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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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The Next Generation **INTERLOCK** Steel launched at Hyderabad

*A new engineered product for
 the new-age structures*



Adding a new dimension to the world of infrastructural development, Kamdhenu Limited has added a new milestone to the industrial growth chronicle and presented the high quality interlock steel in the market, working on the model of progression in industrial product manufacturing. Unmatchable strength, impeccable capabilities, accurate physical and chemical properties, advanced double rib design etc. are few of the finest qualities of Kamdhenu Nxt interlock steel which has come into existence after a lot of R&D by the company. This robust product gives 2.5 times better and strong interlock grip in comparison with other ordinary steel bars used in reinforcement structures.

Kamdhenu Nxt had a splendid launch show which was resplendent in its own way, at Hyderabad on 15th April 2017 in which more than 350 dealers marked their graceful presence. The dais was held by Mr. Sunil Agarwal, Director, Mr. Sushil Chaudhary, General Manager, Mr. Mayank Srivastava, Senior Manager, Mr. Amit Soni, AGM Brand Promotion, Ms. Ishita Agarwal Jain from Kamdhenu Limited. Along with them, Mr. Sameer Bhagat, Director, Kamini Metalliks Pvt. Ltd., Mr. Vinod Agarwal, Director, Salasar Iron & Steel Pvt. Ltd., authorised manufacturers of Kamdhenu Brand TMT under user licence agreement; distributors Mr. Pradeep Agarwal, Mr. Pankaj Agarwal, Mr. Vattam Mahesh, Mr. Rakesh Agarwal and Mr. Ankit Garg, were there to be a part of the remarkable moments of Kamdhenu Nxt's launch.

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 with its head high on innovating products which are best suitable to lay the strong foundation for this concept. This is why Kamdhenu Nxt has been made after a lot of

research to give next generation structures the power and strength which are of national and international standards", says Mr. Sunil Agarwal, Director, Kamdhenu Limited. He added, "Kamdhenu Nxt is the result of three years of continuous research and development process and we have collaborated with an esteemed UK company for the technological excellence."

Kamdhenu Limited is known for its innovation and contribution for manufacturing richest quality products for the establishment of reinforcement structures. This next generation interlock steel gives optimum security to the high structures in the time of earthquakes, making them fully earthquake resistant. For that, the product 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. This product is surely going to be unique and has the potential to change the definition of new generation infrastructure and construction requirements.



The grand launch of Next Generation Interlock Steel

KAMDHENU Nxt
DOUBLE RIB TMT BAR

in Punjab

In today's fast changing world, the thing which is constant is development. It is a consistent process of progress. We, at Kamdhenu Limited, carry innovation in our veins and have positioned ourselves high to manufacture products which accomplish the diverse demands of the masses. The company has persistently worked out on distinguished methods and strategies to create something technologically advanced within the affordability of our customers. That is when our highly ambitious product Kamdhenu Nxt came into being.

The product is connoted as the 'Next Generation Interlock Steel' specially meant for new-engineered constructions. The product was launched with added grandeur in the renowned five star property of Chandigarh, The Lalit. The launch celebration held on 7th April 2017 was full of pomp and show and all the distributors and dealers from the territory of Punjab marked their presence with full verve and excitement. Each person was thoroughly convinced with the idea of the product which had its roots in Hon'ble Prime Minister's 'Make in India' concept. The product features and specialties are worthy of the distributors' and dealers' faith that it will definitely take their business to a boom.

The most vital feature of the product is its ability to give 2.5% stronger interlock with right concrete mix. This acts as a catalyst in the superior bond of steel and concrete giving added strength to the reinforcement structures. Moreover, the angular double rib pattern design carved on the interlock steel is the patent of Kamdhenu Limited and so, it gives the company all exclusive right to manufacture, market and sell this steel bar in the market.

In the event concluded under the guidance of Mr. Agarwal where the following people were present: Mr. V.K Gehlot, Senior GM (Marketing), Mr. Vivek Maheshwari, AGM (BD) and

Mr. Amit Soni, AGM (Brand Promotion) from Kamdhenu's side, encouraged the dealers with all zeal. The Franchise Director Mr. Ramesh Goyal, M/s Rasik Industries and Mr. Vijay Bansal from M/s Bansal Ispat Udhyog, authorised manufacturers of Kamdhenu Brand TMT under user licence agreement; distributor of Punjab Mr. Anand Mittal, Mr. Pradeep Garg and Mr. Dinesh Rathi were also present.

