



## Kamdhenu TMT strengthen the bond with Kerala

Kerala, being a developed state of India with high disposable income and high population density, is going for high-rises in a big way in all of its urban areas. The state in the last decade emerged as one major market for quality construction materials.

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 Kerala with an abiding promise of best quality TMT bars in terms of tensile strength, ductility and longevity. At present, many industries are using Kamdhenu Products in various construction projects across the country. The company possesses advanced manufacturing technology occupied by a very few steel companies in India.

The TMT bars being one of the core components in any construction work shares a huge market in the Era of High-rise Construction and is even 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 cost-effective wide range of 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 Kerala, Kamdhenu Ispat Limited organized a Dealer's Meet at Vasco Da Gama Beach Resort in Kozhikode, Kerala on 1st March, 2014 which was attended by more than 50 participants. Objective of this meet includes the discussion on various market strategies to set a strong market in Kerala for Kamdhenu TMT Bars. Presently the Kerala distributors are receiving all the materials from the Goa Unit of Kamdhenu Distributors without any operational hitch, during the meet company appreciated the two way communication among the two state units in making Kerala network complete and effective.

The event was organized in the presence of many Kamdhenu Personnel including Mr. Dilip Mehra (Sr. GM), Mr Chandan Goswami

(Sr. Manager, Brand Promotion), Mr. Vikas Mohan (AGM, Mkt, Goa Region) and Mr. Rajiv Srivastava (Manager, Mkt, Goa Region). The meet was also participated by Mr. Achintya Mittal, Director and Mr Amar Mittal from Mittal Ispat Limited, the authorized manufacturer of Kamdhenu TMT for Goa, Karnataka and Kerala under user license agreement.

The meet begins with the welcome speech given by Mr. Vikas Mohan During the Dealer's Meet a PPT presentation were made by Mr. Chandan Goswami upon the high strength and ideal flexibility of Kamdhenu TMT bars. 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 passed on to the participants by Mr. Dilip Mehra.

The meet got concluded with the promise to enhance company's network and facilitate better quality products and services across the state.

# Kamdhenu Paints in Trade Fair



Kamdhenu Paints, One of the biggest five Paint companies in decorative sector in India, is the name of quality and choices to its customers. With the wide range of products catering to the need of every consumer profile and superior quality, Kamdhenu Paints achieved the distinction of being the fastest growing paint company of the country in decorative segment.

The success of the company is attributed to the strong sales network of over 4000 dealers and the pro-active marketing division of the company. The company always participate in different forum to increase visibility and enhance acceptability among traders and end-users of the country. In the same line recently the company has participated in a Paints Trade Fair in Ghaziabad, UP.

The Trade Fair organized on March, 11 at Vishnu Garden, Lal Kuan, Ghaziabad witnessed the participation of more than 1000 Paints dealers from all across Western and Central UP. The grand event was organized by Uttar Pradesh Paints Vyapar Mandal which is a reputed organization of more than two thousand paints traders from western & central UP.

The 10th Annual convention of Uttar Pradesh Paints Vyapar Mandal, organized as the Paints Trade Fair was participated by all the major paints companies of the country including Kamdhenu Paints.

Kamdhenu Paints installed its Stall at the trade fair and

beautifully showcased its range of products. Mr. Parmatma Saran, Branch Manager Agra, Mr. Lovejeet Singh, Manager Brand Promotions, Mr. Nitin Goswami, Executive, Brand Promotions and a number of sales persons including Mr. Manmohan Rawat, Mr. Manish Raghav, Mr. Vipin and Mr. Aditya used this occasion to interact with dealers and promote Kamdhenu Paints Products.

The visitors at the Paints Trade Fair venue had shown keen enthusiasm towards Kamdhenu Paints and the footfall at Kamdhenu Paints stall was very good.



# KAMDHENU SS 10000



## MESMERIZES JAIPUR



Kamdhenu Ispat Ltd., the leading infrastructure sector company of India, is the name of trust and quality to millions of customer all over the country. The latest premium product of the company, KAMDHENU SS 10000 is enjoying a distinction of being the first and unique product of the country featuring double ribs, double strength to impart double safety.

