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NEW YEAR TOWARDS NEW HEIGHTS

A vibrant company based on ingrained corporate ethics, Kamdhenu Ispat Limited is presently being acknowledged as a pan-India entity, representing a number of successful ventures primarily related to infrastructure and construction sector, like Reinforcement Steel Bars, Structural Steel, Paints, PVC Pipes and Plywood etc.

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 companies of the country in decorative paint segment.

Speaking about the continuous success of the Kamdhenu, the CMD of the Company Mr. Satish Agarwal said, "The trust of consumers in Kamdhenu products is constantly growing, due to superior quality on affordable price, Kamdhenu Products are getting very good responses in even new markets."

Kamdhenu has created an impeccable legacy of success since its inception by achieving unbroken growth track year after year. With the mission to bring Indian Infrastructure sector at par with global standards, the company relentlessly invests in R&D and technological advancement, thereby providing its customers world-class products of superior quality. Today the company has the distinction of being the only Indian manufacturer of double ribs rebars conforming to International standard. Providing the premium double ribs rebar **Kamdhenu SS 10000**, on the price of single ribs rebars of other big companies, Kamdhenu has revolutionized the Indian construction sector. Featuring the unique interlocking grip, **Kamdhenu SS 10000** provides best earthquake protection. Manufactured according to the international technology, **Kamdhenu SS 10000** has become the first choice of consumers in the states, where the product is available.

"We always put effort to come up with the best quality products using latest technology, so that our consumers can get value for their money." CMD, Mr. Satish Agarwal stated about the success of **Kamdhenu SS 10000**. He added further, "Company is planning a nationwide expansion of the manufacturing and marketing network of this product, so that the reach of this ultimate product should be ensured to pan-India consumer base."

The goodwill and strong brand identity of Kamdhenu has realized a strong market acceptability for the decorative Paint product brand of the company "Kamdhenu Paints" in India. Enjoying a strong network of 4000 dealers across the country while offering a broad spectrum of Paint Products, Kamdhenu Paints provides

the best decorative paint solutions as per customer's aspirations.

To celebrate the success of Kamdhenu Paints, recently company had organized a mega entertaining event "Kamdhenu Paints Target Ka Badshah" featuring the live performances of many celebrity artists of film and TV world. Responding to the popularity of the scheme among the paint dealers, the Company is going to launch a similar scheme very shortly.

Speaking about the success of Paint Division of the company Mr.



Satish Agarwal said, "Sticking to its business policy, company always give priority to the benefit of the dealers. Kamdhenu dealers also give their hundred percent in taking the company forward. In the New Year Company is poised to add another golden chapter in this glorious relationship of past 19 years."

Speaking about the future prospect of the company the CMD said, "In the coming years, Kamdhenu hopes for even better growth. Taking in to account the huge demand for our popular brand **Kamdhenu SS 10000** and rapid growth rate of the paint division, the growth of the Company and its associates seems certain."

In the year 2015, we will keep moving ahead on the road of growth and prosperity. On this occasion, I give lots of good wishes to all my fellow Indians.

- Satish Agarwal

Kamdhenu Plywood for Durability & Beauty

The renowned company in the Indian construction sector, Kamdhenu Ispat Limited is characterized by its strong pan-India presence, while representing a number of successful ventures. Primarily related to infrastructure and construction sector, all Kamdhenu products are symbol of trust among the consumers. These Kamdhenu products include Reinforcement Steel Bars, Structural Steel, Decorative Paints products, PVC Pipes and Plywood etc.

Good quality plywood is essential for the long-lasting beauty of a building. Responding to this need, with the aim to provide superior quality plywood on reasonable price in the Indian market, the company offers termite-proof Kamdhenu Plywood featuring unmatched water and humidity resistance.

