



# Ispat Sandesh

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## Kamdhenu Paints Add a Touch of Bliss Everywhere



### TARGET ka Badshah 6 Hosted with Great Vigour in Bintan and Singapore

Mr. Satish Agarwal, Mrs. Radha Agarwal, and Mr. Saurabh Agarwal-CMD Kamdhenu Limited expressed their gratitude by presenting mementos to the bollywood celebrities Madhuri Dixit Nene, Anil Kapoor, and Sonam Kapoor.



Sharing moments of joy with your loved ones multiplies the happiness. Kamdhenu not only understands but also values this and therefore, time and again tries to fulfill this with thorough sincerity. Company ensures to celebrate every achievement with great vigour so that every person associated with the company could have its full share in company's success and happiness. Target ka Badshah is one such tradition of happiness, which was initiated three years ago and has successfully reached the sixth year. To enjoy and celebrate happiness with the near and dear ones is what Kamdhenu swears by and follows religiously.



The Sixth Edition of Target ka Badshah was celebrated overseas just like Target ka Badshah 5. Where Target ka Badshah 5 was celebrated in Dubai on the other hand Target ka Badshah 6 was celebrated in Singapore and Bintan (Indonesia). The event was celebrated with great fanfare and marked the presence of many bollywood celebrities who motivated the dealers with their presence. Bollywood celebrities like Anil Kapoor, Sonam Kapoor, Madhuri Dixit, and Abhijeet Sawant were a part of the event. Performers like Abhijeet Sawant and Torsa entertained everyone with their melodious voice. Apart from them, Faizal, Winner of Dance India Dance Little Champs also entertained audience with his memorable dance performance. Stand-Up Comedian Jai Vijay Sachan added to the fun with his hilarious gigs. From the directors of Kamdhenu group to special officers everyone participated in the event Target ka Badshah 6 organised in Singapore and Bintan. Besides, approximately 600 dealers of Kamdhenu Group participated during the 6 days event and successfully fulfilled the target of Target Ka Badshah 6. During the event, Mr. Rajkumar Srivastava, National Sales and Marketing Head, Kamdhenu Group expressed gratitude to singer Abhijeet Sawant through a memento of appreciation.



Target ka Badshah 6 was organized in picturesque location of Singapore and exotic resort of Bintan. All present dealers had a generous share of fun during the event. Around 600 dealers who successfully completed their target were awarded and honored for their praise worthy efforts and contribution.

Mr. Saurabh Agarwal, Director Kamdhenu Group praised the efforts of the dealers and quoted, "Today, we stand amongst the top-notch companies of the country and successfully surging ahead of the competition. Last year, Kamdhenu registered a growth of 20 % despite of GST implementation. We have achieved a lot because of your tireless efforts and persistence. Now, we are aiming higher, and we are sure to reach the apex with your support and contribution. We believe in working and developing together. This thought of working with cooperation and support has kept us together

as a family till now and helping us progress further."

Target Ka Badshah 6 created moments of rejoice for dealers. During the event, dealers got this chance to meet their favourite bollywood celebrities and roam in and around the beautiful locations of Singapore and Bintan. During their 6 days stay, dealers spent the 2 days in Bintan and enjoyed there in the beautiful resorts, beaches and spent 4 days in the exotic locations of Singapore and visited various tourist destination there. Dealers had sheer fun in Sentosa Island and experienced the Night Safari as well. They visited the amazing Universal Studios and witnessed the incredible amalgamation of nature and architecture at nature's park Garden by the Bay and got inspiration to reach new heights. They spent some worth-cherishing moments at Marina Bay Sands and clicked memories.

## The Event TKB-6 Welcomed the Launch of Kamodual



**KAMODUAL**  
LUXURY EMULSION  
For both Interior & Exterior Wall

During the event, Kamdhenu Paints honored the dealers and launched their innovative emulsion Kamdhenu Kamodual. Kamodual emulsion is a luxury emulsion of the finest quality. This product has been manufactured with international quality standards and introduced at competitive prices. Kamodual renders glossy look and smooth finish to the internal and external walls. This innovative emulsion is a "One paint solution" which not only makes the interiors and exteriors beautiful but also offers a great lasting quality. This keeps the walls off spots and stains. This luxury emulsion range of the company has been certified by Centre for Environment and Technology (CEPT) and Green Rating for Integrated Habitat Building (GRIHA).

