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Kamdhenu Products win the Hearts in Haryana

continuously on rise in Haryana. Recently Company has organized a Channel Partner's Meet in Karnal for the Kamdhenu dealers of GT Road Belt.

Mr. Satish Agarwal, CMD and Mr. Sunil Agarwal, Director along with Mr. Vivek Maheshwari, AGM made their gracious presence in this Channel Partner's Meet organized on 14th August, 2016 at Hotel Noor Mahal. Kamdhenu distributor Mr. Sanjay Gupta and more than 50 dealers from G.T. Karnal Raod, Belt attended this event. Organized on the eve of Independence Day, the atmosphere of the meet was full of enthusiasm and zest. During the Meet after due discussion, the market strategies were decided for utilizing the opportunity of surge in construction material market all through the coming festive

Kamdhenu Limited, the leading infrastructure sector company of India, is a Pan-India business entity in true sense. Setting examples regarding excellence in market management, Kamdhenu limited is significantly contributing in the growth in Indian infrastructure sector. Besides, as a dynamic corporate offering innovative construction solutions in Indian Market through a very comprehensive products portfolio of superior-quality TMT Rebars, Structural Steel, Colour Coated Sheets, Decorative Paints, PVC Pipes and Plywood etc.; Kamdhenu Limited is continuously playing an important role in creating environment of fast-paced industrialization in the country. The Company is continuously expanding its portfolio, while manufacturing international standard products using innovative technologies.

Since inception till date, the Company has been marching ahead relentlessly in the past 21 years, creating a rare legacy of continuous growth. Competing with other established Indian companies and big global brands; Kamdhenu Limited, on the basis of superior quality and satisfactory services, has created a respectable niche for itself in the market all across India and presently it is a proud manufacturer of the largest selling TMT rebar brand in India. The growing clout of Kamdhenu Limited has been recognized at many global platforms with the conferral of coveted awards like; **Indian Power Brand Award**, **Asia's Most Promising Brand Award** and **The World's Greatest Brand Award** in Iron & Steel Segment.

As the most prominent brand of Indian Construction Material Market, Kamdhenu Products are conveniently reaching to customers across the country through Company's robust marketing network. The Company directly interacts with its dealers on regular basis to decide the market strategies. Similar to the other important markets of India, the business graph of Kamdhenu products are



season with the aim to get maximum possible benefits out of it. All the dealers in presence assured about full cooperation to achieve the targets of the Company.

Wishing all the participating Dealers on this occasion of 70th Independence Day; Mr. Satish Agarwal, CMD said, "True to our Indian tradition and thinking, Kamdhenu Limited is going ahead on the path of progress with purposefulness. Every person attached to the Company is playing a role in not only his personal growth but also in the development of the nation. In the one hand we are encouraging safe and durable constructions in the country and on the other hand we are contributing in the economic growth and rapid industrialization of India with commitment."

In the event, Mr. Sunil Agarwal, Director Kamdhenu Limited informed the participants, "The demand of India's number one top selling TMT rebar brand Kamdhenu is increasing continuously. During the last quarter also the market share of Kamdhenu has increased. The ever increasing demand of Kamdhenu TMT shows that, Indian customers trust the quality of Kamdhenu Products. I am happy that in view of increase in demand, the channel partners of Haryana are enthusiastically hard-working to provide better services to the customers."

Kamdhenu is the most trusted brand in Himachal



Kamdhenu products are successfully getting good market shares in every major market in India, due to superior quality, unmatched brand equity and reasonable pricing. The entire Kamdhenu Product range is being appreciated by consumers across the country. Renowned for the superior strength, bendability and weldability, Kamdhenu TMT rebar is the first choice of most of the engineers and architects.

In a country, as diverse as India in terms of tastes and preferences, becoming the Number 1 Top selling TMT Brand is an extraordinary achievement of Kamdhenu. Today, Kamdhenu, by winning trust of consumers from every corner of the country, has become an example of unity in diversity of India. Everyone has accepted the Power of Brand Kamdhenu, the winner of Indian Power Brand Award, 2016.

Emerging as the most trusted brand among the consumers of Himachal Pradesh, Kamdhenu Products has made strong presence in every market in the state. For the jubilant dealers of Himachal Pradesh over the success of Kamdhenu in the state a meet was organized on 31st July, 2016 at Hotel Fortune in Dharmshala district. Mr. Sunil Agarwal, Director-Kamdhenu Limited made his presence in this meet. This meet was attended by many Kamdhenu personnel, including; Mr. Vivek Maheshwari, AGM-BD, Mr. Deepak Bhatia, AGM-Marketing, Mr. Vikram Jain, Mr. Pradeep Garg, Mr. Balvant Chaudhari and Mr. Anuj Garg, all of the distributors of Kamdhenu Limited in Himachal region and more than 100 dealers from Hamirpur, Kangra and Chamba region attended this meet.

