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Kamdhenu's new success mantra – "Mushkil Hai par Mumkin Hai"



A motivational meet for Punjab and HP dealers

Kamdhenu Limited which is one among the leading companies in the country shares the market size when it comes to manufacturing TMT. The efforts of the dealers and the distributors have always been appreciated by the management of the Company. Never the less, they have been rewarded and awarded in many ways. These initiatives by the Company have always motivated them to contribute in a better way. Following the same league, a conference was conducted by the officials of the Company at the grand and luxury venue Hyatt Chandigarh on 6th – 8th September' 19 for the dealers working in Punjab and Himachal Pradesh.

This three-day event was organised with full splendour and was attended by more than 550 dealers and distributors from Punjab and Himachal Pradesh. Kamdhenu Limited has always been in the news for conducting such events to celebrate its high-quality products, dealers' efforts and their dedication towards the Company. The presence of the Bollywood actress Ms Diya Mirza boosted the spirits of the dealers and everyone present in the event. This celebration also included the discussion of plans of the Company and how the dealers and distributors will get benefit out of it.

The officials of the Company, Sh. Sunil Agarwal (Director), Sh. VK Gahlout (Sr. GM BD), Mr. Vivek Maheshwari (DGM), Mr. Amit Soni (AGM), Mr. Deepak Bhatia (AGM) and Mr. Himanshu



Sharma also attended the event. To boost the moral and the spirits of the dealers, Director Sunil Agarwal discussed the Company prospects and how they are all collectively working on expanding the business which will ultimately benefit everyone. He added, "We all have come far and are very close to our dream. And I am thankful to those who have put efforts and their dedication in making it a success. We together can achieve many more goals. In all these years I have learnt that nothing is impossible." The event was also attended by Mr Ramesh Gupta, Director, Rasik Industries and Mr. Vijay Bansal from Bansal Ispat and Udyog. In his speech he mentioned, "It is our honour to get associated with Kamdhenu Limited which is constantly reaching new heights and contributing in the development of the Country."



Kamdhenu Paints Channel Partners' Motivational trip to Thailand

Reaching new heights, Kamdhenu Paints is now India's one of the leading paint manufacturing Company. Their success story involves untiring efforts of its dealers and distributors. They all have contributed to its success. While the executives of the Company have created high-quality paints through innovation and new technology, its channel partners have successfully delivered it. The Company understood their efforts and acknowledged it by organising a trip to Bangkok and Pattaya. This 4 nights and 5 days trip to Thailand included many activities. Started from 18th Aug till 22nd Aug'19, this trip was joined by the channel partners from Bhubneshwar, Parwanoo, Hyderabad, Kurnool, Indore, Jabalpur, Kolkata, Lucknow, Patna and Pune.

As both the cities are famous for their night-life, the channel partners had great fun. They also got an opportunity to know the culture of the Country, their infrastructure, economy and other aspects that have made this city the best tourist destination. Moreover, it was thrilling for them to witness some of the best architectural marvels made of steel. This tour was joined by 120 channel partners. Kamdhenu Paints has always encouraged its channel partners in many ways, this trip was just a part of their incentive scheme.

Visiting coral Island was something that everyone loved. The beauty and the variety of the corals added up to their excitement. Spending leisure time at the seashore and sunbathing was new to them. It was a thrilling experience for them to visit Buddha Temple which is one of the famous temples of the Country. Famous for its gold-

coated architecture and Buddha's idol, this temple also has a meditation centre where the dealers and distributors relaxed their minds and souls. To pump up the energy of the channel partners a Gala night was organised by the Company where all relished the flavours of Thailand. The other day, they attended Alcazar Show which is widely regarded as the best show in the city.

This trip wasn't just about exploring the new country but to understand its business and economy and how its ideology and best practices can contribute to Company's growth. Mr. Saurabh Agarwal Director, Kamdhenu Paints once mentioned in his speech, "We always try to bring you the best incentives so that we all together can maintain the success and the brand name. Paints manufactured by Kamdhenu Paints are highly effective in fast construction in industrial and residential areas. The rapid pace of development in the state is opening the doors of immense possibilities for us. We are confident that we will convert these opportunities into strengths."



