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February 2016

IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

Volume: 11 Issue: 1 Price: ₹ 1



## Kamdhenu Limited organized Channel Partner's Meet

India's No. 1 TMT manufacturing company Kamdhenu Limited is a renowned business entity, very recently honored with World's Greatest Brand Award 2015. Famed for innovative technologies and world-class quality, Kamdhenu Limited is admired for its revolutionary contributions in bringing forth positive changes in the construction sector of India. Towards striding ahead in the path of continuous success, the Company gives due thrust on the expansion of its marketing network and insightful marketing strategies. Regular meetings and exchange of ideas with all the channel partners is the part of the glorious tradition of Kamdhenu Limited.

In Raipur, the capital city of Chhattisgarh on 20th February 2016, Kamdhenu Limited had organized a Channel Partner's Meet of all its dealers from Chhattisgarh, Madhya Pradesh and Maharashtra at Hotel Shamrock Green. In this meet more than 600 dealers and distributors from these 3 states had participated. In accordance with the continuous successes of the Company, this event of Annual Channel Partner's Meet was aptly named as, "Nayi Uchaiyon Ki Or".

The Meet, organized with the objective of better coordination among the ranks and files of its channel partners as well as to instill even more self-reliance in its intricate market network in these 3 states, was attended by the Director of Kamdhenu Limited, Mr. Sunil Agarwal, Sr. GM Mr. S B Sharma and GM (Marketing) Mr. Sushil Chaudhary. Many other senior officials of Kamdhenu Limited, including Mr. Amit Soni, Ms. Neetu Kataria and Mr. Vishal Agarwal had also made their presence in this Meet. The Directors of the different companies manufacturing Kamdhenu TMT rebars under License in these states had also participated in the event; these include the Directors of M/S Lingraj Steel & Power Pvt. Ltd Mr. Siddheswar Prasad Agarwal and Mr. Ganesh Agarwal, Directors



of M/S Maa Kudragarhi Steel Pvt. Ltd. Mr. Ravi Agarwal and Mr. Anil Agarwal besides Directors of Agrawal Channel Mills Pvt. Ltd. Mr. Pradeep Agrawal and Mr. Vipin Agarwal.

During his address in the meet, Mr. Sunil Agarwal, the Director of Kamdhenu Limited said, "Year after year Kamdhenu Group is attaining new heights and Kamdhenu dealers has been playing significant role in this continuous success of the Company. Company has registered impressive growth during the last financial year and we hope that this year too we will cross our target. Today's event is also very important in view of Company's market strategies."

Speaking about the importance of channel Partner's Meets being organized by the Company on regular basis, Mr. Sunil Agarwal said, "These events strengthened the relationship of Company with its dealers and helps in establishing better coordination. I perceive you dealers as assets to the Company."

During the Meet, efforts were put on establishing new ways of communication with the dealers. During the meet, an award ceremony was also held in which dealers were awarded under various categories on the basis of their excellent performances.

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Afterwards the Director of M/S Maa Kudragarhi Steel Pvt. Ltd., Mr. Ravi Agarwal expressed his feeling about the association with Kamdhenu Limited. He said, "I am very proud to be associated with Kamdhenu Limited as a franchise partner and I want to share this happy feeling with you all. I truly believe that the association between Kamdhenu Limited and Maa Kudragarhi Steel Pvt. Ltd. will go a long way towards continuously growing the market share of Kamdhenu products in the state." During his speech articulating about the experience with Kamdhenu Limited, the Director of Agrawal Channel Mills Pvt. Ltd. Mr. Pradeep Agarwal said, "As a manufacturing company for Kamdhenu Structural Steel Products under license, we deeply grateful for the constant support and affection; we receive from Kamdhenu CMD Mr. Satish Agarwal and Director Mr. Sunil Agarwal."



## Kamdhenu Paints is the choice of Romantic People



The Fastest growing Paint Company in decorative segment, Kamdhenu Paints is the preferable brand of modern generation. Manufacturing and marketing a wide range of paints products meticulously developed keeping in mind the consumer preferences and global trends, Kamdhenu Paints is today counted among the top ranking Indian companies in decorative paints segment.

Renowned for customer centric innovative Paint solutions like designer galleries and Tinting Machine, the company is continuously including more variants of low VOC Eco-friendly products with the aim to environment protection and consumer wellbeing in its existing range of Architectural, Decorative and Designer paint products that includes Exterior & Interior Emulsions, Synthetic & GP Enamels, Acrylic Distempers, Water Based & Solvent based Primers, Wood Finishes, Aluminum Finishes and Textured & Designer Finishes. A complete paint solutions Company in true sense, recently Kamdhenu Paints has introduced its Damp-proof product range also.

