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# Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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## Purposeful and Prosperous New Year

A dynamic corporate conglomerate based on ingrained corporate ethics, Kamdhenu Ispat Limited is today blossomed into a pan-India empire, representing a number of successful ventures primarily related to infrastructure and construction sector, like Reinforcement Steel Bars, Structural Steel, Paints, PVC Pipes and Plywood.

Over the years Kamdhenu Ispat Ltd has become a leading infrastructure sector company of the country and one among the largest TMT producers in India while its Decorative Paint Brand "Kamdhenu Paints" is the fastest growing Paint Company of India holding its position in top 5 Paint companies of the country in decorative section.

The man behind this glorious legacy of continued success, CMD, Kamdhenu Ispat Limited, Mr. Satish Agarwal is a man with a mission, to bring Indian Infrastructure sector at par with global standards. In this endeavour the company relentlessly invests in R&D and technological advancement. In 2013 with introduction of the premium product **Kamdhenu SS 10000**, the company has achieved a unique feat of becoming the first company in the India to come up with unique design double-rib pattern

Reinforcement Steel Bar equivalent to International quality standard B500C. Through its unique double ribs pattern and seismic design, **Kamdhenu SS 10000** features double strength and double safety, providing 254% stronger concrete grip and hence the strongest concrete reinforcement as well as superb earthquake resistance.

"We were always put effort to come up with the best quality products using latest technology, so that our consumers get value for their money. We have our fingers on the pulses of consumers and we understand the changing dynamics of Indian Construction sector." CMD, Mr. Satish Agarwal articulately stated, "Our commitment to reach to the consumer with best quality products has always been fetching good consumer response and now we are a trusted name and a preferable brand in most of the markets in the country."

The goodwill and strong brand identity of Kamdhenu is helping the company in realizing different product verticals. In a short span of time the decorative Paint product brand of the company "Kamdhenu Paints" has become a Pan India brand enjoying a strong network of 6000 dealers across the

country. Kamdhenu Paints has been realizing the colours of customers' aspirations in broad spectrum that includes Exterior & Interior Emulsions, Cement Paints, Water Based Primers, Acrylic Distempers, Synthetic & GP Enamel, Solvent based Primers, Wood Finishes, Aluminium Paints and Textured & Designer Finishes.

Speaking about the success of Paint Division of the company Mr. Satish Agarwal said, "We feel immensely proud to acknowledge the world-class quality of our paint products. Encouraged with the customer response from all over India and contemporary product requirements, we have recently introduced a wide range of Eco-friendly paint products."

Speaking about the future prospect of the company the CMD said, "With high brand equity of Kamdhenu TMT, positive response of market about **Kamdhenu SS 10000** and 20% annual growth rate of Paint business the glorious march on the road of further growth is assured to the company and its associates. The year, 2014 is poised to be proved another prosperous and purposeful year. I wish all the fellow countrymen a very happy new year."



# 'Kamdhenu Paints' decks UP



Kamdhenu Paints, the fastest growing decorative paint company of India, is manufacturing and supplying the widest range of Paint Products catering needs and preferences of every segment of consumers. Kamdheu Paints enjoys a comprehensive Pan India marketing network of more than 6000 dealers.

Kamdhenu Paints, the reputed brand for environment friendly paint products in widest colour options; organized a dealer's meet on 7 December 2013 at Hotel Ramda Plaza, Varanasi. This meet was attended by more than 200 dealers of eastern UP. Many marketing personnel of the company participated in the meet including Mr. Rajkumar Shrivastava, National Marketing Head (Kamdhenu Paints), Mr. Ravi Puri, Marketing Head (Eastern UP), Mr. Puneet Chaudhary, DGM, Mr. Sushil Kr Yadav, ASS, and Mr. Vivek Jaiswal, ASS.

The objective of the meet was to honour the biggest sales target achieving dealers with "Achievement Awards". During the event the first prize was given to M/S Roshan Lime Company while M/S Arvind Paint & Hardware Store was awarded with the second prize. The third prize was jointly given to M/S Manish Building Material, M/S Jai Amba Paint House and M/S Patel Building Material. On this occasion the company gifted its dealers Honda Activa.

National Marketing Head of Kamdhenu Paints, Mr. Rajkumar Shrivastava thanked all the dealers for their support and said, "It is

for our joint effort today Kamdhenu Paints is counted among 5 biggest paint companies in the state."

In continuation towards same objective, company had organized another dealer's meet on 8 December, 2013 at Hotel Piccadilly, Lucknow. The event was participated by Mr. Rajkumar Shrivastava, Mr. Ravi Puri, Mr. Puneet Chaudhary, DGM and Mr. Neeraj Shrivastava, ASS Lucknow. More than 100 dealers, from Lucknow and surrounding areas, attended the meet.

In recognition of best sales target achievement, "Achievement Awards" were presented. During Lucknow meet M/S Punjab H/W Paint store was awarded with first prize while M/S Faizabad Lime Agencies was given the second prize and M/S Adarsh H/W Paints received the third prize.

Thanking to all the dealers for their support, Mr. Rajkumar Shrivastava expressed his confidence that very soon with the support and help of consumers Kamdhenu Paints would become the biggest Paint Company of country. Kamdhenu Paints is growing with 20% annual growth rate.

Company personnel assured the dealers of necessary support to increase market share. While concluding the event they said that company would provide them in future many chances to perform better and those who missed the award this time would get it next time if they work persistently. On the occasion Honda Activa was gifted to dealers.





## AWARENESS MEET IN GUJARAT

The leading infrastructure sector company of India, Kamdhenu Ispat Ltd has organized a grand consumer awareness programme to give its continuously growing market share in Gujrat a boost by informing the contractors and masons of the area about the quality of Kamdhenu Products.

