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Ispat Sandesh

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Satish Agrawal Felicitated with 'Pride of India 2011' Award



Mr. Satish Agrawal, CMD, Kamdhenu Ispat Limited, one of the prominent companies in the infrastructure sector of the country, has been honored with 'Pride of India Award'. The Award was presented on 12th January in Hotel Taj Palace, Delhi on the global occasion of 10th NRI Day by the Indo American Friends Group.

The other recipients to receive the 'Pride of India Award' before Mr. Satish Agrawal include Seema M. Singh, Chairman, Asian Indian Chamber of Commerce, USA; Mr. Narayan Dutt Tiwari, former Chief Minister of Uttarakhand; Mr. Amitabh Sharma, Mr. Dhirubhai Shah and Dr. Hem Chandra from USA among others. This award is a recognition of the

valuable services rendered by Mr. Agarwal towards the Indian society. Specific contribution of Mr. Agarwal towards environment protection and child education is unparalleled in the development of the Indian society, which is duly acknowledged and felicitated by this international association.

Indo American Friends Group is constantly engaged in the development, solidarity and strengthening of international relations. The group recognizes those Indians who with their valuable services strengthen the foundation of the Indian society. Kamdhenu qualifies these stringent lines of a being a forerunner in the business sector and also shouldering its corporate social

responsibility.

In the direction towards environment protection, Kamdhenu has undertaken an immensely appreciated 'Green India' campaign. The company through this green movement inspires its 8500 dealers and distributors to plant at least 5 trees annually. The company has come forward in planting innumerable trees under this initiative and would continue its efforts in this direction for years to come. Also, the company endeavors to ensure that the waste material produced in the company's manufacturing units is bio-treated before disposal. Along with this the company also runs a social institution called 'Kamdhenu Jeevan Dhara' to enable education of children belonging to weaker sections of the society.

Under the leadership of Mr. Satish Agrawal, Kamdhenu Ispat Limited has been able to conquer new frontiers of achievement. Launched in 1995 with a single unit in Bhiwadi, Rajasthan, Kamdhenu has today more than 50 franchise manufacturing units across the country. Kamdhenu has, besides steel, expanded itself in the sectors like Binding Wire, Housing, PVC pipes, Plywood, Paints and Mineral Water under the able guidance of Mr. Agrawal.

ENGINEER'S & ARCHITECT'S MEET IN KARNATAKA

Introducing upgraded version FE-415 and FE-500 TMT Bars



class infrastructure material that sets itself superiorly above its many competitor brands."

Addressing the gathering Mr Anil Kharit says, "Karnataka is one of the most important markets for the company and we can foresee a great growth potential here. You all must be aware that Kamdhenu Ispat Limited is one of the few leading companies in India

Kamdhenu Ispat Limited has recently organized an "Engineer's & Architects Meet" at Hotel Sankam in Belgaum for the Karnataka region. All respected members of Consulting Civil Engineers Association, Belgaum along with President Er. Vinay Behere, Vice President Er. Shirish Phatak, Secretary Er. Sangram Patil and Treasurer, Er. Bhushan Nadgouda has participated in this event.

Mr Anil Kharit (Distributors), Mr Madan Patil (Distributors), Mr Charanjeet Singh and Mr Devesh Tyagi, A.G.M. (Marketing From Goa & Karnataka Region) & Mr Chandan Goswami Sr. Manager Brand Promotion form Kamdhenu Ispat Ltd has

participated in this event.

Announcing the introduction of the hi-grade quality steel re-bars to the engineers and architects at the Meet, Mr Devesh Tyagi said, "We have launched some of the most advanced innovations in steel segment. We are making upgraded quality Fe-415 and Fe-500 TMT in Karnataka. Our rebars Fe-415 and Fe-500 are the best for those who build their homes with aspirations, love and dreams.

Elaborating about the new technology and emphasizing on the quality of the products, Mr Tyagi added "Being one of the leading construction and infrastructure companies of India, Kamdhenu group commits itself to the development of international

who has been able to manufacture advance steel grades like 500 D and Fe-500. We are producing high quality steel in the state in association with our franchisee associate, and we are sure to capture a significant market share in Karnataka."

Kamdhenu Ispat Limited has always been organizing such events across the length and breadth of the country to keep its network of Engineers and Architects well aware about the new innovations and technologies introduced by the company so as to reach out to the end consumers through informed professionals.

Kamdhenu Paints rewards Dealers with Bangkok Tour



Kamdhenu Paints has been always enthusiastic in rewarding its dealers with lucrative sales schemes.

Qualifying under its recent incentive policy, 17 dealers from Jammu and Eastern Uttar Pradesh, declared as winners have been awarded with a Bangkok Tour.