While addressing the guests in the launch event, Mr. Sunil Kumar Agarwal, Director, Kamdhenu Limited said, "It has been our motto to share our progress with our dealers and distributors and all those who are associated with the company. We have believed that innovation is very essential exponent of growth in our industry, we should always move on with that. And therefore, we have come forward with Kamdhenu Nxt which is going to enhance the profits of the dealers. Let's move forward on this journey together and scribble new success stories."





organized its first channel partner meet in Maharashtra



Establishing a huge customer base and catering to the needs and requirements of a diverse clientele, Kamdhenu Colour Max is a known name in roofing sheets. The company has always valued the trust of its channel partners with the privilege of being called as most important pillar of company's growth and rewards them with attractive incentive programmes and trips.



Recently, Kamdhenu Colour Max organized a channel partner meet at Palghar, Maharashtra on 10th April which held in the famous Hotel Murli Manohar. There were around 50 channel partners, distributors and fabricators present in the meet which included company personnel Mr. Bhaskar Chaudhuri, GM-Marketing, Mr. Kartikey Tiwari, Sr. Ex.-Marketing along with Mr. Sanjay Gupta, MD, Mr. Alhad Kashikar, MD, Mr. Abhishek Kashikar, MD, Mr. Nitin Bhardwaj, Manager, all of them were from Sun Roofing Company, authorised manufacturer of Kamdhenu Colour Max Brand under user licence agreement.



The event was organized for the launch of colour coated sheets and here, Mr. Bhaskar educated all the dealers and stated while addressing, "Kamdhenu Colour Max roofing sheets are a complete roofing solutions for the people of all sections who desire everlasting product life." He also said that, "Optimum customer satisfaction is our only motto and for this, we will always work harder and smarter."



In addition, Mr. Sanjay Gupta addressed the channel partners, "Our product is going to be distributed in whole of Maharashtra within a couple of days. Due to the competitive price, better logistics solutions and excellent quality, Kamdhenu Colour Max is going to be the most preferred roofing solution in this market." After that, Mr. Abhishek clarified the technical details of PPGL and PPGI and answered several questions asked about the properties of the product. Kamdhenu Colour Max has a production capacity of approximately 10,000 MT per year in whole of Maharashtra.

The grand celebration of Target Ka Badshah

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to be held in Dubai

To perform with full energy and encouragement has been the primary motto and work style of Kamdhenu Paints. And this zeal has established the company among the top decorative paints companies of the country. Being appreciated on all parameters, Kamdhenu Paints is ready to be called as the king of the paints industry sooner.

Whenever the company achieves any set goal, a grand celebration of this win is organized. This effort proves to be the catalyst of strengthening the bond between the company and its channel partners. Moving further on this, Kamdhenu Paints has scheduled a majestic event fifth time in the series 'Target Ka Badshah-5' in Dubai from 14th to 18th May 2017. This is the first time when such an event is going to be celebrated overseas.

Dubai has always attracted the people around the whole globe due to its charming attractions. And here, in this event, Kamdhenu Paints will award the best performing channel partners. One of the most magnificent luxurious properties of Dubai, Hotel JW Marriot is chosen to witness the event. The evening will be sparkled with the celebrities of B-town. The heart throb of millions, Shilpa Shetty is going to distribute awards to the winning channel partners and the singing sensation of Bollywood, Kanika Kapoor- the voice behind Chittiyan Kalaiyan and Baby Doll will add charisma and verve to the whole event, with her performance.

More than 500 channel partners from all over the country will be gathered in Dubai for this remarkable celebration. Along with the sensational gala evening, all of them will be taken to enjoy the beauty and tourist attractions of Dubai. Desert Safari, Atlantis Water Park and Dhow Cruise are the chief halts to enjoy. The company is very excited for the celebration and is sure to give an unforgettable experience to all its people beyond the borders of their country.



**BEST
SUPPORTING
DEALER
of the Month**

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