

# Ispat Sandesh



## Kamdhenu celebrated Yoddha - The Spartan in Thailand

Kamdhenu has created a golden legacy of success by achieving continuous growth since the inception. Recently Kamdhenu Ispat Limited, the largest TMT manufacturing Company in India, has completed its 20 years of establishment. In this past 20 years the Company has created an inspiring corporate success story. Started with a single manufacturing unit in Bhiwadi, Rajasthan, presently Kamdhenu products are being manufactured in over 50 franchise manufacturing units situated across the India. Today brand Kamdhenu represents a wide range of quality products related to infrastructure sector, including TMT rebar, structural steel, colour coated roofing sheets, decorative paints, PVC pipes and plywood etc.

From 28th November to 1st December 2015, Kamdhenu had celebrated its 20th Foundation Day on grand scale at Hotel Royal Cliff in Thailand. The theme of this majestic event was "Yoddha - the Spartan". Spartan were very disciplined and skilled warriors of ancient period. Through the courage and superior teamwork they achieved victories over many armies even larger in sizes. In accordance to the theme of this 3-days event, the opening ceremony was celebrated on 28th November, 2015, with flag dance performance on the beat of war-drums by Thai Drummers troupe dressed in Spartan uniform. Along with the directors of Kamdhenu Ispat Limited; Mr. Sunil Agarwal and Mr. Sachin Agarwal and the director of Ashiyana Ispat Limited; Mr. Naman Jain, a team of true associates in the success of the Company comprising over 150 persons including the best performing personnel of senior and junior management and Kamdhenu distributors participated in this spectacular event organized in Bangkok, the capital city of Thailand.

In his welcome address Kamdhenu Director, Mr. Sachin Agarwal said, "In its journey to the present standing, the Company had faced a number of hurdles and challenges. But due to dedication for the Company and hard work added with collective efforts and good planning we had convincingly overcome every hurdle every time. So every one of us present here are a warrior in real sense, they are truly Kamdhenu Spartan."

In his address on this historical occasion, Kamdhenu Director, Mr. Sunil Agarwal remembered the glorious journey of the Company over past 20 years. In his motivating speech, he said, "Today onwards, our performance should be like a 20:20 cricket match. We must pledge to achieve the same growth in the next 20 months which we have achieved in the last 20 years." All personnel and distributors in audience had repeated this pledge and promised to do their best to fulfill this pledge. Afterward in his speech Mr. Sunil Agarwal gave many valuable tips for achieving the assigned targets while speeding up the growth. His advice on the strategies for better outputs as well as the more effective management at workplace had provided the personnel and distributors with renewed energy and richer thoughts.

Speaking on the upcoming strategies during the event, Mr. Sunil Agarwal said, the R&D department of Company is working for the advancement of many products. Besides, very shortly we are going to launch some new products too." As per its set objectives, this event named as Yoddha- the Spartan had successfully motivated the Kamdhenu personnel and Kamdhenu distributors, by imparting courage and team-spirit in them.



## Consumer Awareness Programme in Maharashtra



Presently, Kamdhenu TMT is the most selling TMT brand in India, enjoying a strong dealer network in length and breadth of the country. Maintaining superior quality standard and winning trust of customers, Kamdhenu is continuously growing in size and reach. The demand of the Kamdhenu products is on steep rise in Maharashtra and Kamdhenu TMT has achieved a substantial market share in the state.

To support the channel partners with innovative marketing and promotion interventions, the sales and marketing team of Kamdhenu does different activities on regular basis. Company's Consumer Awareness Programme (CAP) is one such successful programme, which has been carried out with the objective to aware the construction workforces, especially masons about the quality of Kamdhenu products. These CAPs would help the masons to take informed decisions while selecting the TMT bars and thus contribute towards strong and safe construction.

With the objective to increase the awareness level about the Kamdhenu products among the construction workforce of Nanded district, recently two Consumer Awareness Programmes with contractors and masons were organized in Bhokar and Kinwat. From the Company, Mr. Vaishnav Prashant, Sr. Manager-Marketing participated in both the events and disseminated the information about the company and Kamdhenu products among the participating contractors and masons.

On 1st December, 2015, the first Consumer Awareness Programmes organized at Bhokar. The meet was attended by more than 50 contractors and mason of the area. The local dealer Mr. Mustaq bhai, proprietor M/S Super Agencies, Bhokar played a praiseworthy role in the organization of this event.

During the event Mr. Vaishnav Prashant explained about the unmatched quality of Kamdhenu products and emphasize on the beneficial features of Kamdhenu TMT which make the construction long-lasting and earthquake safe. Afterwards, he answered the queries of the participants with patience and clarity.

