

Ispat Sandesh



Ever since the globalisation and liberalisation came into action India has been benefited the most as many industries have shown impressive growth in terms of revenue and employment generation. Paint is one such industry where India has not only become self-sufficient and but a prominent exporter in the international market too. Kamdhenu Paints, the paint division of the leading construction materials manufacturer Kamdhenu Ispat Limited, has carved a niche in the industry by contributing in the total output of paint substantially.

At present, Indian paint industry is valued at Rs. 26,000 crore; of which, 71% is shared by the decorative paints and remaining by industrial. The total industry size is poised about 3.1 million tonnes with decorative paints being 2.4 million tonnes, and the per capita consumption has been estimated to be 2.57 Kg. It is also estimated that total market value of paint would touch the mark of Rs. 50,000 crore by 2016 with per capita consumption up to 4 Kg. Mr. Saurabh Agarwal, Director of Kamdhenu Paints, terms the new wave in the market very positive for the paint sector.

The industry leaders are very much hopeful of decent growth in the paint world over the next 4-5 years. Mr. Agarwal gives a lot of credit

Saurabh Agarwal sees a promising future of Paint Industry in India



to the middle class India as well as growing young population and their preference to stay in nuclear families. A good demand is being generated by this section and automobile industry has paced up with the passage of time. He sees a sustained growth in the industrial and decorative paint business.

Kamdhenu has launched a number of paint products on Eco Fresh line that are water-based luxury interior emulsion as per the market demand. "Our eco-friendly paints are known for low emission of VOC (Volatile Organic Compound) that causes some health hazards. This year we are going to introduce more exotic colour paints that would enrich and enhance the décor of homes. Since our paints are weatherproof, stain resistant and able to withstand high temperature without developing cracks or spots, we are capable to generate high demands in India and overseas. With the increment in market presence in India, Kamdhenu Paints will strengthen its position from no. 6 at present in the country this year," Mr. Saurabh Agarwal claims.

KAMDHENU PROMISES HIGHER CONSUMER SATISFACTION AT VARANASI C.A.P.

Aiming to make a big impact in the market and reach out larger consumer segment across eastern Uttar Pradesh, Kamdhenu Ispat Limited recently conducted a big Consumer Awareness Programme (C.A.P.) at Dangunj in Varanasi. The programme was a part of the company's awareness campaign in order to enhance its market presence.

The programme witnessed an encouraging response from more than 130 participants that included masons, retailers, contractors who are working in and around Varanasi. Mr. Sagar Pratap Singh, Assistant Manager of Kamdhenu Ispat Limited, greeted all members and gave a detail presentation taking various attributes of Kamdhenu TMTs and structural steel. That programme was held at M/s Jaiswal Iron Stores, an authorised dealer of Kamdhenu Ispat in the city.

The Kamdhenu's authorised distributor Mr. Harshit Nemani and well-known producer and direction of Bhojpuri cinema Mr. Subhash Yadav, who is also a big contractor, were among the chief guests on the occasion. Mr. Sagar Pratap Singh promised to offer the best possible iron bars and structural

steel in the region. "Seeing a huge demand in the construction sector, Kamdhenu is spruced up to cater construction materials at competitive rates with better customer service. Kamdhenu products are not only competent but also provide better and reliable services to our valuable customers," said Mr. Sagar while interacting with participants.



LUCKNOW DEALERS GOT FRESH ENERGY FROM NEPAL TRIP

The well-established construction materials manufacturer Kamdhenu Ispat Limited's paint division Kamdhenu Paints has been expanding its market presence in India year after year. A wide network of dealers is an explicit testimony of the company's deep penetration into the market. Kamdhenu Paints has been maintaining a large dealers network by providing them attractive return and incentive offers.

Kamdhenu Paints frequently treats the excellent performing dealers with foreign trips and tours. In this row, the company organised a three-day incentive trip to Nepal for depot



dealers of Lucknow. Mr. Neeraj Srivastava, Senior ASM of Kamdhenu Paints, led a team of about 30 dealers to the entire fun-filled trip. Assistant Managers Mr. S. A. Khan and Mr. Pradeep Pandey also supported all members during the journey from 23 to 26 April this year.

All the members were flown from Indira Gandhi International Airport, Delhi on 23rd April. They stayed at Nepal Hotel Shangri La hotel. In the first leg of trip, all dealers visited some world famous tourist destinations of Nepal such as Pashupatinath Temple and Rajdurbar. After that, they went to Patan Durbar and Nagarkot. Dealers had enjoyed excellent hospitality service at Shangri-La Casino and visited some beautiful hill spots there. Every member seems to have rejuvenated from the trip and promised to work harder in order to elevate Kamdhenu Paints to the next level in the coming days.





