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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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## The Next Generation **INTERLOCK** Steel launched in Goa



For a developing nation, the infrastructural development is said to be the most vital thrust area. It depends on the use of technology in redesigning the face of the nation in every sphere of every sector. Therefore, the role of infrastructure development companies

increases therein. India is a country which stands second in regards of population and it is one of the fastest growing countries of the world. It is advancing in the field of technology and construction sector specifically. Kamdhenu Limited is one such corporate working in the related sector since decades to transform the face of the nation.

Recently, after successful launch events across other states of the country, on 20th May 2017, the company launched its revolutionary and ambitious product Kamdhenu Nxt at the renowned property of Goa, Hotel Novotel Shrem Resort. The event was attended by around 350 dealers who were extremely excited about this one of its kind product. Mr. Sunil Agarwal, Director, Kamdhenu Limited shared his views on this and said, "I want to congratulate my entire team and all of you to be a part of this innovatory advancement in the form of our product, Kamdhenu Nxt. It took more than two years of research until we decided to execute the R&D result. I think, as a responsible corporate, this is our duty to keep on innovating and offer our consumers and country, products that are of high quality and high in eternal strength. I believe Nxt will add to the Smart City concept as



well due to its efficiency in meeting up the requirements of new-engineered reinforcement structures."

In the event, Mr. Sunil Agarwal, Director, Kamdhenu Limited and Ms. Neetu Kataria, Sr. Manager, Mr. Rajiv Srivastava, Manager were present along with Mr. Harsh Mittal, Director and Mr. Achintya Mittal, Director from M/s Mohit Ispat Ltd., authorised manufacturer of Kamdhenu TMT Bar under user license agreement.

Kamdhenu Nxt constitutes of the most appropriate blend of chemical and physical properties which are derived from the technology of UK. This product also exceeds in the national and international quality standards. The features of Kamdhenu Nxt outshine those of ordinary double rib TMT bars and the most excellent of them is that it gives 2.5 times better interlock with concrete mix.

The world is foreseeing dynamic infrastructural change on a fast pace, globally. To improve the quality of life and developmental index, construction sector plays a vital role. Reinforcement structures like bridges, dams, skyline buildings, express highways etc. define the growth as well. Kamdhenu Nxt is going to be a catalyst in this growth story as it is suitable to be used in such new engineered structures truly making it the interlock steel of the next generation.

## Himachal Pradesh witnessed THE LAUNCH OF INDIA'S FIRST INTERLOCK STEEL



**KAMDHENU** **Nxt**  
DOUBLE RID TMT BAR

India is a nation of fast-paced infrastructural development and there are few corporate organizations that have been catalysts in this perennial growth. Kamdhenu Limited is one of such organizations which are sitting on the zenith of success driven by innovational technology in their working. The company has established itself as the leader of revolutionary products meant for all the segments of the society.

Moving a step further on the path of advancement, Kamdhenu Limited launched the Next Generation Interlock Steel – Kamdhenu Nxt with great enthusiasm, pomp and show at the renowned five star property of Chandigarh 'Hotel The Lalit' on 23rd and 24th April 2017. The whole event took place under the leadership and guidance of Mr. Sunil Agarwal, Director, Kamdhenu Limited. There were around 300 dealers present in the launch event. Matching to the characteristics of this product, its launch was a highly thematic and innovatory one.

Among the people present here, the directors of the firms and companies under the User License Agreement, Sardar Onkar Singh from M/s Salsan Steel Pvt Ltd and Mr. SK Sharma from M/s Radiant Pvt Ltd were present. Along with them, Mr. Naman Jain, Director, M/s Ashiyana Manufacturing India Pvt Ltd and Kamdhenu personnel Mr. Deepak Bhatia, AGM Marketing, Mr. Vivek Maheshwari, AGM Business Development and distributors Mr. Mohan Agarwal, Mr. Vivek Jain, Mr. Balwant Chaudhary, Mr. Anuj Garg, Mr. Sanjay Gupta and Mr. Pradeep Garg also graced the event.



Kamdhenu Limited is known for its habitual inter-organizational meetings and conferences to boost their business development strategies. In this respect, Kamdhenu Limited organized a dealer meet including the engineers, sub-dealers and distributors at Hotel Rajeet on 9th May 2017. The meeting held at Digha in district East Medinipur of West Bengal. Around 61 people attended the dealer meet from the area.

The meet was primarily an event to update the people about the advanced construction techniques used in the sector and the latest products in the market. The Engineers shared their views and suggestions about the fine characteristics of Kamdhenu's products. They also encouraged the dealers about the unsurpassed quality of these products and how they are going to add to the strength of new India's new-age construction structures.

Among the people who were the part of the dealer meet dealers M/s Bhusan Hardware from Raghunathgunj, M/s Akash Hardware from Jiyaganj, M/s Tara Maa Hardware from Sundarpur, M/s Ahmed Hardware from Kuli, M/s Sobuj Hardware from Rejinagar etc. were there. There were more than 15 engineers including around 34 sub-dealers and distributors of the area like, Mr. Pawan Jaiswal, Mr. Sunil Jaiswal and Mr. Arun. On behalf of Kamdhenu limited, Mr. Manoj Sharma, Mr. Shashi Prakash, Mr. Sunil Rai and Mr. Shuvendu Saha were present in the dealer meet.