In the same line another Mason Meet was organized at Kinwat in Nanded district of Maharashtra on 2nd of December, 2015. The meet was organized successfully with the active support of local Dealers; Mr. Ajay Chadawar of M/S Rajeswari cement, Kinwat. Representing the Company, Mr. Vaishnav Prashant, Sr. Manager-Marketing attended the event and interacted with the participating masons. Over 110 masons of Kinwat and adjoining areas participated in the meet.

During the event, the information about the Company and Kamdhenu products were given to the participants. Mr. Vaishnav Prashant explained to the masons about the advantages of using Kamdhenu products. During the interactive sessions, masons made the enquiry about different aspects of products which were satisfactorily replied by Mr. Vaishnav Prashant.

In both the meets, participating contractors and masons liked the programme and used the occasion to understand the issues thoroughly. Participants expressed their intent of using Kamdhenu products in their upcoming projects.



## Best Performance awards to Kamdhenu Distributors

In the success of a manufacturing company, its hardworking distributors play a significant role. In success of Kamdhenu Ispat Limited, this statement is completely true. Kamdhenu distributors displayed extraordinary intelligence and determination all through the successful journey of the Company and thereby they proved themselves as the true Spartan and real gems of Kamdhenu.

For a great deal, the Company owes its present standing to the dedication and efforts of its distributors. Trusting the support of the distributors, Kamdhenu is offering a superior range of world-class products in Indian Market towards strengthening construction sector of the country at par with global standard. Company enjoys a very strong personal bonding with all its distributors much beyond just the need of professional relationship. To utilize the opportunities in the market as well as to address the challenges of the market, the marketing team and distributors of Kamdhenu have always been standing together shoulder to shoulder.

Kamdhenu Ispat Limited heartily appreciates its distributors for continuous support and good performances. The best performance awards under various categories given to deserving Kamdhenu distributors on the platform of the grand event held in Thailand on 29th November, 2015, reflected the gratitude of the Company towards its distributors.

### Kamdhenu Steel Distributor Awardees

| Award Category                    | Winners/Territories   |
|-----------------------------------|---|
| Silent Lover of Kamdhenu          | Mr. Rippan Kansal   |
| Best Team Kamdhenu's Distributors | Himachal Pradesh, Chattisgarh, Rajasthan  |
| Best Individual Performance       | Mr. Anand Mittal, Mr. Mohan Agarwal, Mr. Deepak Singhal, Mr. Vicky Bajaj Mr. Saket Somani, Mr. Prem Agarwal Mr. Pradeep Agarwal, Mr. Sunil Nimani |
| Best New Comer                    | Mr. Pravin Chaudhary  |



## Felicitations of Kamdhenu Spartan

On the historical occasion of Company's 20th Foundation day, Kamdhenu Ispat Limited, the largest TMT manufacturing company of India, had awarded its senior and junior management personnel for their praiseworthy contribution in the success of the Company. During a grand event organized at Hotel Royal Cliff, Bangkok, Thailand on 29th November 2015, these Best Performance Awards were given to Kamdhenu personnel. This Award Ceremony was one of the highlight of the 3-days long mega event name Yoddha- the Spartan. The Kamdhenu Directors, Mr. Sunil Agarwal and Mr. Sachin Agarwal had distributed these awards among the Kamdhenu personnel for their significant roles and admirable achievements.

Receiving an award amidst over 150 colleagues and distributors was a very special experience for all the awardees. In between continuous clapping coming to the stage to receive the honour were proud and memorable moments for all the awardees. The winners of these awards became the inspiration and role models for all the Kamdhenu personnel for their hard-work and dedication.

### Awarded Kamdhenu Steel Officers

| Award Category                              | Winner/Territories  |
|---|---|
| Excellent Performance                       | Mr. Dilip Mehra, Mr. Vivek Maheshwari<br>Ms. Neetu Katana   |
| Best Supporting Officials                   | Mr. Armit Soni, Ms. Aarti<br>Mr. Sameer Gupta, Mr. Yogesh Verma   |
| Silent Lover of Kamdhenu                    | Mr. Krishna Dhar, Mr. Ankur Agarwal<br>Mr. Charanjeet Singh   |
| Best Team Kamdhenu Officials                | Chattisgarh   |
| Best Individual Performance                 | Mr. Sushil Chaudhary<br>Mr. Rajeev Mathur<br>Mr. Santosh Shukla<br>Mr. Sagar Pratap Singh<br>Mr. Vishal Agarwal |
| Best Newcomer                               | Ms. Kavita Mishra   |
| Life time Achievement                       | Mr. N. B. Singh<br>Mr. Chandan Goswami  |
| Highest Sales                               | Punjab  |
| Best Brand Awareness in the Territory       | Himachal Pradesh  |
| Maximum Premium Generation in the Territory | Bihar   |
| Fastest Growth in the Territory             | Varanasi  |
| Maximum Product Kamdhenu in the Territory   | Punjab  |

