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“Badshah Ki Begum 2” loaded and enthralled the Starry Night of Event

Being the most trusted brand and renowned paint companies Kamdhenu always proved to be the leading brand with its marketing strategies and loyalty of trust. Unmatched qualities with the fastest growing brand of the decorative paints Kamdhenu organizes its 2nd mega edition of it's another Mega Event- Badshah Ki Begum- to make an initiate for their channel partners and dealers from all around the country. The event Badshah Ki Begum has started as an initial approach for the dealers of the Kamdhenu Limited, the second phase of the event has been end with the same enthusiasm as the first one. The second phase of BKB, the event was celebrated in the hotel “Leela Palace” situated in Chennai.



Sh. Rajkumar Srivastava,
National Sales & Marketing Head
welcomed Beni Dayal

The guest of honor for evening was the star-struck Govinda who presented the awards to the dealers. On the second day of the event the awarded dealers got the chance to click the pictures with the Bollywood sensation star Kareena Kapoor. The event night was enchanted with the magical voice of Benny Dayal. The gold and diamond pendants were presented to the wives of the partners by Karishma Tanna the talented TV Actress.

Meanwhile, in the event, the launching of the new products was also introduced by the company to the dealers which include the Kamo Glitter, gives special

effects of emulsion and a high quality of metallic effects. With the effect of Ultra Luxury feel and fragrance based on 100% Acrylic Emulsion Kamo. High Sheen gives an excellent wash ability and performance of good scrub resistant. The Aquatint Stainers gives eye-pleasing shades for interior and exterior as well. With the gloss finish based on acrylic resin, the paint can be used on wood and metal surfaces. The launching and introduction of these new paints will give the surface an eye-catching effect for the viewers.

Saurabh Agarwal, Director, Kamdhenu Paints speaks “This long term partnership with our channel partners is worth remembering. These events kept us reminding the new technologies which have been introducing for walking us ahead and to stand with the new challenges for us in the market. The spirit of great response and enthusiasm towards “Badshah Ki Begum” from our partners move us towards to take an initiative for organizing more such events.” With the tremendous work and marketing strategies, Kamdhenu Paints have reached its ultimate goal which developed its leading brand in the industry of decorative paints. Committing to the customers of continuing the trust and quality of dealers and distributors in creating the legacy of the brand since a long decade.

Chairman and Managing Director, Shri Satish Kumar Agarwal said, while congratulating the dealers and acknowledging their growth for the organization he concluded” Being at Kamdhenu Paints it makes us realize that after every successful entrepreneur there



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is the support of an unwavering spouse or a major other. Our channel dealers are like our family, they've played a vital role in innovative schemes like "Target ka Badshah" and "Badshah ki Begum". This event is more like an opportunity for providing us with a break not only to thank our channel partners but also sustain patronage and understand their needs in the best way to support and collaborate with them.

Paint market is a spirited market which shown up the transition in all types of product which are demanded by the customers. We've opted a better paint variant for all our customers and dealers with our new range of product as in Kamo Glitter, Kamo Hi Sheen, Aquatint Stainers and Kamolite WB Enamel which make the specific need for our customer efficiently.



The award ceremony was held for the second phase of the Badshah Ki Begum which marked the entity in the ceremony as the enthralling and enthusiast smear of the event. The awards were distributed by the very well known bollywood star Govinda along with the other guest of honor. The award was presented with the gratitude and the moment was cherished the dealers who make their presence in this auspicious event. Along with this around 250 dealers were also selected and got the chance for travelling to Tirupati with their families. This is an approach which motivates the other dealers to perform extremely well in future and to take further part in the upcoming events. The dealers who awarded will also get the chance to visit Chennai City, including Marina Beach, Mahabalipuram Tour.

Awards for Excellence

1. **M/s Agarwal Cement and Iron Merchant**- Ghaziabad
2. **M/s Baba Hardware**-Bhubneshwar
3. **M/s BK Hardware**- Patna
4. **M/s Colorplus** – Kolkata
5. **M/s Ganesh Traders**- Parwanoo
6. **M/s Muneemji Paints**- Ghaziabad
7. **M/s Pragati Paints**- Rajkot
8. **M/s Raj Traders**- Ghaziabad
9. **M/s Sharma Traders**- Lucknow
10. **M/s Shree Vrindavan Marketing**- Faridabad
11. **M/s SP Traders**- Banglore
12. **M/s Sri Ram Ply & Paint Vikreta**- Gorakhpur
13. **M/s Vijay Durga Engineering works**- Varanasi



Best distributor

1. M/s Aadinax Enterprises- Ludhiana
2. M/s. Anil Chabhra- Hanumangarh
3. M/s Colour Dreamz- Ghaziabad
4. M/s Nanda Builders- Jammu