The Company gives due importance to motivate its Channel partners and organize grand scale events for them. During past two years, Kamdhenu Paints had organized 3 Mega Event roping in many celebrities of Film & TV industries of India. Organized at national level, these events gave unprecedented visibility to the brand and helped in increasing the brand equity. Apart from Mega Events, Company keeps organizing big events for the channel partners on region basis. Similarly, for the channel partners of Haldwani Depot Kamdhenu Paints had organized Valentine Night Celebration.

Organized at Hotel West Western Amor, Haldwani on the evening of 13th February 2016 from 7 P.M. till midnight, this fun-filled event was participated by 40 dealers of the region with their family members. Over 110 persons strong gathering present in the event had participated in different fun activities and got chances to win gifts for their spouses. From the Company side Mr. Kamal Sharma, Marketing Head – West U.P and Mr. Mayank Manglik, Branch Head Haldwani was present in the event.

On this occasion, Mr. Kamal Sharma said, "Kamdhenu Paints is the choice of romantic people. Being associated with Kamdhenu paints we all also value romance in our lives. Having love in our heart, we all have potential to become heroes for our partners, by making sacrifices and working hard for their happiness."

During the event every dealer was given a chance, by drawing a chit of his name, to choose a ladies purse for his beloved within 10 seconds time. Another fun activity of the event was the game of Tol Mol Ke Bol, in which participating dealers in the group of 6 male and female guessed the MRP of different gifts. The person guessing nearest to the MRP was declared winner of that gift item. Afterwards, a Lucky draw was held and the 3 winners of lucky draw were announced. In Lucky draw, M/S R.K. paints won a Hero bike as the first Prize, while M/S Dharmanand Bhatt & sons won an Air Fryer as the second prize. The third prize of a Pizza Maker was won by M/S Singhal marble store.

Amidst the claps of all the gathering, the highest billing dealers in the month of January, 2016 were given gold coins as the prizes for their success. M/S Sumit sales and M/S Durga Paints had received 5grams gold coins each, while M/S Singhal Marble store had received 4 grams gold coin. M/S Suresh Chand Anil Kumar, M/S Vipin Kumar, Udit Kumar, M/S New Kwality Paints and M/S New Azad Paints were given 1 Gram gold coin each as the prize.





## Consumer Awareness Programme in Gujarat

The Top selling TMT brand of India, Kamdhenu TMT is renowned for quality and innovation. Winning the trust of customers all across the country, Kamdhenu TMT products offer extra strength to withstand harsh weather conditions and earthquake for the durability and safety of constructions.

With the aim to inform the construction workers about the benefits of Kamdhenu products, the Company organized an awareness programme for the contractors of Sundar Nagar in Gujarat. Organized on 11th January, 2016, with the support of Kamdhenu distributor in the area, Mr. Rakesh Patel, this event was attended by about 250 contractors of Sundar Nagar and adjoining localities.

Along with Mr. Kundan Kumar Singh, Sr. Manager- Marketing in Gujarat, many Kamdhenu Officials including Mr. Sandeep Agarwal (Sr. Executive), Mr. Praveen Sharma and Mr. Sanjay Kumar participated in the Meet organized at Swami Samaj Wadi, Surendra Nagar.

During the event, Mr. Kundan Singh gave a detailed presentation about the Company, explaining the quality superiority and manufacturing process of Kamdhenu TMT products. Adding to this information, he said that, "Kamdhenu gives due importance to the contractor's contribution in the development of counties and society. Our Company establishes relationship with contractors in every part of the country to help them in building stronger constructions. By using the superior quality Kamdhenu products, contractors can cost-effectively make better construction, earn good reputation and thus prosper in their lives."

Afterwards, Kamdhenu officials answered the queries of the contractors about the product. Having complete information about Kamdhenu TMT, the construction workers became the admirers of Kamdhenu products.



## Malaysia and Indonesia tour by RAJASTHAN DEALERS

World's Greatest Brand in Iron and Steel, Kamdhenu Limited give priority to the happiness of its Dealers in addition to the satisfaction of the customers. Acknowledging the important role played by the dealers, towards making the superior quality Kamdhenu products easily available to the customers in every part of the country, the Company offers beneficial schemes for them on regular intervals.