## Kamdhenu organized a successful dealer meet in West Bengal



# The grand launch of

**KAMDHENU** *Nxt*  
DOUBLE END 100 BAR

# in Cyber City Bangalore



Taking the building construction sector to newer heights, through innovation and high end product range, Kamdhenu Limited has again presented itself as one of the top infrastructural companies of India. The verve and energy by which the company has launched this Next Generation Interlock Steel equals their hard work and passion to establish the new product in each corner of the nation. Therefore, the company is launching it in every metropolitan city of the country.

The Bangalore launch of Kamdhenu Nxt was a grand affair held at Hotel Lalit Ashok among the presence of the dealers and the officials of the company. The objective of the launch at the cyber hub of India was to cover up the Southern market and the state of Karnataka. The event was inaugurated by Mr. Sunil Agarwal, Director, Kamdhenu Limited by lighting of the lamp. Majorly, 350 dealers were present in the launch event with excitement to witness the moment when the one of its kinds interlock steel would be made available to succeed in the Karnataka market.

Addressing the people present in the event, Mr. Sunil Agarwal, Director said, "Kamdhenu Nxt is one of the ambitious products of the company and it is definitely going to alter the

face of Indian infrastructure through its impeccable qualities and powerful strength. Its bond with the right concrete mix magically strengthens to give the structure 2.5% more interlock strength, making the building or structure totally earthquake resistant." He also cleared his vision and said that, "Kamdhenu is continuously making efforts to make available the best kind of construction materials at affordable prices to all the segments of the society."

In the event, along with the company officials and dealers, franchise partners were also present to share the inputs about the business model of Kamdhenu Nxt. Among the franchise partners, Mr. Ganesh Agarwal and Nitin Agarwal, MD, M/s Hindupur Steel and Alloy Pvt. Ltd, company personnel Mr. Sushil Chaudhary, GM, Mr. Vivek Shukla, AGM, Mr. Arpan Mishra, Manager, Mr. Amit Guliyia, SEM, Mr. Prasad Godara, SE, Mr. Gaurav Kumar, SE and distributors Mr. Prahlad Agarwal (M/s Agarwal Ispat), Mr. Satish Singa (M/s Pankaj Steel Tubes), Mr. Vikas Jain (M/s Ankur Chemicals) were present in the launch event. In this event, 35 best performers and best selling dealers were awarded. Also, Mr. Manjunath from M/s Shreeniwas Steel Traders was also awarded for best highest sales.

## Kamdhenu Nxt had a grand inauguration at Jammu



**KAMDHENU Nxt**  
DOUBLE RIB TMT BAR

Kamdhenu Limited, a name that has established itself on the pinnacle of success through its customer driven policies and innovations in the product ranges. It has launched its very ambitious product Kamdhenu Nxt, the next generation interlock steel in the market, working on the model of progression in industrial product manufacturing.

The launch of Kamdhenu Nxt on 18th May 2017 at Jammu was a grand affair of pomp and show which attracted around 350 dealers throughout the country. The venue of the event was Hotel Fortune Inn Riviera where Mr. Sunil Agarwal, Director, Kamdhenu Limited, was the chief spokesperson. The unmatched strength, impeccable abilities, accurate physical and chemical properties, advanced double rib design are the few main features of this steel bar. This robust double rib steel gives 2.5 times better and strong interlock bond if compared to the ordinary double rib steel bars used in reinforcement structures. In the event, along with the Director, Kamdhenu Limited, Mr. Sunil Agarwal, Mr. Dilip Mehra, Sr. GM, Ms. Aarti Sarkar, AGM, Mr. Krishna Dhar & Mr. Harish Gautam, Sr. Manager with around 200 dealers. Apart from them, Mr. Ajay Agarwal, Mr. Sanjay Agarwal, Mr. Pankaj Agarwal from M/s

Vijay Steel Industries authorised manufacturer of Kamdhenu TMT Bar under user license agreement witnessed the launch of the product.

Kamdhenu Limited is known for its innovation and contribution for manufacturing finest quality products for the establishment of reinforcement structures. This next generation interlock steel gives optimum security to the high structures in the earthquakes, making them fully earthquake resistant. For that, this has to be used with right concrete mix. The well-designed steel bar has two angular ribs which amplify the interlock strength between steel and concrete.

Skyline structures have become the need of today's industrial development and their strength has to be of international standards. The concept of Smart City is defining the new face of India and Kamdhenu Limited is working within its head high on innovating products which are strong foundation for this concept. Kamdhenu Nxt is made after a research of more than 5 years to set an example of being a product which gives next age construction structures the power and strength of national and international standards.

**BEST SUPPORTING DEALER of the Month**

Mr. Javed Husain  
**M/s J.J. Traders**  
Mahamaya Chowk,  
Old Bus Stand  
Mob. 09026379452

Mr. Amit Gupta  
**M/s Gupta Paint Mart**  
177, Main Market, Porsa  
Dist. - Muraina  
Mob. 09755498927

Mr. Rupesh Kumar Chokse  
**M/s Vaishnavi Hardware**  
Station Road,  
Burhanpur  
Mob. 07772016136