Depot Award Winner

1. Haldwani Depot
2. Patna Depot
3. Vijaywada Depot

Highest Value Sale In India

1. M/s Bhatia & Sons- Dehradun
2. M/s Jai Durga Traders, RS Pura
3. M/s Sumit Sales- Haldwani



Highest Value Sale- Region Wise

- Central :** 1. M/s JJ Traders- Indore, 2. M/s Saluja Paints & Ply- Raipur, 3. M/s Taj & Hardware- Raipur
- East:** 1. M/s Nanak Paints- Lucknow, 2. M/s New Jugmuh Paints and Sabitary Co. - Patna, 3. M/s Roshan Lime Company- Varanasi
- North:** 1. M/s Bansal Paints- Faridabad, 2. M/s Jagdambay Enterprises- Jammu, 3. M/s Mukesh Kumar Lokesh Kumar- Ghaziabad
- South:** 1. GP Paints- Bhubhneswar, 2. M/s Sri Srinivasa Paints & Hardware- Hyderabad, 3. M/s Talluri Subaraidu Traders- Vijaywada
- West:** 1. M/s Choudhary Hardware Store- Jaipur, 2. M/s Kasturi Hardware & Paints- Pune, 3. M/s Sagar Paint House- Pune



Highest Volume Sales - Product Wise

1. M/s Bansal Paint- Faridabad
2. M/s Bhatia Sons - Dehradun
3. M/s Bisht Brothers Paints- Haldwani
4. M/s Danny Colourworld- Jaipur
5. M/s Joy Maa Tara House- Kolkata
6. M/s. Kasturi Hardware & Paints- Pune
7. M/s Mukesh Kumar Lokesh Kumar- Ghaziabad
8. M/s Nanak Paints - Lucknow
9. M/s Pradhan Ji Traders- Ghaziabad



Lucky Draw Winners

1. M/s Maa Durga- Ghaziabad (Gold Chain)
2. M/s Nanda Builders- Jammu (Diamond Set)
3. M/s Saluja Paint and Plywood- Raipur (Diamond Set)
4. M/s Shri Venkateshwara- Vijaywada (Gold Chain)
5. M/s Thakur Hardware- Jabalpur (Gold Chain)
6. M/s Thakur Traders- Parwanoo (Diamond Set)





A trip for the dealers to the city of Gulf of Thailand and Pattaya

Kamdhenu paints a leading name with its leading brand and products acquisition, breach into the decorative paint quality since a long tenure. Being the top 6th paint company in the Indian market, with the fineness in its every stroke which leaves an effective result on the walls. Kamdhenu paints a foremost brand of decorative paints making his customers and dealers gratify dealing in activities which rectify the dealership of the ownership. The company always known for its marketing strategies and provides fascinating memories which are worth remembering for its dealers who took part in these events from all around the world. Again Kamdhenu Paints took a foremost approach towards the event name "Jammu Depot" which was all about the dealers visit to Thailand (Bangkok & Pattaya). Every event organized by Kamdhenu Paints is mainly for collaboration and making good deeds for its dealers. The objective of this visit was especially for the dealers of Jammu & Kashmir, which includes the participation of approximately 30 dealers, the event was held in the year of 2018, December.

The attendees who took part in the event came around from the different parts of India for making this grand event happening and stepping the positive approach towards the Kamdhenu Paints. The dealers and attendees who make their auspicious presence in the event are Mr. Subash Nanda the Marketing Head in Jammu and along with his talented team. The dealers who make their active participation in the event are Jai Durga Traders, RS

PURA (Mr. Deepak Singh CHIB). Along with them, Mr. Sanjay Kumar of Jai Durga Traders from Rajpura and Mr. Gourav Sharma of Surta Tiles & H/W store from Kallar made their promising presence.

From the initial times, Kamdhenu Paints promised to offer incentivizes for its dealers, along the trip with Kamdhenu Paints which always gratified the token of love for their immense dealers. One such dealer rewarded on the basis of their sales targets and performance. This approaching quality to making out the best from the dealers boosts their spirit and filed them with the great enthusiastic approach. Flagging out this competitive approach Kamdheenu Paints always make realistic loom for the Future.

Concluding the event Saurabh Agarwal speaks "We are grateful in adjoining the hands and setting the mark for the Future of Kamdhenu Paints. We are obliged to have such great dealers which made their contribution to make Kamdhenu Paints on its leading growth. The contribution of the dealers makes this company and its expansion widely. The trips are just an open opportunity to explore and get a chance to be part of the Kamdhenu Paints. Planning of the trips includes the innovative ideas and execution of the new plans for the company. The views and supports of yours make us at the peak of success which makes us future ready. The hold of our dealers will push us ahead to sustain better strategies; we hope to build this spirit of success an enthusiasm in future also."



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