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# Ispat Sandesh

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## Kamdheniu inspires Himachal Dealers



Kamdheniu ispat limited, one the frontrunner infrastructure sector companies of the country, organized a grand dealer meet in Jaipur. In this meet, held on 8 and 9 March 2014 at Cambay Golf resort, a luxurious hotel of Jaipur, Kamdhenu motivated its dealers from Himachal Pradesh in a big way.

Over 200 dealers from Himachal Pradesh participated in this annual dealer's meet of the state. Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd and Mr. Rakesh Misari, GM, Kamdhenu Ispat Ltd addressed the participating dealers during the event. In this meet, the senior personnel from manufacturing companies of Kamdhenu TMT under the license user agreement including, the Directors of Him Alloys, Mr. A K Agarwal and Mr. Abhishek Raja; Director, Radiant Casting, Mr. S K Sharma and Director, Shri Sigla Steel, Mr. Prem Sharma, were also present.

Motivating the dealers for better performance, Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd said, "Kamdheniu has come among the selected best companies of the country on the merit of its superior products. Kamdhenu is ranked among the very few companies of India which is having the capability to manufacture world-class TMT of unmatched quality like, KAMDHENU SS 10000. Much in demand in the market, KAMDHENU SS 10000 is being used in several mega projects of the country." Mr. Agarwal further added, "Kamdheniu Ispat Ltd is very caring towards all the dealers attached to the company. At every step company is standing along with its dealers to extend them all the necessary support."

Mr. Rakesh Misari, GM, Kamdhenu Ispat Ltd gave a presentation to the participating dealers. He informed the dealers about the

specifications and features of the premium product KAMDHENU SS 10000 while detailing the success story of the product. Acknowledging the contributions of the Dealers, he said that as a result of the hard work put by dealers the company had been getting success in achieving its important position in Himachal Pradesh.

During the dealer's meet, the best performing dealers were awarded. The Dealers also availed the chance of sightseeing of tourist destinations of Jaipur. Holi Milan event was also organized in the end of the meet.

Dealers assured the company that they would put all the efforts to consolidate the market share of Kamdhenu even further. They expressed their hope that Jaipur visit would reenergize them to work more enthusiastically and purposefully.

# Dubai Tour for J&K Dealers



The leading infrastructure sector company of India, Kamdhenu Ispat Ltd is a Pan India company in true sense. Enjoying an effective and robust marketing network in every nook and corner of the country, Kamdhenu reaches to its millions customers in all the major markets of India. Kamdhenu as an uncompromising principle always takes good care of its dealers and organizes rewards packages and incentive trips for the performing dealers.

In the same line every year Kamdhenu organizes one international tour aiming to increase the satisfaction level of J & K dealers. This year the dealers of Jammu and Kashmir were given a chance of international tour to Dubai by the company. The tour was organized from 6th March to 9th March and 23 dealers of the state availed the chance to participate. Mr. Krishan Lal Dhar, Sr. Marketing Manager, Kamdhenu Ispat Ltd went along with the touring team.

This 3 days Kamdhenu J & K dealer's international tour provided the team a very refreshing opportunity to visit major tourist attractions of Dubai including Jumeirah Mosque, city center, Dubai Museum etc. they also participated in some good events abroad. The trip was successful in its objective to strengthen bonding between company and its dealers in the state as well as creating good rapport among its dealers.

After the tour the team participated in a motivation programme at Gurgaon. Addressing the team in this motivational programme, Mr. Dilip Mehra, SGM, Marketing, Kamdhenu Ispat Ltd, said, "Hard work is the only way to success and prosperity. Kamdhenu products are known for quality and everywhere the brand recognition and pent up demand for the products are present. You Dealers have to supplement only with your effort to reach the customers. With sincere effort you all are capable to achieve very rewarding returns from the market and recognition from the company."

All the dealers and Kamdhenu officials participating in the motivational programme voiced their resolve to work harder and achieve better in future.





## Grand dealer's Meet in Bhopal

Kamdhenu ispat limited, one the frontrunner infrastructure sector companies of the country, believes in direct communication with its dealers. With the objective to sit together and communicate freely, company organizes dealer's meet at regular intervals. In the same line, Kamdhenu Ispat Ltd organized a grand dealer's meet on 13th March 2014 at hotel Jahanuma, Bhopal.

More than 150 dealers of Madhya Pradesh participated in this Meet. In the presence of Senior GM, Kamdhenu Ispat Ltd Mr. S B Sharma this event was attended by Mr. Neeraj Goyal, Mr. Anil Goyal and Mr. Vishal Goyal, the directors of Kakda Rolling Mills, the manufacturing company of Kamdhenu TMT in the state under the license user agreement. Manager, Kamdhenu Ispat Ltd, Mr. Sameer Gupta was also present during the event.