With the objective to increase the awareness about Kamdhenu Plywood among the carpenters and contractors, a meet was organized at Milan sweets & Restaurant, Faridabad in Haryana. The meet organized in the guidance of the distributor of the area Mr. Naresh Kumar of M/S Anupam glass & Plywood was participated by more than 150 local contractors and carpenters. Kamdhenu official Mr. Sanjay Jha also attended the event, on the behalf of the company.

Mr. Naresh Kumar and Mr. Sanjay Jha addressed the participants and informed them about the advantages of Kamdhenu Plywood. Mr. Sanjay Jha said that, "Kamdhenu Plywood gives best resistance to moisture, weather elements or termites." Explaining to the participants the benefits of the product Mr. Naresh Kumar said, "When you use ordinary plywood your customers will come to you with complains within few years. But if you use Kamdhenu Plywood, you will get complain-free durable beauty."



Tour to Tashkent for Gujarat Dealers

The leading infrastructure company of India, Kamdhenu Ispat Ltd. always gives incentive to the dealers with the aim to motivate and



inspire them. With the similar objective, Tashkent tour was organized for the best performing steel dealers from Gujarat. This target based incentive tour, organized from 19 to 25 November, 2014 offered over 50 steel dealers of the state a fun-filled 4 night- 5

days stay in Tashkent during the tour period.

To support and motivate the touring team, Mr. Kundan Kr Singh, Sr. Manager, Marketing, Kamdhenu Ispat Ltd accompanied the touring team along with Mr. Yogesh Patel, the Director of Someshwar Ispat Pvt Ltd - the manufacturing company of Kamdhenu TMT in the state under license. The Kamdhenu Distributors in the state; Mr. Rakesh Patel, Mr. Mukesh Patel, Mr. Manoj Shah and Mr. Hitesh Shah also went along.

Tashkent, the capital city of Uzbekistan is a famous tourist place lined with a grid of straight and wide streets and avenues, decorated with emerald green parks, gardens, fountains imbued with crystal strands. During the visit the touring team had explored Tashkent through city Panoramic Tour. They also visited Charvak and Chimgan mountains, where Chair lift took them to the top of the mountain to enjoy breathtaking views. One of the evenings all of them went to watch world class dance show.

The touring team had a very good shopping experience at TSUM, the local Aleksey bazaars as well as the biggest mall of the city, Mega Planet.

The accompanying officials congratulated the dealers on their achievements and appreciated their loyalty towards the company. The tour was very successful in its objective to motivate the dealers and strengthen the ties between the company and its channel partners.

Rajasthan gets reinforced with **KAMDHENU SS 10000**



Kamdhenу Ispat Ltd, one of the leading infrastructure sector companies of India, has made a strong statement in Indian Construction material market with its latest premium product **Kamdhenу SS 10000**. India's first and only authorized double ribs rebar, **Kamdhenу SS 10000** is being widely appreciated for its 100% seismic resistance properties backed by its exclusive interlocking grip. This pioneering product has unique features of double ribs, double strength and double safety.

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

The 1st contractor meet was held in Bijaynagar, Ajmer district of Rajasthan on 16th December, 2014 in which local contractors had participated in huge numbers. The event, organized with active and enthusiastic support of the Sales Promoter in the area M/S Saturn Steels along with the local dealer M/S Manish Sales Corporation, Bijaynagar, became immensely successful in achieving its objective. From the company Mr. Amit Kalra, Manager, Sales and Marketing and Mr. Manish Soni, Marketing Officer were present in the meet. Mr. Gopal Jagatiya Ji was the honorable chief guest of the event.

While making a statement regarding unique features of **Kamdhenу SS 10000**, Mr. Amit Kalra said, "**Kamdhenу SS 10000** with double ribs and double strength is the only TMT in India having so many superior qualities." Explaining the double ribs feature of the product, Mr. Amit Kalra added, "double ribs rebar is the advanced technology being used in developed countries. Made from the superior quality billets using the latest technology of UK, **Kamdhenу SS 10000** bonds with concrete with more than twice strength and for this reason the strength of a construction increases many folds."

