026

Kamdhenu Structural Steel- A Commitment to Make India Stronger



With its array of products that redefine quality, Kamdhenu Ispat Limited is today one of the most renowned business entities in India. The company concentrates its focus and resources on the manufacturing of Structural Steel products. A general term for Structural Steel is a group of products designed for the manufacturing of building structures and components for machines and mechanisms. They are long steel products with cross section of various snoopers like I-Beams, Angle, Channels which are used in the construction of tunnels, factory structures, transmission towers, bridges,

railways, power plants, petro-chemical projects, industrial sheds, refineries, and other infrastructural projects. Products such as Flat, Round Bars, Square Bars, Equal Angel, Un Equal Angel, Structural Channel, Universal Beams come under this category.

Kamdhenu Ispat Limited has six production units under the licensee user agreement that are located in Punjab, Chhattisgarh, Maharashtra, and Karnataka. All the units are continuously running automatic mills equipped with the latest technology. The continuous process ensures higher productivity and consistent quality. The rolling process is so planned

that it improves the ductility, impact/shock resistance, strength toughness and other mechanical properties in the finished products.

Being a BIS License holder Kamdhenu Ispat Limited adheres to all set standards of quality. Quality checking mechanism at every stage of the manufacturing process ensures the quality strength and longevity of the products. The company is making these products available in all parts of the country through its huge network of dedicated dealers and distributors. Located across the country, the dealers and distributors ensure timely and cost-effective supply of the products. The company is also strengthening its distribution network by appointing new dealers and distributors. The company is adopting aggressive marketing practices to increase the demand for these products.

Various public sector organisations approve the products of the company and use them for their projects. Kamdhenu structural steel products are being supplied to some of the most prestigious infrastructural projects in the country. Through these products, the company is contributing directly towards the construction of world-class infrastructure in India.



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



Dreamz Colour

Dil Ke Rang Deewaron Pe