



Website: www.kamdhenuispat.com, www.colourdreamz.com
E-mail: kamdhenu@kamdhenuispat.com

Ispat Sandesh

www.facebook.com/kamdhenuispatlimited

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KAMDHENU STARTS a New Phase of GROWTH and EXPANSION

“Every success is within reach, if we connect big dreams to the true dedication and hard work.”

One of the biggest manufacturers of TMT bars in India, Kamdhenu Ispat Ltd has a Pan-India presence through its strong dealer network. The success of the Kamdhenu ascribed to the superior quality of Kamdhenu products and company's effective market management, whereas, many experts of the industry believe that the Franchise Business Model of Kamdhenu has been contributing significantly in the fast and phenomenal expansion of the Company.

Under Franchise Business Model of the company ensuring the quality parameters and trust of Brand Kamdhenu, the manufacturing companies in several states of the country have been producing Kamdhenu TMT under license. In view of the expansion in the construction sector of the country causing increase in demands for better quality construction materials, the manufacturing and supply of Kamdhenu TMT under Franchise Business Model is a noteworthy contribution by the Company towards accelerating the pace of nation-building and also in the availability of better TMT bar on right price to the consumers across the country.

The Franchise Business Model, of Kamdhenu, is a shining example of business acumen and market perspective of the Director of the Company, Mr. Sunil Agarwal. Endowed with experience and expertise of steel industries of over 25 years, Mr. Sunil Agarwal knows the pulse of Indian Construction Sector. Effective leadership of Mr. Sunil Agarwal has been shaping the policies, decisions and continuous expansion related to Franchise Business Model throughout.

While speaking about Franchise Business Model of Kamdhenu, the director, Kamdhenu Ispat Ltd. Mr. Sunil Agarwal has said, "in the field of TMT bars, the concept branding is initiated by Kamdhenu only and today company's Franchise Model has achieved an unsurpassed position in Indian Market. It happened for the reason that Kamdhenu believes in the best utilization of available opportunities. The Franchise Business Model of Kamdhenu is actually a mission to append the entrepreneur capabilities and management skills of industrialist all across the India to the Brand Kamdhenu towards the collective Endeavour to reach the top.

Pointing out the reasons behind continuous successes of Kamdhenu Group since inception, Mr. Sunil Agarwal said, "The competence of Kamdhenu, to initiate so many pioneering and successful feats in Indian Market, is credited to our readiness to listen and learn. We all work with utmost commitment and dedication to achieve our targets towards better market reach. Kamdhenu proudly accept it as a company deploying aggressive marketing strategies. The thinking big and aiming high, the underlining drives in all the persons and institutions associated to Kamdhenu, are getting appropriately supplemented by the Company with growth chances. So actually, Kamdhenu Group is like a close-knit family based on global business ethics."

According to the success of Brand Kamdhenu and the rise in demand of Kamdhenu TMT, many manufacturing companies are increasing its production capacity, while in some states the process has been started to give license to new companies. Kamdhenu is striding ahead on the course of growth and expansion. In the coming years, the steel division of Kamdhenu is set to double the manufacturing and sales figures. Other than the present products including, Fe-415, Fe-500, Fe-550, 415D and 500D, Company has started the production of its premium product KAMDHENU SS 10000 in Punjab, HP, J&K, Gujarat, Rajasthan, Haryana and UP under Franchise Model and plans for its all India expansion is getting chalked out.



The fastest growing Paint Company of the country in decorative segment, Kamdhenu Paints has made an impact on Haryana Market. Due to rapid urbanization and speedy construction works, today Haryana has become a sizable paint market and here Kamdhenu Paints is getting continuous success in increasing its market share. With the objective to motivate the paint dealers of Haryana and perk up the market strategy in the state, Company had organized a grand Dealer Meet on 28th July at Hotel Fortune Park Orange, Sidharvali in Gurgaon.