The event, organized on 25 October, 2013 at Bilimora, Navsari District, Gujarat, was participated by more than 80 people. Along with these enthusiastic contractors and masons of the area, Mr. Alkesh Bhai, Dealer in Bilimora of M/S Panchratna Steel & Cement was also attended the event. From the company, Mr. Kundan Kumar Singh, Sr. Manager (Marketing), Mr. Jitendra Singh Bisht, Sr. Execute (Marketing) and Mr. Suddhushail Mukhuty, Execute (Marketing) participated in the meet.

Addressing the contractors and masons in audience, Mr. Kundan Kumar Singh said, "The beautiful region of Gujarat needs caution in construction, as the region is earthquake prone. You people are attached to construction sector and you all must be knowing that using good quality TMT rebar is how much important to make a strong building."

Praising the masons and contractor on the vital roles they are playing in the development of the nation, Mr. Singh further added that, "the products of Kamdhenu Ispat Ltd are of good quality and

today the consumers all over the India look up to Brand Kamdhenu with trust. You contractors and masons must explain to people about the benefit of using Kamdhenu products, so that the demands of these products in your area grow and the quality and strength of the buildings also increase."

Praising the good works of the dealer of the District, Mr. Kundan Kumar Singh said, "the dealer of the district is performing well and his performance proved helpful in growing preference towards Kamdhenu products in the district. He achieved as per the target and assured us about his capabilities. I have every reason to believe that if he works in the same way we surely achieve new height of success in this area."

During the event participating masons and contractors ask many questions about the quality and production process of Kamdhenu products. While answering these queries, the officials elaborated on important aspects of Kamdhenu Products and explained why these products are better than the other products by the competitive brands. In the end the dealer Mr. Alkesh Bhai announced the annual scheme for the contractor.

The participants have shown satisfaction over the information they received in the meet and voiced their willingness to use Kamdhenu Products for better constructions.



Mr. Jagjit Singh  
**Punjab Hardware Paint Store**  
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Mr. Ashutosh  
**Colour World**  
 Bus Stand (Bus Khari),  
 Disst. Akbarpur. UP  
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Mr. Sandeep Choirasiya  
**Faizabad Lime Agencies**  
 3/1/75 Rekab Ganj,  
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## Kamdhenu SS 10000 sweeps Haryana

Kamdhenu Ispat Ltd, one of the leading infrastructure sector companies of India, has made a strong statement in Indian Construction material market with its pioneering feat, company's latest premium product Kamdhenu SS 10000. Being hailed as the first of its kind of product with best seismic resistance Kamdhenu SS 10000 is being widely appreciated for its unique features like double ribs, double strength and double safety.

Recently the company has organized a series of contractor's meet in different districts of Haryana with the intent to increase awareness about the product among them. The added objective of these meets was to speed up the growing market share of this product in the state.

The first contractor's meet was held at Hotel Sun Plaza, Karnal in which more than 50 contractors of the Karnal district had participated. Sales Promoter in the area Mr. Anand Goel and Mr. Amit Goel along with the Dealer in the district Mr. Suresh Hinduja from M/S Shiva Trading Co. also attended the event. From the company Mr. Amit Surothiya, Mr. Manish Sharma and Mr. Santosh Singh were present in the meet. While making a statement regarding unique

features of Kamdhenu SS 10000, Mr. Amit Surothiya said, "Kamdhenu SS 10000 with double ribs and double strength is the only TMT in India having so many superior qualities."

In the second contractor's meet at Hotel Saffron, Kurukshetra, Mr. Amit Surothiya, Mr. Santosh Singh and Mr. Manish Sharma along with the Sales Promoter, Mr. Amit Goel joined an enthusiastic group of more than 50 local contractors. The dealer of the area Mr. Gaurav Mahajan from M/S Mahajan Steel Sales was also present in the meet. Here explaining the double ribs feature of the product, Mr. Amit Surothiya said, "Kamdhenu SS 10000 bonds with concrete with more than twice strength and for this reason the strength of a construction increased many folds."

The third contractor's meet was held at Ellanabad, Sirsa District and witnessed a strong presence of 80 contractors of the area. Mr. Pankaj Garg, the sales promoter of Kamdhenu Ispat Limited was also present in the event. The dealers of the area Mr. Manoj Mittal, Mr. Vikash Mittal and Mr. Lokesh Mittal from M/S Mittal Iron Store were participated in the meet along with Mr. Amit Surothiya and Mr. Santosh Singh from the

company. Speaking to the contractors about the risk of earthquake, Mr. Amit Surothiya said, "Having best earthquake resistance properties, Kamdhenu SS 10000 is capable to give your buildings best protection against high seismic activities."

In the 4th similar event at Hotel Sun Plaza, Narnaul, Mahendragarh District Mr. Amit Surothiya and Mr. Santosh Singh along with the Sales Promoter, Mr. Amit Goel addressed a gathering of 45 contractors about the quality and uniqueness of Kamdhenu SS 10000. The dealers of the area, Mr. Sudesh Kumar, Dinesh Kumar and Mr. Sudesh Kumar were also present in the event. Explaining the production parameters of the product, Mr. Amit Surothiya said, "Kamdhenu SS 10000 is made from superior quality prime billets using latest international technology. And thus this product is the best in its product category."

During all these contractor's meets the participating contractors had shown happiness about getting useful information about the product and expressed their willingness to use Kamdhenu SS 10000 in future to make stronger and earthquake resistant buildings.





**KAMDHENU STEEL**

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## KAA DUM

DOUBLE RIB  
DOUBLE STRENGTH  
DOUBLE SAFETY

# KAMDHENU

## SS 10000



STEEL WITH SINGLE RIB



KAMDHENU SS10000 WITH DOUBLE RIB