



Ispat Sandesh

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Happy Independence Day!

Dear All,

It is a great pleasure for me to convey my best wishes and share Kamdhenu's vision on the auspicious occasion of 65th Independence Day of India. On behalf of entire Kamdhenu Group, I wish all our franchisee, dealers, distributors and other associates a very happy Independence Day!

A great date in the history of India, 15th August also have a

special significance in Kamdhenu's yearly calendar. Every year on the eve of Independence Day our social wing 'Kamdhenu Jeevandhara' organises special programmes for underprivileged children. Our commitment for country is not bound to any occasion and we persistently put efforts to make our society a better place. Sponsoring noble causes and organising other humanitarian events is just a part of the company's contribution towards the welfare of the society.

In its 65th year of independence our country is moving relentlessly on the path of growth. We have come a long way since independence, yet there is a long way to go. It is of immense importance to develop world-class infrastructure in India to make a way for our country in the league of developed nations. Being one of the leading construction and infrastructure segment companies of India, Kamdhenu group commits itself to the development of international-class infrastructure.

We have introduced some of the most advanced innovations in steel segment. We are making upgraded quality 500D and Fe-500 TMT in the remotest parts of the country. With a view to make advance grade steel products available swiftly and economically, we have built a

strong franchisee network comprising of over 50 associates. Apart from steel products, our other products such as paint, plywood, PVC pipes and drinking water are highly in demand in all parts of the country.

I would also like to emphasise that like the country we have also come a long way, yet many milestones are to be achieved, many dreams need to be realised. Hence, I urge all our franchisee associates, dealers and distributors to come forward to take the company to newer heights of success. Let us dedicate our efforts not only to our individual growth but to the growth of the company, to the growth of the country. Let us all become mutual growth associates for each-other and aspire together a brighter future.

I would like to convey my best wishes to you and pray that you may succeed in all your efforts. Let us together make everything possible. Let us together make our country stronger with our efforts.

Jai Hind!

With Best Compliments,

Satish Kumar Agarwal
Chairman & Managing Director
Kamdhenu Ispat Limited

"It is of immense importance to develop world-class infrastructure in India to make a way for our country in the league of developed nations."

Mason Meet organised in the state of Orissa

Senior officials from the company educated masons about Kamdhenu products



With a commitment to steer the company ahead on the growth road across the nation, Kamdhenu Ispat Limited organised a mason meet in Behrampur of Orissa. The meet took place on 29th July 2011 at Hotel Moti and was attended by over 120 masons and 10 dealers. From the official front Mr. S.B. Sharma, Sr. General Manager,

Mr. S.K. Singh, Sr. Manager, Mr. P.K. Mohanty, Asst. Manager and Mr. S.S. Sha, Executive were part of the meet. It also witnessed the presence of Mr. Naveen Kumar Sahu, Kamdhenu Ispat Limited's distributor in Behrampur. The objective of the meet was to educate masons about the excellence of Kamdhenu Ispat Limited's products and provide supportive facts to elaborate why they are a better choice over other competitors' products.

On the occasion, addressing to the visiting masons, Mr. S.B. Sharma said "When talk about nation-wide growth of Kamdhenu Ispat Limited,

no one can neglect the state of Orissa. We see great potential for our products in this state and with the economic development on a high we foresee a huge demand coming up." He then explained them everything to be known about Kamdhenu Ispat Limited's existing products and also about those which are in the pipeline. The masons asked questions related to Kamdhenu's product quality and technology used and felt satisfied upon getting them answered.

The meet was also covered by TV and print media like The Sambad, Kanak and UTV which are popular in the state of Orissa.

Kamdhenu Paints organised Dealers' Meet in Ambala

The meeting was organised to reward the dealers & distributors of North-Haryana

With a view to reward its dealers in North-Haryana belt for their outstanding performance in the last financial year as per the ATR scheme, Kamdhenu Paints organised a grand dealers' meet in Ambala on August 5, 2011 at Hotel Drive In. Senior officials of the company namely Mr. Bhupinder Singh, DSM, Priyabrat Kumar Singh, Gaurav Kumar Singh, Pravesh Chanana, Navdeep Suman and Nitin Goswami made their presence on this occasion.

The overall sales performance of northern Haryana has been excellent in the previous fiscal. Appreciating the performance of the company in northern Haryana Mr. Bhupinder Singh said,

"Haryana is one of the most important markets for Kamdhenu Paints. Our products are highly in demand in the state. The credit for this success goes to the outstanding quality of our products and dedicated efforts of our dealers. The performance of Haryana has been very encouraging in the recent past. We hope that you will continue your support in the similar way to take the company to newer heights of success."