AWARENESS MEET

to motivate Mason's of Bihar



Kamdhenu Limited, a Company that has been delivering high-quality products and has been contributing in country infrastructure is reaching new heights. Its extensive and innovative steel products is making mark in Indian market. To give better understanding of the products, its usage and future prospects, a mason meet was organised by the officials of the Company. The meet was organised in many areas of the country where the masons were told about the high-quality steel and technology that has been used to make it best.

In these meeting, the Company discussed about all the processes and parameters of construction steel which are required for building construction. Held on 26th August 2019 in Jehanabad District, Bihar was attended by M/s Ganpati Traders and M/s Sinha Steel. More than 150 masons actively participated in the conference where they learned about some of the quality products that is used in construction and other processes. Not only this, but they were also given opportunity to talk about their experience working with Kamdhenu. To motivate them and to

acknowledge their efforts, prize distribution was held which was later followed by lunch. The meeting was joined by Mr. Yogendra Kumar Sinha from Distributor side, Mr. Surendra Kumar, Kamdhenu NXT Marking in-charge as well as Mr. Uday Kumar, proprietor M/s Ganpati Traders.

Similarly, great enthusiasm was shown at the masons meet in Chappra Bihar. They appreciated the Company's initiative of conducting such event which would help them to understand Company's high-quality products. Information about the next generation interlocking steel was also imparted during the event. The event was participated by more than 110 masons on 11th July'19 with enthusiasm. Official of Kamdhenu NXT, Mr. Sumit Kumar



Choudhary, Marking In-charge, Mr. Sonu Kumar form the distributor side, proprietor M/s Maa Gayatri Trader, Mr. Sonu Kumar attended the meeting. The conference was then followed by evening snacks and dinner. Also, price distribution was held to boost the spirits of the masons who are the exact hands for construction.

Mason Meet at Pakhnaha Under district West Champaran, Bihar undertaking distributor M/s Shubham Associates held on 16th July'19 Bihar was another great success where number of participants were more than expected. More than 100 masons were present in this meet that helped them to understand Company's goals and its products. Mr. Mahesh Kumar Tikmani form distributor side, Mr. Pranav Kumar Kamdhenu NXT Marketing in-charge as well as proprietor, M/s Jaiswal Traders Mr. Kalyan Ji were present over there. The event was the followed by prize distribution ceremony.





Boosting the spirits through 'Dealers Meet' in Jharkhand



Where Khamdhenu Limited is reaching new milestones, it has never compromised on encouraging its channel partners. Constantly it has been involved in conducting workshops, conferences, trips and meetings. Also, it has always acknowledged the efforts of its channel partners who have directly or indirectly contributed to its success. One such conference was held at Deogarh, Jharkhand on 8th Sep' 19. Kamdhenu Nxt Dealer's Meet was participated by 60 dealers and the response was overwhelming. Kamdhenu as a brand has always live up to the expectations of the channel partners and its ultimate users.

The event was attended by the officials of the Company including Mr. Youg Raj Pandita (G.M Marketing), Mr Vikash

Ranjan Rauth (Asst. Manager-Marketing), Mr. Sanjay Khetan and Pankaj Khetan (Distributor of Kamdhenu Limited). They talked about the innovations and new technology that has been used in making the best construction materials which also includes high-quality steel. New marketing policies which would help them to increase the demand of the products were also discussed. Addressing the dealers, General Manager Marketing, Mr Youg Raj Pandita said, "We appreciate your efforts and dedication that you have shown towards the Company and we look forward to strengthen this bond. This would not have been possible without you."

An award distribution ceremony was something that dealers looked forward to. M/s Sri Ganesh Sales, (Pakur), M/s Kavya Enterprises (Sahibganj), M/s Alam & Brother (Sahibganj) and M/s Barsha Steel (Sahibganj) were awarded for their best efforts and performance. It encouraged other dealers as well. Another important announcement was made that included the Annual Scheme for the financial year 2019-2020. Similar event took place in Ranchi, Jharkhand where the dealers were impressed by the Company's plans & policies and showed determination to increase the sales of Kamdhenu products.



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