On this occasion market strategies for the coming months were discussed between Kamdhenu Personnel and participating dealers. In the hilly state, Himachal Pradesh, heavy construction activities after the rainy season, thereby increase in demand for construction materials are very common. In view of the same, strategies were chalked out and targets were fixed to get most of the benefit in the upcoming demand surge. The best performing dealers during the last financial year were also recognized and awarded during the event.

While addressing the Dealers and Kamdhenu Personnel; Director - Kamdhenu Limited Mr. Sunil Agarwal said, "Today Kamdhenu TMT products are being used in millions construction projects situated in length and breadth of the country. Whether used in residential buildings or infrastructure projects; Kamdhenu TMT Rebars provide safety for centuries to every kind of constructions due to superior earthquake resistance properties. I have full confidence that you all give whole-hearted support in making Kamdhenu products easily available to the customers."

KAMDHENU SS 10000

Celebrating Brother-Sister Bonding

Kamdhenu Limited is known for innovations. The premium TMT product, KAMDHENU SS 10000 is also one marvelous example of this innovative approach of the Company. The first and only authorized double ribs TMT rebar of India, KAMDHENU SS 10000 is the best one can get in Indian market. Yielding 254% stronger bonding with concrete than ordinary bars, KAMDHENU SS 10000 is a promise of double strength and double safety for the construction, thereby recognized for **Do Ka Dum**.

To promote this innovative product in the month August on the occasion of **Raksha-Bandhan** an innovative participatory scheme was launched by the company to celebrate the bonding of brother and sister. In the scheme, a contest of selfie or old photographs of Brother and Sister depicting fond memories and affection were conducted. Participants in large numbers uploaded their photographs/ selfies with the hashtag #2kaaDum. The following 3 participants were selected winner in this contest.



1st price – Rs. 5,000/- Ripul Prakash
Mumbai, India



2nd price – Rs. 3,000/- Shiwani Singh
Ghaziabad



3rd Price – Rs. 2,000/- Snehlata Saraf
New Delhi, India

No.1 largest selling TMT brand of India, Kamdhenu is renowned for quality, innovation and trust. Kamdhenu Limited, while manufacturing and marketing quality construction materials, give focus in making the construction safer towards building a stronger India. As the role of construction workers, particularly the mason is very crucial for good quality constructions for common public, Kamdhenu Limited puts effort for making the masons aware about the importance of choosing superior products for buildings. On regular basis the Company organizes Awareness Programmes and Mason Meets in different parts of the country, with the support of local dealers, distributors and the marketing & quality control team of the Company.

Similarly, a number of Mason Meets were organized in the Uttar Pradesh in the months of July and August. This series of mason Meets organized with the objective to inform the Masons about the quality and product specifications of the range of Kamdhenu TMT rebar. The occasion was also utilized to provide information about the profile and insight of Kamdhenu Limited.

Started from Raibareli District and the 1st Mason Meet was held at Sareni in Raibareli on 25th July, 2016. The meet was organized by the support of Mr. Suresh Sahu proprietor of local dealer M/S- Shiv Enterprises, Sareni, Raibareli. All the dealers of Sareni and adjoining localities were present in the meeting along with more than 60 masons of the neighbouring area. Kamdhenu personnel including; Mr. Santosh Shukla, AGM-Marketing, Mr. Dharendra Sahu, Sr. Executive and Mr. Manoj Tripathi conducted the Mason Meet and gave presentations.

Next day on 26th July, 2016 another Mason Meet was organized in Lucknow. Organized at the venue of local dealer M/S Karan Traders, Sarojni Nagar, Lucknow with support of proprietors Mr. Shri Shyam Lal and Mr. Dharendra Yadav, this meet was attended by all the dealers of Lucknow district along with over 60 masons of the district. From the Company side, Mr. Santosh Shukla, AGM-Marketing, Mr. Dharendra Sahu, Sr. Executive, Mr. Pankaj Shukla and Mr. Manoj Tripathi were there to conduct the meet. Mr. Tusar Khandelwal, Kamdhenu Distributor also made the presence.