The company has taken numerous steps to establish its brand



Colour Dreamz in the region. It constantly keeps motivating its dealers and distributors by rewarding their performance. For the same reason, an award distribution ceremony also took place on this occasion. Thereafter, everyone enjoyed various entertaining programmes.

Kamdhenu Ispat Limited organised Dealers Meet in Raipur

Focused at strengthening the position of the company in Middle-Indian markets



Kamdhenu Ispat Limited, a frontrunner TMT, Paint and construction material manufacturer company in India, in association with its franchisee unit Lingraj Steel & Power Pvt. Ltd. organised its dealers-distributors meet in Raipur at Hotel Babylon International on June 27, 2011 to strengthen the marketing and distribution network and expand the reach of the company in Middle-Indian markets. More than 200 dealers and distributors of the company from Chhattisgarh, Madhya Pradesh and Maharashtra participated in this mega event. The event took place amidst the august presence of distinguished Kamdhenu officials namely Mr. Sunil Agarwal, Director, Mr. S.B. Sharma, Sr. GM, Mr. Sushil Chaudhary, GM, Mr. Amit Soni,

AGM and Ms. Shivika Rawat and also attended by Mr. Siddeshwar Prasad Agarwal, Ganesh Agarwal and Mr. Suresh Goel, Directors, Lingraj Steel & Power Pvt Ltd. Pitching aggressively about the Marketing plan of the company for Middle Indian Market Mr. Sunil Agarwal said, "In Chhattisgarh demand of Kamdhenu TMT is increasing rapidly and to meet the demand we are planning to increase our production capacity by double fold in next six months". He also appreciated the dealers & distributors for their efforts which provide Kamdhenu

tremendous growth in this region. Adding further Mr. Agarwal said, "Chhattisgarh, MP and Maharashtra are among the key markets for us. With these efforts we are planning to capture the markets of these states. Kamdhenu steel is highly efficient for dams, flyovers and high rise buildings apart from usage in domestic constructions."

Mr. Siddeshwar Prasad, Director, Lingraj Iron Pvt. Ltd., Raipur said, "We are extremely glad to work with Kamdhenu Ispat Limited. We have received excellent support from the company in every aspect. This has helped us in reaching out to more consumers efficiently." During the event dealers and distributors were also felicitated for their excellent performance and everyone enjoyed various entertaining programmes.



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Consumer Awareness Programme organised by Kamdhenu Paints

The company plans to cover 8 residential societies in the Phase I



The most important factor behind the success of Kamdhenu Paints is its dedication for the betterment of its customers. The company not only enables its customers to avail the best quality products at competitive prices, but also educates them about the technical aspects of paint products. Taking a special initiative to reach closer to the ultimate customers, Kamdhenu Paints is running a consumer awareness campaign. Under this campaign the company installs a canopy at the premises of the residential societies and puts wide range of its products on display. At these stalls the representatives of the company

provide essential information regarding the quality of paint products to be used for their homes to the residents of the respective societies. Apart from this, the new range of Italian Designer finishes is also introduced to the visitors at these stalls. Mr. Tilak Giri, AGM (Projects), Kamdhenu Paints is leading a dedicated team for this project in which Mr. Lovejeet Singh, Manager (Brand Promotion), Mr. Ashok Tiwari, Mr. Nitin Goswami and Mrs. Jashodha are supporting him.

The company organised first such programme on July 23, 2011 at Sujjan Vihar Welfare Maintenance,

Plot no. GH-04, Gurgaon (Haryana) followed by another programme at Tarika Apartment, Plot No. 8, Sector- 43, Gurgaon on July 24, 2011. The company plans to cover a total no. of eight societies in Phase-I.

Giving more information about these consumer awareness programmes Mr. Giri said, "Focused towards reaching out to the final consumers, these awareness programmes would prove highly beneficial for the company in the coming festive season. These programmes are not only providing us opportunities to directly interact with the consumers, but also increasing the awareness level of the consumers, so that they can make the right choice while decorating their homes. We are getting very positive response from the customers for these programmes." Available in the market under the brand name **Colour Dreamz**, the products of Kamdhenu Paints already enjoy commendable popularity among the Indian customers. These customer awareness programmes will not only intensify the brand value of the company, but also give more solid reasons to customers to opt for Kamdhenu Paints while painting their dream home.



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



**Dreamz
Colour**
Dil Ke Rang Deewaron Pe