## Dealers Awards for Excellence 2017-18



To maintain the energy and enthusiasm of dealers, Kamdhenu Paints arranged incentives and awards in different categories and honored them with "Award for Excellence", New rising star and "Award for Achievement" 2017-18

- M/s. PG Sales, Agra • M/s. Bansal Paints & Marble House, Ambala • M/s. Aggarwal Cement & Marketing, Ghaziabad • M/s. Goyal Trader, Delhi • M/s. Aadinax Enterprises, Ludhiana • M/s. Rahul Hardware (Raj Bagh), Jammu • M/s. New Jugmug Paints & Sanitary Store, Patna • M/s. Chaudhary Hardware Store, Jaipur • M/s. Rizwan Paints & Rope Store, Lucknow • M/s. Laxmi Marble House, Kanpur • M/s. Baba Hardware & Paints, Bhubneshwar • M/s. Madan Mohan Daripa, Kolkata • M/s. Suresh Chand Anil Kumar, Haldwani • M/s. Saluja Paint & Ply, Raipur • M/s. Bhatia Sons, Dehradun • M/s. Shree Vrindavan Marketing, Faridabad • M/s. Ganesh Traders, Parwanoo Pawan Putra Automobiles, Hanumangarh • Sachin Paint, Udaipur • Pragati Paints, Rajkot • M/s. Taj Iron Store, Jabalpur • S.P. Traders, Bangalore • Sri Srinivasa Paints & Hardware, Hyderabad • Nirmal Marketing, Pune • M/s. Naman Traders, Gorakhpur • M/s. Salim Akhtar, Silligurhi • M/s. Roshan Lime Company, Varanasi • M/s. Sri Venkateswara Glass & Plywood, Vijaywada • M/s. Vaishnave Hardware Burhanpur, Indore



Excited with the success of Target Ka Badshah 6, dealers gained motivation to scale new heights, achieve higher goals and work together like one family of Kamdhenu.

### Dealers Honored with the title "New Rising Star 2017-18"

M/s. Chiranji Lal Shiv Prasad, Ambala • M/s. Mukesh Kumar Lokesh Kumar, Ghaziabad • M/s. Colorplus Enterprises, Delhi • M/s. Vihan Traders, Ludhiana • M/s. Jai Durga Traders, RS Pura, Jammu • M/s. Maa Laxmi Store, Patna • M/s. Shree Balaji Hardware, Jaipur • M/s. Unique Enterprises, Lucknow • M/s. G.P. Paints, Bhubneshwar • M/s. Vipin Kumar Udit Kumar, Haldwani • M/s. Ankur Provision Store, Ghaziabad • M/s. Dalim Hardware, Kolkatta



### Award for the Achievement 2017-18

Ghaziabad Depot • Patna • Haldwani Depot • Parwanoo Depot • Jammu Depot • Lucknow Depot • Kolkatta Depot • Varanasi Depot • Bhubneshwar Depot • Jaipur depot • Faridabad

### More Glimpses from TKB-6



## Kamdhenu CMD, Satish Agarwal Receives Lifetime Achievement Award at Entrepreneur Awards 2018

Like every year, Entrepreneur Awards were hosted with great pomp and show this year too. This year's awards were more special for Kamdhenu Group as Satish Agarwal CMD; Kamdhenu was honored with the prestigious "Lifetime Achievement Award" for his notable contribution in making Kamdhenu excel and reach new heights. The event was hosted on 16<sup>th</sup> July, 2018 at JW Marriott Hotel, New Delhi.

Entrepreneur Awards are one of the most prestigious awards in the Entrepreneur community. These awards aim to facilitate and recognize achievers, innovators, and suppliers who

have contributed tremendously towards the development of entrepreneurship in India.

Enriched with 45 years of extensive industrial experience, Mr. Satish Agarwal has played a vital role in the success of Kamdhenu Group. He founded Kamdhenu Group in the year 1994 with a single unit for manufacturing of HSD Bars at Bhiwadi, Rajasthan. It was under his able guidance that the company introduced its franchisee business model, which proved to be a resounding success. Kamdhenu Group's nationwide presence through franchise units has helped it garner an astounding place among the largest manufacturers of international quality steel bars in India.

On receiving the award, Mr. Satish Agarwal, CMD Kamdhenu Group quoted, "It is a proud moment for me. I'm delighted and honored to receive this prestigious award. It is recognition of not only my efforts but the



skills and dedication of our employees who have worked so hard towards building the brand Kamdhenu. This award will encourage us to continue the journey and take Kamdhenu to new heights."

Entrepreneur 2018 brought together over 1000 leading entrepreneurs, investors, start-ups, Indian government officials, global luminaries and eminent personalities to engage on multifaceted demands of entrepreneurship that goes in building sustainable organization and how the future is unfolding in terms of new sectors, consumption trends, emerging technology, investment patterns and growth prospects across key verticals. The convention captured the four facets that bring growth, capital, new ideas, optimal business practices and most importantly a strong business culture that creates a successful sustainable enterprise. Besides, plenary sessions and keynotes, the Convention also had 4 Headline Business Summits across two days.



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