In the month of January, Company had given chance of 5-days tour of Malaysia and Indonesia to Rajasthan dealers. Started on 12th January this tour programme was attended by 53 persons, including Kamdhenu Distributors Mr. Rajeev Garg and Ghanshyam Chitlangia in addition to many dealers. Kamdhenu personnel, who also accompanied the team in this 2-Nations tour programme, were Sr. GM- Marketing Mr. Dilip Mehra, AGM-Marketing Mr. Rajeev Mathur along with Mr. Tanmay and Ms. Dhyata Jain from Kota Unit.

While staying for 3 days in Bali, Indonesia and 2 days in Kuala Lumpur, Malaysia; the team spent very enjoyable time all together. Here they visited many world famous tourist destinations, like; Sun Way Lagoon, K L Tower, Lembongan Island etc. They experience many exciting water sports and pleasure trip in a cruise. During the tour, they did a lot of shopping and partying.





## Kamdhenu works committedly for SOCIAL RESPONSIBILITIES

India's No. 1 TMT manufacturing company, Kamdhenu Limited is a business entity renowned for its adherence to the corporate ethics of higher degree. Awarded as World's Greatest Brand, While revolutionizing the construction sector of country by offering latest and advanced products for safer and stronger infrastructure and housing, Kamdhenu is also putting relentless efforts towards bringing sustainable positive changes in the lives of underprivileged.

The dedicated social wing of the company, **Kamdhenu Jeevandhara** manages and executes various welfare programmes related to the Company's Corporate Social Responsibility (CSR) activities. Under the devoted and competent leadership of the Chairperson of **Kamdhenu Jeevandhara**, Mrs. Radha Agarwal, the organization is effectively working for social welfare and socio-economic development of disadvantaged population.

The Chairperson of **Kamdhenu Jeevandhara**, Mrs. Radha Agarwal believes that, "Our real characters as a person reflect through our attitude towards the society. Living only for the growth of oneself cannot be treated as the life of a good being. Kamdhenu has an unflinching commitment for utilizing its resources and capabilities in the benefit of society in maximum possible ways. Kamdhenu believes that without the dedication to the social cause every growth is incomplete."

**Kamdhenu Jeevandhara** gives priority to the projects of elementary education and mid-day meals aimed for children from poor families. Responding to the appeal to corporate houses by the present government to align their resources with the grand vision of Swachh Bharat Mission, **Kamdhenu Jeevandhara** provided assistance to a number of projects ensuring availability of Safe Drinking Water and proper sanitation facilities in the schools. **Kamdhenu Jeevandhara** is proud to play a role in ensuring dignity, better health and clean environment in so many schools situated in rural and remote areas. Empowerment of the persons with disabilities with the aim to make them Self-dependent is one of the prime focus area for the activities carried out by **Kamdhenu Jeevandhara**. Ensuring that persons with disabilities miss out their chance of success due to physical challenges, **Kamdhenu Jeevandhara** associates with NGOs and

other Voluntary organization working in the field of disability and gave support to the distribution camps of free hearing aid, artificial limb, wheel chairs, walkers, polio calipers and other assistive devices.

Apart from the routine activities of social development, **Kamdhenu Jeevandhara** put efforts to provide help and resources for the rehabilitation of disaster affected populations. In the past years whenever a big natural disaster took place in the country like devastating flood in Uttarakhand and J&K, **Kamdhenu Jeevandhara** contributed in the resource pool aimed for the victims.

Committed to the protection of environment '**Kamdhenu Jeevandhara**' has come up with an innovative participatory initiative under "Green India" Campaign. Speaking about this campaign, the Chairperson of **Kamdhenu Jeevandhara**, Mrs. Radha Agarwal said that, "Green India Campaign is devised as a plantation drive, in which we are getting support from all the channel partners of Kamdhenu based in every nook and corner of the country. Through this campaign entire Kamdhenu Family is contributing towards the protection of Nature."



**BEST SUPPORTING DEALER of the Month**

Mr. Durga Prasad  
M/s. Mahakaal Trading Co.  
Near Police Station,  
Naka No. 3, P.T. Company  
Rajgarh, Bayora  
Mob.: 09425443086

Mr. Anil Kumar  
M/s. Ram Sahay Agarwal & Company  
Gandhi Road, Near PNB Bank  
Datiya  
Mob.: 09425110603

Mr. Pravin Chaudhary  
M/s. Gurunak Steel Centre  
Near Janta Talkies  
Opp. Church Itarasi  
Mob.: 09039708230