KAMDHENU mantra for Jammu & Kashmir dealers

One of the leading steel and construction materials manufacturers in India, Kamdhenu Ispat Limited has been continuously aiming to enhance its market presence in every state. Jammu & Kashmir is one such state where the company is going to increase the number of dealers to cater market demands in a better way. In this regard, Kamdhenu organised a grand Dealers Meet where it disclosed its marketing strategies to be carried out in the state.

Some senior officials of the Kamdhenu Ispat Ltd. including Mr. Dilip Mehra, Senior GM, Smt. Arti Sarkar, AGM (Business Development), Mr. Chandan Goswami, Senior Manager (Brand Promotion), Mr. Yogesh Verma, Senior Manager (Quality Department) and Mr. Kishan Dhar, Senior Manager (Jammu region) were present at the event. More than 150 dealers from Jammu & Kashmir participated in the Meet.

The Directors of M/s Vijay Steel Industries, an authorised manufacturer of Kamdhenu TMT under licence user agreement,

Mr. Ajay Agarwal, Mr. Sanjay Agarwal and Mr. Pankaj Agarwal were also present on the occasion.

Mr. Dilip Mehra appreciated hard work of Kamdhenu's dealers across Jammu & Kashmir. He said, "This state is full of opportunities for our dealers as a larger part of the market is yet to be explored. Since we offer the world-class construction materials like TMTs and structural steel at reasonable prices, our dealers can easily compete in the market and earn customers' loyalty."

Supporting company's marketing policy, Mr. Ajay Agarwal exclaimed the company has been covering huge market in the state and it has been able to built commendable customers loyalty by delivering the best products and services across the urban as well as interior areas.

Delivering welcome note, Mr. Kishan Dhar called for better coordination between dealers and the company in order to facilitate Kamdhenu's products in time. "We can make much better return and at the same time exploit market resources available in the state. A number of ongoing construction projects here create a good opportunity to grab," Mr Dhar said.

The senior officials of Kamdhenu Ispat Ltd. promised to make more market resources available needed to tap larger market space in the state. The company also honoured some dealers who have performed remarkably over the last one year.



Mr. Mukhtiar Singh
M/s Joginder Singh & Sons
Talwandi Road,
Sultanpur Lodhi- 144626
M. 9465460016

Mr. Anil Surekha
M/s Surekha Traders
Ganesh Chowk,
Samastipur (Bihar)
M. 9334442727

Mr. Vinay Dalmia
M/s Rajlaxmi Steel Traders
Agnihotri Complex,
Ghat Road, Nagpur
Contact: 09823134621,
0712275659

Kamdhenu wins masons' trust at MANASA MEET

When it comes to attract target people Kamdhenu Ispat Limited does not leave any stone unturned and it puts all effort to expand market share. The recently held Mason Meet at Manasa in Neemach district of Madhya Pradesh proved to be very fruitful for the company in this regard.

More than 120 masons participated in the event along with renowned architects of the area Mr. Mangesh Shanghai and Mr. Chunni Lal Shehgal. The senior officials of Kamdhenu Ispat Ltd. included Mr. Avanish Kumar, Marketing Manager, Mr. Ashok Gupta, Authorised Distributor and



Mr. Dilip Gulathi, Authorised Dealer in Manasa.

Mr. Avanish Kumar expressed satisfaction over winning huge consumer segment. He claimed Kamdhenu as a responsible brand in India that never compromised on quality. "We have a strong base of Kamdhenu's dealers network, through which we provide construction materials and paints in every part of India within a very short span of time," Mr. Kumar said.

On the other hand, Mr. Gupta assured masons of supreme quality in Kamdhenu's products that can win them good customer base and make a mark in construction and real estate sector.



Kamdhenu reaches to target buyers at Boha C.A.P.

It became a very amicable atmosphere when the senior officials of Kamdhenu Ispat Limited interacted closely with the target customers at the Consumer Awareness Programme (C.A.P) held on April 24, 2013 at Raj Palace (Boha) in Mansa district of Punjab.

The event was especially organised to communicate qualities of Kamdhenu's construction materials like TMTs and structural steel to more than 80 consumers, masons and contractors. The senior officials of the company such as Mr. V. K. Gahlaut, General Manager, Mr. Subodh Singla, Area Distributor,

Mr. Puneet Kapil, Marketing Executive and Mr. Sanjay Sharma, Quality In-charge, participated in the event along with Mr. Vinod Goel from M/s New Goel Trading Co., an authorised dealer of Kamdhenu brand in Boha.

Mr. V. K. Gahlaut gave detail information of the high grade Kamdhenu TMT bars like Fe-500 and structural steel products. He also persuaded masons and architects by counting benefits of brand Kamdhenu. On the other hand, Mr. Subodh Singla encouraged area dealers and distributors to form a wide network to enhance market penetration.

