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April 2015

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 10 Issue: 03 Price: ₹ 1



Punjab Dealers celebrated the success in Agra

The largest selling TMT rebar brand of India, Kamdhenu Steel is preferred as the No. 1 by the consumers. The Company is also manufacturing and supplying premium quality construction materials including, structural steel, Roofing sheets, paints products, plywood, PVC pipes and various other construction materials.

Being one of the core components in any construction work, TMT bar is a crucial construction material on which strength and longevity of the building depends. In highly earthquake prone zones of India the importance of superior quality TMT rebars manufactured using advanced technology is all the more. As the leading TMT manufacturing company of India, Kamdhenu is relentlessly invest in technological upgradation and world-class innovation and thus ensure the safety to millions of constructions across India. Enjoying the trust of customers all around today Kamdhenu TMT has become the most selling TMT rebar in the country.

Kamdhenu gives due credit of its success to its channel partners. On regular basis the Company gives award and prizes to its performing dealers and distributors. Similarly after a successful financial year, the channel partners of Punjab was invited to Agra for a meet, with the objectives to celebrate the last year's successes as well as discuss strategy for the year ahead. Organized at Hotel Clark Shiraz, Agra on 24th and 25th April 2015, the meet was attended by more than 300 Dealers and Distributors from different areas of Punjab and all are the

best achievers in steel market.

The Director of Kamdhenu Ispat Limited Mr. Sunil Agarwal participated in this event along with other senior officials including Mr. Vinod Kumar Gahlaut (Sr. General Manager), Mr. Vivek Maheshwari (AGM), and Mr. Amit Soni (AGM). From the manufacturing companies of Kamdhenu TMT in the state under license, Mr. Vijay Bansal, the Director of Bansal Ispat Udyog) and Mr. Ramesh Goyal, the Director of Rasik Industries also made their presence in the meet.

During the two days stay in Agra, all dealers went to see the Agra Fort & Dayal bagh on the first day. In the evening they enjoyed a very special arrangement of cocktail and dinner with DJ and

entertainment. On second day all the dealers visited to the world famous Taj Mahal. In the evening conference was held.

In the conference, Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal assured that "Kamdhenu along with its dealers and distributors will continue to maintain the benchmark of quality, trust and innovation while serving general public and business houses in India and overseas." He further added while addressing to dealers, "This meet is not just to discuss about the marketing strategies with you but also to motivate and empower you."

The Dealers Meet concluded with the promise to enhance company's network and facilitate better quality products and services to its customers. While interacting with dealers, Kamdhenu's senior personnel promised to offer facilities needed to enhance market share. The company also presented awards to the dealers and distributors who have performed excellent over the last one year.



Engineers endorse KAMDHENU SS 10000



Offering high quality world-class construction material across the India, Kamdhenu Ispat Ltd. has won over the trust of Indian engineers. Kamdhenu is presently being acknowledged as a pan-India entity, representing a number of successful ventures primarily related to infrastructure and construction sector, like Reinforcement Steel Bars, Structural Steel, Paints PVC Pipes and Plywood etc. A vibrant company engaged in perpetual innovation, Kamdhenu is known for providing better and advanced products using latest international technologies to the consumers.

True to the long tradition of quality and innovation, the latest premium product of Kamdhenu Ispat Limited, **KAMDHENU SS10000** is the only authorized double ribs TMT bar in the Indian market. This unique and pioneering product features unique double ribs pattern which yields 254% stronger bonding with concrete in comparison to ordinary bars. Manufactured using the latest UK based technology at par with international quality standards besides Indian quality standard, **KAMDHENU SS10000** is ideal to provide safety to the constructions during even the high intensity earthquake.



With the objective to aware the engineers and architects about this unique product, an Engineers Meet was organized on 17th April at Hotel Radisson Blu, Paschim Vihar in Delhi. Over 100 engineers and architects were invited in this grand event. Mr. Satish Agarwal, CMD, Mr. Sachin Agarwal, Director and Mr. Rajeev Sharma, Sr. GM, Marketing were graced the occasion with their presence. In the Engineers Meet; Mr. Rajendra Garg and Mr. Rajeev Garg were represented M/S Saturn Steel Pvt. Ltd (Sales Promoter of **KAMDHENU SS10000**), in Delhi and Rajasthan respectively.

The event was started with the welcome note given by Mr. Rajeev Sharma, Sr. GM, Marketing, Kamdhenu Ispat Ltd. Kamdhenu Sales Promoter in Delhi, Mr. Rajendra Garg addressed the invited engineers and underlined the importance of their role in the fast development taking place in Delhi/NCR. Afterward, Mr. Satish Agarwal, CMD, Kamdhenu addressed the engineers and spoke about the Company. Speaking about the Kamdhenu's golden legacy of innovation, quality and trust, Mr. Satish Agarwal said, "Our objective is to impart unparalleled strength and limitless height to the Indian construction sector. In present times, the need for superior quality construction materials for big size infrastructure projects is growing. Kamdhenu do its best to provide world-class quality products to Indian engineers and our latest product **KAMDHENU SS10000** is an illustrious outcome of such efforts."

During the event a power point presentation was given on the technological specification of **KAMDHENU SS10000**. Explaining the superior technological features of **KAMDHENU SS10000**, Mr. Sachin Agarwal, Director said, "A test conducted by the reputed engineering institute of India, IIT has proven that **KAMDHENU SS10000** gives 254% stronger bonding with concrete in comparison to the ordinary bars. Apart from unmatched strength, **KAMDHENU SS10000** makes unique interlocking grip with concrete which lends the building ultimate earthquake resistance."