All the paint dealers from all over the state are invited to attend this first ever dealer meet of Haryana depot and 150 dealers has

Haryana admires Kamdhenu Paints

registered their enthusiastic participation in the event. The prominent dealers, present in the event, included M/S Vrindavan Marketing, Hisar, M/S Dharam Chand Pradeep Kumar, Loharu, M/S Shree Ganesh Marble, Bhiwani and M/S Pradeep Paint Store, Bhiwani etc.

Along with Mr. Rajkumar Shrivastava, National Marketing Head, Mr. Kamal Sharma, Marketing Head West UP, Uttarakhand & Haryana, Mr. Dipankar Sharma, Marketing Head Haryana, Mr. Punit Chaudhary, DGM Sales, Mr. Lovejeet Singh, Manager Brand Promotion and Mr. Nitin Goswami, Ex. Brand Promotion, many officials of Haryana Sales Team of the Company had made their presence in the event.

After the meet, a special tour was arranged and all the participating dealers were taken to the factory of Kamdhenu Paints at Bhiwadi to see the state-of-the-art facility. In the end, Mr. Rajkumar Shrivastava thanked all the dealers for their presence in the event as well as their support to the company.

Kamdhenu Paints wins over Punjab

One of the top six paint companies of India in decorative segment, Kamdhenu Paints has been augmenting significant market shares in various markets while continuously consolidating its position. As an unflinching business ethics, Kamdhenu Paints treats its dealers as important associates and value their roles in reaching to consumers and creating a niche for the brand. And so, the sales and Marketing division of the company organizes dealers meet on regular intervals to boost the demand for Kamdhenu Paint Products.

Likewise, a grand Dealer's meet was organized on 3rd August at Hotel Kabbana Resort & Spa situated at Jalandhar - Phagwara Highway in which more than 150 paints dealers from the different corners of Punjab came to participate. In this special event many top dealers from Ludhiana depot including, M/S Jindal Enterprises, Nihalsinghwala, M/S Deep Dayal Ajay Kumar, Moga, M/S Deep Hardware, Ludhiana and M/S Bansal Paints, Muktsar as well as from Jalandhar Depot naming M/S Aggarwal Hardware & Paints Store, Gurdaspur, M/S Saini Hardware & Paint Store, Tanda, M/S Punjab Building Material Store, Tibba and



M/S. Bhulawal Cement Corporation, Bhulawal participated.

Many senior personnel of Kamdhenu Paints including Mr. Rajkumar Srivastava – (National Marketing Head), Mr. Vijay Asthana – DGM Sales, Mr. Bhavesh Sharma – Branch Head Ludhiana Depot, Mr. Vikram Singh – Branch Head Jalandhar Depot, Mr. Lovejeet Singh – Manager Brand Promotions and Mr. Nitin Goswami – Executive Brand Promotions made their presence and interacted with the participating dealers.

During the event Mr. Rajkumar Srivastava thanked all the dealers and said, "you all had contributed immensely for the success of Kamdhenu Paints in the state and the continuous success of the brand is the outcome of the hard-work of you all.

Patna displays Kamdhenu Paints



One of the top companies of the decorative paint segment in India, Kamdhenu Paint is the name of quality, trust and choices. It offers most elaborate options to suite every segment of consumers. Today the company is becoming the fastest growing paint company and struck good rapport to every stakeholders in paint business, be it interior designers, builders, house owners or painters.

With growing popularity of Kamdhenu Paints product, in the capital city of Bihar one event of the company was due. So the grand event organized on 13th August 2014 at Maurya Hotel, Patna was topical and in full spirit of enthusiasm. This first Dealer Meet in Patna, organized by the Sales and Marketing division of the company, is aimed to create responsive environment towards the Kamdhenu Paints Products and motivate paint dealers. This occasion was also used to disseminate information about new schemes of the company among the participating dealers.

Dealers from all across the Patna area were invited to participate in this Dealer Meet and giving enthusiastic response to the invitation more than 200 Paints Dealers from Patna and its surrounding area participated in this event. Among the participating dealers, some prominent names attended the event include M/S Nav Durga Cement Bhandar, M/S Colour Trade Linker and M/S Maa Laxmi stores.