Carrying on to the mission to propagate awareness among the masons of UP. On 30th July 2016 a Mason Meet was organized at the premise of local dealer M/S Gupta Yogesh Steel Suppliers, Gujaini, Kanpur with the support of the proprietor Mr. Yogesh Gupta. The dealers of district were present at the meet along with more than 70 masons of Kanpur. Many Kamdhenu Personnel including Mr. Santosh Shukla, AGM-Marketing, Mr. Dharendra Sahu, Sr. Executive, Mr. Vikas Agarwal and Mr. Manoj Tripathi attended the meet and interacted with the participating masons and dealers.

On 13th August, 2016 a contractor and mason meet was organized in Raibareli with the support of local dealer Mr. Muhammad Hanif proprietor M/S A M Enterprises, Raibareli. All the dealers in the district attended this meet conducted by Mr. Santosh Shukla, AGM-Marketing, Kamdhenu limited. Large number of masons from Raibareli town area participated in the meet.

Kamdhenu Dealers were very supportive during the organizations of all the four Meets. During these Meets, product catalogue and mason awareness kit were distributed among the participating mason. Most of the Masons participated with enthusiasm. Showing interest about getting proper Knowledge of Kamdhenu TMT, Masons continuously interacted about the technical specifications of the products. They were highly impressed with the quality aspects of Kamdhenu TMT rebars and upheld the product range as the best in class, indicating their interest in choosing Kamdhenu TMT in future for constructions.



Masons of UP upheld Kamdhenu



Kamdhenу Colour Max Sheets is the Colour to Progressing Punjab

The Number One name in TMT in Punjab Market and all over India, Kamdhenу Limited has recently launched "Colour Max" Colour Coated Sheets in the state. The Company has started offering this high quality, very strong and attractive range of colour coated sheets under the brand name **Kamdhenу Colour Max**, in view of the fast paced growth in Punjab. In addition to offering unmatched beauty and durability the brand **Kamdhenу Colour Max** is also providing a wide range of designs and thickness options to the customers. These sheets are superbly water resistant, unbreakable and flexible.

Now providing complete roofing solutions in the huge market of Punjab characterised by varied consumer requirements, **Kamdhenу Colour Max** sheets are being used for the roofing of houses, offices, factories and warehouses. The smart range of the product is best suited for smart construction needs. Lending superior strength over competitive brands, these sheets are available in three different designs, including: High-rib profile, Tile profile and Corrugated profile. In the thickness range of 0.40 mm to 0.80 mm on competitive prices, all the three designs are available in very appealing colours to make very long lasting, rust free beautiful roofs.

Kamdhenу Colour Max sheets are easy to use and its water protective grooving is perfectly leak-proof. Manufactured through multiple high-quality coating layers applying on the Steel Alloy material; these are completely rust-free. The advanced reflective colour coating used to manufacture these sheets reduces the absorption of heat through roof and keeps the interior up to 20% cooler. So it reduces the electricity cost of cooling too. Thus these sheets not only keeps interior cool in summer, it also resists drum-effect noise during rains and with better insulating properties it keeps the interior cosy in winter. In true sense, this product range is designed for giving the people all weather comfort under the roof.

While launching this product range for the benefit of the consumers in Punjab, The Director, Kamdhenу Limited, Mr. Sunil Agarwal said, "All the Kamdhenу products are being manufactured using latest technology and machineries, thereby Kamdhenу products are

known for its market appropriateness, quality and eco-friendly features." He added further that, "**Kamdhenу Colour Max** is also eco-friendly along with very superior in quality aspects."

Kamdhenу Colour Max can ideally be used in green buildings and these are eco-friendly products. These sheets, with ease in handling and application, help in speeding up the infrastructure works. Suitable to green building concept, these roofing sheets protect the environment by helping in minimizing the energy requirement of the building and simultaneously save on the energy cost too. At present, Kamdhenу Colour Coated Sheets are already available in Jammu & Kashmir, Haryana, Himachal Pradesh, Rajasthan, Chhattisgarh and Madhya Pradesh besides Punjab.

Speaking about the market opportunities for the dealers, Mr. Sunil Agarwal, Director Kamdhenу Limited said, "One of the most influential brands in construction sector, Kamdhenу enjoys a robust pan-India dealer network. With superior quality and effective market management, Kamdhenу is creating substantial niche in construction material market with every new product range. Offering unmatched quality and competitive cost, **Kamdhenу Colour Max** is a sure winner in making among the vast market of metal roofing sheets in the country. I can foresee that with due emphasis on this product, Kamdhenу dealers would realize unprecedented growth."



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