The superior quality KAMDHENU SS 10000 is manufactured using latest international technology based on international quality standard. Made from high grade prime billets using the technology opted from Knightsbridge Resources, UK; KAMDHENU SS 10000 is tested for its strength by IIT Roorkee, a premium Engineering Institute of India. The experiments conducted on KAMDHENU SS 10000 at IIT Roorkee conclusively proved that this unique product is capable to yield 254% stronger bond strength to the concrete in comparison of ordinary TMT.

Besides unmatched strength, KAMDHENU SS 10000 is having unique seismic design to provide all type of constructions much better earthquake resistance. To promote KAMDHENU SS 10000, the guaranty for safer constructions; a grand dealer's meet was organized in Jaipur on 12 February.

Mr. Satish Agarwal, CMD and Mr. Sachin Agarwal, Director, Kamdhenu Ispat Ltd launched the product in Rajasthan during the event held in Golden Palace resort, Jaipur. A good number of officials of the company including Mr. Dilip Mehra, Sr. GM (marketing) and Mr. Rajiv Sharma, Sr. GM (marketing) attended the meet. Along with distributor Mr. Rajiv Garg and local staff of Kamdhenu, more than 250 dealers from Rajasthan, Delhi and Haryana participated in the event.

While speaking about this premium product, the CMD of the company Mr. Satish Agarwal said that, "KAMDHENU SS 10000 is being manufactured in the Bhiwadi Plant within the state." Giving insight on the superior most manufacturing technology of the product, he further added, "the grip of KAMDHENU SS 10000 with concrete is two and half times stronger than the ordinary bars."

The Sr. GM of the company Mr. Dilip Mehra presented a PPT on KAMDHENU SS 10000 and explained the quality and special features of the product to the participating dealers. During interaction with the dealers, the senior personnel of Kamdhenu assured them about providing every necessary help towards increasing market share of the product.



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# Kamdhenu Paints Dealers Visited Delhi



One among the top five paint brands of India in decorative segment, Kamdhenu Paints is a favoured brand for customers in most of the markets of India. Offering wide variety of quality products catering to varied consumer profiles and preferences, Kamdhenu Paints has emerged as the fastest growing paint company in the country.

Presently Kamdhenu Paints is supported by a strong network of 4000 dealers across the length and breadth of country. With the objective to acknowledge and reward the effort put by dealers, the company regularly comes up with rewards programs for the performing dealers. In the same line the dealers of the Ahmedabad were got wonderful trip to Delhi to cherish their effort to bring the company among the top five Paint companies in the Gujarat.

Recently, from 4 to 6 March, Kamdhenu Paints organized 3-days Incentive Trip to Delhi for a total of 60 Dealers from Ahmedabad and surrounding area. The visiting Team of dealers reached Delhi on 4th March by flight from Ahmedabad, along with a number of marketing personnel of the company including Puneet Choudhary, DGM Sales, Vishal Agarwal, AM Ahmedabad, Paresh Joshi, Senior ASM Ahmedabad, Jayesh Kakkad, ASM Rajkot and Jignesh Upadhyay – ASM Rajkot.

The visiting team stayed at Hotel Ramada Gurgaon Central. This touring team were accompanied by Lovejeet Singh, Manager Brand Promotions and Nitin Goswami, Executive Brand Promotions, Kamdhenu Paints. The very first day of arrival the team enjoyed a fun filled evening at Discotheque Hue Blue at Hotel Deemark Resorts, Mahipalpur.

Next morning the team paid a visit to Akshardham Temple in Delhi. The evening of 5th March the team went to Kingdom of Dreams and enjoyed Culture Gully for quite some time. Later in the evening they watched the grand theatrical extravaganza Zangoora there.

On 6th March the team Visited to Kamdhenu Paints Factory at Bhiwadi and see the state-of-the-art facilities for production to packaging assembly-line. Mr. Puneet Choudhary, DGM Sales thanked all the participating dealers for their support to the company and expressed hope that they would keep up the good work. In the same afternoon they had lunch at Asia's Biggest Mall Ambience Mall and returned to airport to take their flight to Ahmedabad.



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# KAA DUM

• DOUBLE RIB  
• DOUBLE STRENGTH  
• DOUBLE SAFETY

## KAMDHENU

# SS 10000



STEEL WITH SINGLE RIB



KAMDHENU SS10000  
WITH DOUBLE RIB