Many senior personnel from the Sales and Marketing division of Kamdhenu paints along with sales officials of the area attended the event and avail the opportunity to interact with the dealers in cordial environment. Mr. Raj Kumar Srivastava, National Marketing Head,

Mr. Vijay Asthana, DGM, Mr. Syed Mohd. Quamrul Islam, RSM and Mr. Prashant Kumar Singh, DSM were among the participating officials.

In the beginning, Mr. RajKumar Srivastava (National Marketing Head) gave the brief introduction of the company and explained about the product portfolio. He informed the dealers that today Company has reached among the top 5 Paints companies in the area. The dealers asked their queries after the presentation and received satisfactory answers to their questions. Afterwards, Mr. RajKumar Srivastava launched the Bollywood Scheme to the dealers. Elaborating on this scheme Mr. RajKumar Srivastava said, "this scheme would give chance to performing dealers to enjoy a special Bollywood star night to be organized in Amby Valley for 2 nights." He further added, "Patna is close to our heart as you all the dealers have given very good support to the company and I thank you all for this support."

Mr. Vijay Asthana (DGM) also thanks the dealers for your support. Inspiring the dealer to take part in the newly launched Bollywood Scheme, Mr. Vijay Asthana said, "The more you put effort to succeed the more you get success. Do the maximum you can do. Coming few months are festive season and the demand of paint products would be on rise in this period. You have to utilize this opportunity and increase your target in this period."

After the meet, Dealers expressed their happiness over the event. The event was very successful in strengthening the bonding between marketing network in the state and it would go a long way in consolidating the prospect of the company in future.



KAMDHENU becomes the COLOUR OF KOLKATA



One of the top companies of the decorative paint segment in India, Kamdhenu Paint is continuously gaining ground in different markets to augment substantial market share. Due to superb finish, durability and effortless application of Kamdhenu Paints Product range, today people in good number are recommending Kamdhenu Paints products to customers.

Being an aesthetically advanced state, West Bengal gives much importance on decoration and colours. The people of Kolkata, in particular, are artistically evolved and they approve Kamdhenu Paints Products for quality and choices of shades, helping the Kamdhenu dealers to muster good growth and substantial market share.

Kamdhenu paints as a paramount business philosophy always treat its dealers as important associates in its growth story and recognize their contribution towards better consumer relationship and demand increase. Times and again many dealer friendly schemes are being run by company's pro-active sales and marketing divisions.

Similarly on 5th August 2014 Kamdhenu Paints organized a dealer meet at Lake Land Country Club, Panchwati Holiday Resort Ltd., Near Santra Ganchi Railway Station in Kolkata. In

this meet dealers from all parts of Kolkata and of Siliguri area were invited for participation. More than 200 dealers attended the event, among them some of the prominent names included, M/S Madan Mohan Daripa, Bankura, M/S Puja Traders, Gobardanga, M/S Nagarukhra Colour House, Nagarukhra, M/S Sai Hardware and M/S Das Hardware.

From the company, Mr. Raj Kumar Srivastava, National Marketing Head, Mr. Vijay Asthana, DGM and Mr. Syed Mohammed Quamrul Islam, RSM attended the event along with local sales and marketing officials.

Starting the event, Mr. Rajkumar Srivastava gave the brief introduction of the company to the dealers before launching the Bollywood Scheme to the dealers in the state. This scheme gave chance to performing dealers to enjoy a special Bollywood star night being organized in Amby Valley for 2 nights.

At the end, Mr. Vijay Asthana (DGM) thanked the dealers from the state for their support and congratulated them for bringing the company among the top 5 Paints companies in the area. Afterwards he inspired the dealers to take part in this Bollywood Scheme with full conviction.



Mr. Sita Ram Aggarwal
M/s Shree Kali
Hardware Store
M.G. Road, Katihar
Mob. No. - 0645-2244120

Mr. Raj Kumar Bidyut
M/s Mona Chowk
Chapra
Bihar
Mob. 09970850050

Mr Ajay Gupta
M/s Maa Laxmi Store
Ramesh Chowk
Aurangabad
Mob.: 09931944924