While addressing the dealers, Mr. S B Sharma, Senior GM, Kamdhenu Ispat Ltd said, "Today the steel products of Kamdhenu Brand are available in all the parts of Madhya Pradesh and Chhattisgarh. Due to high quality TMT bars like FE-415, FE-500 and FE-500D, Kamdhenu brand has consolidated its position among the top ranks. Kamdhenu products are exceedingly in demand among all kind of customers.

Inspiring the dealers to keep working hard, Mr. Sharma added, "Company rewards and recognizes best performing dealers time to time. Kamdhenu is ever ready to help and support its dealer. All kinds of marketing and other necessary helps are being provided by the company, so that our dealers could compete in a better way with other competing brands in the market."

The director of Kakda Rolling Mills, the manufacturing company of Kamdhenu TMT

under license user agreement; Mr. Anil Goyal said to participating dealers, "Strong dealer network touching all the corners of state ensures the availability of Kamdhenu products. Because of its superior quality and market presence, Kamdhenu brand is ranked among the top brands of Madhya Pradesh. Effectively and strongly competing with its competitive brands, Kamdhenu brand has carved a niche for itself. Kamdhenu products are being manufactured in the state in adherence to stringent parameters ensuring the unmatched quality these are known for."

Best performing dealers were honoured during the dealer's meet. The participating dealers assured about putting all the effort to achieve even better market share and sells volume in the future.



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## Kamdhenu receives ISPAT UDYOG RATNA AWARD



“KAMDHENU SS 10000 is the first and only TMT bar in its category in India which gives double ribs, double strength and double safety. For this reason it is being hailed as TMT bar with Do Ka Dum, which provided the strength of two in one rebar. Owing to its unique double-rib pattern, KAMDHENU SS 10000 TMT yields the strongest bond with concrete and gives 254% stronger concrete bond for superbly strong constructions.”

This March the coveted Ispat Udyog Ratna Award has conferred to Kamdhenu Ispat Ltd, the leading infrastructure sector company of India. All India Induction Furnace Association has given away this award to Kamdhenu for its achievement regarding the development of the premium product KAMDHENU SS 10000 TMT bar, contribution in research and development as well as company's entrepreneurship skills.

The CMD, Mr. Satish Agarwal along with Director, Kamdhenu Ispat Ltd Mr. Sachin Agarwal received the awards from the hands of Mr. Mohan Kumar, Secretary, Ministry of Steel, Government of India in a grand event organized at Hotel Le Meridian, Delhi on March 10, 2014.

KAMDHENU SS 10000 TMT is the latest and most premium product of the company which is developed through long research keeping in mind of growing need for big infrastructure projects as well as better earthquake resistant constructions. KAMDHENU SS 10000 is the first and only TMT bar in its category in India which gives double ribs, double strength and double safety. For this reason it is being hailed as TMT

bar with Do Ka Dum, which provided the strength of two in one rebar. Owing to its unique double-rib pattern, KAMDHENU SS 10000 TMT yields the strongest bond with concrete and gives 254% stronger concrete bond for superbly strong constructions.

KAMDHENU SS 10000 TMT has superior seismic design, which adds to its earthquake resistance quality and ensures safety to the constructions. This premium product is being manufactured using the latest UK based technology conforming to international quality standards.

Expressing happiness over the Ispat Udyog Ratna Award and recognition, the CMD Mr. Satish Agarwal said, "KAMDHENU SS 10000 TMT is developed keeping in mind the stringent construction guidelines for new age infrastructure projects like, skyscrapers, flyovers, highways etc as well as all kind of constructions in seismically sensitive zones. This premium product bonds with concrete in the best way and yields strength up to 10,000 Psi to the right mixture of concrete."

Mr. Sachin Agarwal, Director, Kamdhenu Ispat Ltd played an important role in the

development and subsequent launch of KAMDHENU SS 10000 TMT. He was the leader of the project team entrusted with development of KAMDHENU SS 10000 and he led the process from the front. Starting from the thriving launch after the development of KAMDHENU SS 10000, Mr. Sachin Agarwal is playing a pivotal role in the marketing of the product and he contributed, in a big way, in the market success of the product.

Illustrating one of the rare corporate success stories of similar magnitude, Kamdhenu Ispat Ltd. was started as a single steel plant in Bhiwadi in 1995. Within 19 years, presently more than 50 manufacturing plants across the country are producing 1.5 Million Tonnes steel products for Kamdhenu Brand under license user agreement. ]



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## KAA DUM

• DOUBLE RIB  
• DOUBLE STRENGTH  
• DOUBLE SAFETY

## KAMDHENU

# SS 10000



STEEL WITH SINGLE RIB



KAMDHENU SS10000  
WITH DOUBLE RIB