Among the prominent dealers M/s. Nanda Builders, M/s. Mahesh Traders, M/s. Mahama Sanitary & Hardware Store, and M/s. Vikash Traders from Akhnoor from Jammu and M/s. Unique

Enterprises from Lucknow & M/s. Roshan Lime Co., Sakaldiha Dist. Chandauli from Eastern U.P. flew to Bangkok for the exotic Bangkok tour. Mr Sameer Kohli, A.S.M., Jammu Region, Kamdhenu Paints has also participated in the trip along with these dealers.

Enjoying the beautiful locales of Bangkok, the five day tour was a great fun and frolic event for all the dealers. Having connected between themselves, such offshore tours conducted by Kamdhenu also strengthens the bond between the company and its associates.

Kamdhenu Paints 'Dealer Get-together' in Puri

Kamdhenu Paints welcomed its associates of Orissa with a 'Dealers Get Together' in Puri. The team of Kamdhenu Paints (**Colour Dreamz**) - Orissa celebrated the New Year on this occasion held on 5th February, 2012 at Chanakya BNB in which more than about 50 dealers participated in the event.

The Dealers were congratulated for their association with Kamdhenu for years together and were inspired to continue their contribution towards the company in the year to come. The Dealers were also encouraged

to achieve their sales target in the last quarter of the financial year to

reap great benefits. Also, the dealers present were acquainted with the benefits of the environment friendly products offered by the brilliant range of

Colour Dreamz under Kamdhenu Paints.

The executives of Kamdhenu Paints Mr Rajkumar Srivastav, Head, Country Marketing, Mr Gault Chakravarti, DGM, Mr Shrikant Mohanti, ASM, Orissa and Mr Vikram Rajput, ASM, Raipur graced the occasion by their presence. Such close interaction with the

dealers not only strengthens the bond between the company and its associates but would also help them to know about the market trends and consumer demand.



M/s Tyagi Builders
Mr. Bijender Tyagi
Main Khanpur 60 feet road,
Nanda Colony
Loni Ghaziabad.
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M/s R.K. Agarwal & Brothers
Mr. Raju Agarwal
Near Galla Mandi,
Hathras, UP
Ph - 9412732597

M/s R.K. Agarwal Trading Corp.
Mr. MANOJ AGARWAL
KHATTI KHANA, Hathras
Phone - 09837008702

Agartala Hosts Mason's Meet



Kamdhenu Ispat Limited (KIL) undertakes a variety of initiatives from time to time in order to promote and spread awareness about its products. Continuing its efforts in this direction, Kamdhenu has recently organized two Mason Meets in Agartala, Tripura to address the masons on the unique aspects of Kamdhenu TMT Bars. These first of its kind Meets in Tripura were attended by a large number of masons. The unique meets were held at Yogesh Bhavan on 20th January and at Anjan Debnath Store premises on 21st January. Mr. Rituraj Borphukan and Mr. Anjan Debnath, respectively were the hosts of the event.

The Meet at Yogesh Bhavan was organized with the help of KIL dealers Mr. Apurba Saha and Mr. Dulal Saha, while the meet at Anjan Debnath Store received the

benefits of Kamdhenu TMT. Both the Meets were attended by Mr. Tinku Shaw, Manager – Sales & Marketing, Tripura Ispat, Mr. Rituraj Borphukan, Sr. Marketing Executive, KIL, Mr. Apurba Saha, Mr. Dulal Saha and Mr. Anjan Debnath, all KIL dealers, Mr. Shyama Prasad Mukherji, Assistant Manager, Tripura Ispat and Mr. Nikhil Das, Quality Incharge, Tripura Ispat.

Mr. Rituraj explained at length the profile of Kamdhenu Group, its vision, goals, services and quality commitment towards contributing towards the infrastructure sector in a better way. Also the huge possibility and potential in respect to the

support of dealer Mr. Anjan Debnath. The Meets received an enormous response with participation of 60 and 70 masons respectively, who were informed about the attributes and

Tripura market was simultaneously analyzed and discussed.

Mr. Tinku Shaw led the interactive session. Mr. Shaw emphasized on the quality of Kamdhenu TMT, which has now become a national brand. The questions raised by the masons during the session were satisfactorily answered. Mr. Nikhil Das elaborated on the quality of Kamdhenu TMT as well as demonstrated the technical attributes and details. The events were concluded with the speech from Mr. Apurba Saha at Yogesh Bhavan and Mr. Anjan Debnath at Anjan Debnath Store respectively. Voicing the superior quality of Kamdhenu Re-bars, they also promised special schemes to be started for the benefit of masons who use and recommend Kamdhenu TMT. As token of Appreciation bags, writing pads, pens and brochures were distributed among all the masons present at the meets.



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



Dreamz
Colour
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