After getting the information about the quality and uniqueness of **KAMDHENU SS10000**, all the engineers endorsed it as the ultimate TMT rebar for the safer constructions. On this occasion the official of Kamdhenu Paints Division, Mrs. Jasoda Gulia gave a presentation on Kamdhenu Paints Products, detailing about the wide range of world-class paint products. In the last, the vote of thanks was given by Kamdhenu Sales Promoter in Rajasthan, Mr. Rajeev Garg. The successful event organized in the able guidance of Kamdhenu Sales Promoter in Delhi, Mr. Rajendra Garg was concluded on a high note.



Southern Wave of KAMDHENU PAINTS

"Kamdhenu Paints" one of the fastest growing paint brand of India organized a grand event at Leonia Resorts, Shamirpet, Hyderabad to inaugurate and kick start its southern operations and to begin with it's being launched in Telangana & Andhara Pradesh States. About 300 Dealers from the Nook and Corners of Andhra Pradesh and Telengana attended the Grand Inauguration.

While addressing the dealer fraternity on this occasion the company Directors Mr. Saurabh Agarwal and Mr. Sachin Agarwal, said that the company is investing heavily to expand aggressively in South India in the year 2015-16. They also mentioned that they have recruited a very strong and experienced Sales Team under the Dynamic leadership of Mr. Rajkumar Srivastava (National Marketing Head) and Mr. Valiveti Nageswara Rao (G.M. South & West). Mr. Saurabh Agarwal, Director said, "We have a strong & reliable dealers network for Kamdhenu Paints in northern part of the country and now in Seemandhra & Telangana & our access in the remote areas is a superb testimony of better & smooth delivery of products and services to our precious customers. I deeply believe that the consumers of these two states would benefit from Kamdhenu Paints products which are truly advanced products of international quality." Mr. Agarwal also informed that the company is planning to set up a

manufacturing facility either in Andhra Pradesh or Tamil Nadu to cater to South India Markets.

Mr. Nageswara Rao said that Southern Markets are well matured for Paint Industry and the growths recorded are much higher than the rest of Zones. He has informed that the company produces wide range of products which can cater to all sections of consumers across urban, semi urban and rural markets. He said that the response from AP & Telengana dealers is overwhelming for Kamdhenu Paints. Mr. Rao mentioned that company will start their operations in Tamil Nadu and Kerala States very soon and strengthen the Distribution Channel network in Karnataka.

Taking advantage of the presence of 300 prominent paint dealers from across Telangana & Andhara Pradesh states Mr. Rajkumar Srivastava introduced the concept of "Kamdhenu Designer Gallery" the finest name in premium luxury wall fashion to give its consumers a divine experience of ultimate glamorous lifestyle. The gallery offers exclusive range of latest international trends in wall finishes with a choice of premium vibrant colours, textures and coatings to create a living space that warms the heart.

Mr. Vineet Agarwal, GM (Finance & Accounts) was also present on this occasion.





Kamdhenu Sheets in the GC summit

Over last few years, the market size of galvanized, colour coated and profiled metal products are in steep rise. Many of the Indian metal companies as well as global corporate players are partnering to address this market and its changing technological and strategic needs. Galvanizing, Coating & Profiling Summit is one of the biggest event in this segment held in India.

Recently the 3rd Galvanizing, Coating & Profiling Summit was organized on 10 April, at Vivanta by Taj, Dwarka in New Delhi which was attended by the representatives of most of the significant names of Indian steel sector besides the companies from Japan, Italy, Finland, Thailand and Bangladesh etc. Signifying the Company's rising stake in the galvanized, coated and profiled steel products specially the roofing sheets, Kamdhenu was the Platinum sponsor of the event.

It is noteworthy that the brand, Kamdhenu Sheets, offers a variety of roofing products, including High-rib profile sheets, Tile profile sheets and corrugated sheets at competitive prices in the range of 4 mm to 16 mm thickness with rich aesthetic colour options. The strong locking system of the Kamdhenu sheets ensures durability under

dynamic load, strong wind up lift and adverse weather conditions. These roofing sheets are waterproof, break resistant and flexible. Presently augmenting respectable market share in a number of northern states, including Jammu & Kashmir, Haryana, Himachal Pradesh and Punjab, the colour coated sheet vertical of Kamdhenu is poised to expand across India in near future.

The 3rd Galvanizing, Coating & Profiling Summit was started at 9 in the morning with the welcome remark by the organizer. After that the lamp was lit to formally inaugurate the event. Mr. Satish Kumar Agarwal, CMD, Kamdhenu Ispat Ltd. along with several other illustrious personalities of steel sector graced the stage in inauguration ceremony. During his Inaugural address Mr. Satish Kumar Agarwal gave presentation on Company Insight, Company's standing and franchise model.

During the summit a number of informative and perceptive session was conducted covering the topics like, "Product requirements for end-users Perspective", "Automotive segment supply and demand perspective", "Metal Buildings for Speedy construction Mission - Make in India", "Pre-painted Steel in Construction and PEB" and "Scope of Service Centers in Steel Industry" etc.

In a very insightful Panel Discussion on the topic, "Indian Coated Steel Market ---Today's Challenges & Proposed Solutions" many important personalities of steel industries including Mr. Sunil Kumar Agarwal -Director, Kamdhenu Ispat voiced their valuable opinions as the panelists. Mr. Rakesh Misri, Sr. GM, Kamdhenu Ispat gave a presentation on the quality and market network of Kamdhenu colour coated Sheets. A whole session was devoted for the presentation by Kamdhenu Ispat Limited on Branding in retail market. The summit concluded with the engrossing sessions on quality inspection and different cutting edge technologies.



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