The second contractor's meet, held in Nagour District of Rajasthan on 26th December, 2014, also witnessed a strong presence of the contractors of the area. M/S Sidhhi Vinayak Enterprises, the sales promoter of Kamdhenу Ispat Limited facilitated the event with the help of the dealer of the area M/S Raj Agrico, Nagour. Mr. Mukesh Sharma, Marketing Officer, Kamdhenу Ispat Ltd attended the meet on behalf of the company. The respected architect of the area, Mr. Manish Tanwar graced the event as the Chief Guest.

Speaking to the contractors about the risk of earthquake, Mr. Mukesh Sharma said, "Giving 100% safety from the earthquake, **Kamdhenу SS 10000** is best product for Rajasthan." Explaining the production parameters of the product, he said, "**Kamdhenу SS 10000** is made from superior quality prime billets using latest international technology. Its physical and chemical properties are much better than the Indian standard and according to the International standard."

During both the contractors meets the participating contractors had shown happiness about getting useful information about the product and expressed their willingness to use **Kamdhenу SS 10000** in future to make stronger and earthquake safe buildings.





Kamdhenu Awarded Odisha Dealers

Odisha, being a coastal state of India with highly humid and sunny environment, is having a corrosive climate. The risk of rusting and corrosion of construction material is high in the state. Kamdhenu Ispat Ltd., one of the frontrunner infrastructural companies of India, through its well established market throughout country, reaches out to millions of customer of Odisha with an abiding promise of super corrosion resistant TMT bars. Moreover, exhibiting best quality in terms of tensile strength, ductility and longevity, Kamdhenu TMT is a name of trust across the state.

The company possesses advanced manufacturing technology occupied by a very few steel companies in India. Similar to the other parts of the country, at present Kamdhenu Products are being used in various construction projects across the state.

The TMT bars, being one of the core components in any construction work, is a crucial factor in ensuring strength and longevity of the buildings. Responding to the market requirement, Kamdhenu Ispat Limited has widened its market of high-end TMT Bars by providing its customers a wide range of cost-effective TMT bars including Fe-415, Fe-500 and Fe-500D. These editions of TMT bars are made from premium quality materials using product innovation, structural flexibility and advanced technology.

To update, inform and motivate dealers of Odisha, Kamdhenu Ispat Limited organized a Dealer's Meet at Hotel Spectrum, Berhampur in Ganjam District of the state on 12 December, 2014. Objective of this meet includes the discussion on various market strategies to set a strong market in the state for Kamdhenu TMT Bars. The occasion was also utilized to rewards the performing dealers of the state to inspire all the dealers.

Attended by more than 45 dealers, the Ganjam meet was commenced in the presence of many Kamdhenu Personnel

including Mr. Rakesh Misri (Sr. GM, Marketing) along with Mr. Pratap Keshori Mohanty, Mr. Shashanka Shekhar Sha and Mr. Subrat Bisoi.

In the Dealer's Meet a PPT presentation were made by Mr. Rakesh Misri upon the high strength and ideal flexibility of Kamdhenu TMT bars. Emphasizing upon the corrosion resistant properties of Kamdhenu TMT, it was explained that, the quality standards of Kamdhenu TMT bars are higher than BIS norms and include special feature of earthquake resistance to provide more strength to the various constructions. Information on marketing and company policy was also passed on to the participants.

During the meet Awards were distributed to the performing dealers. The awards for Exclusive Dealer were given to M/S Sri Ram Traders, Narendrapur and M/S R C Panda & Others, Berhampur. Award for the Highest Lifting is also won by M/S Sri Ram Traders, Narendrapur. The Distributor Appreciation award was given to M/S Kuthari Steels, Berhampur. Bike and LED TV were given as the rewards to the Award Winners.

The meet concluded with the promise to Strengthen Company's network and facilitate better quality products and services across the state.



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