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# Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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## KAMDHENU PAINTS Super Star AWARDS

The fastest growing decorative paint company of India, Kamdhenu Paints, is known for trusted quality and best of business principles. As one of the top ranking companies of the decorative paint segment in India within a very short span since inception, Kamdhenu Paints has achieved substantial market share in most of the major markets of the country. As a firm business policy, Kamdhenu Paints always treats its dealers as important associates.

In appreciation of the crucial role of paint dealers in reaching to consumers, Company regularly launches innovative incentive schemes to rewards the performing dealers. After the success of Dealer incentive mega scheme "Bollywood Star Night" held in November, 2014 at Ambey Valley, Lonavala the company received demand for similar scheme from the dealer community. In response to the demand a new scheme was launched offering the performing dealers a chance to participate in Sonu Nigam Live in Concert and other various entertaining events during their fun-filled stay of 2 days at Hotel Hyatt Regency, Manesar, Gurgaon near the Capital City Delhi.

Organized on 4th and 5th April, 2015 in this musical mega event, all those dealers were invited, who have lifted the paint quantity equal to or more than the mentioned quantity in the scheme between 1st November, 2014 and 31st January, 2015 as well as cleared all

outstanding account. Enthusiastically participating in the scheme Dealers from all across India got invitations as well as prizes for their achievements. Many renowned artists from the film, TV and music world came to this Mega event.

After reaching the Hotel and having lunch all the invitees were taken to the world-class entertaining show at Kingdom of Dreams. Welcoming the invited dealers, the Director, Kamdhenu Paints, Mr. Saurabh Aggarwal said, "The success of Kamdhenu Paints is a collective achievement of all of us. I am proud of having hard-working associates like you and I hope that the Company would get your support in the future also." After watching the grand show 'Zangora' in Kingdom of dreams they returned to the hotel where the futuristic Kamdhenu Paints Designer Gallery was unveiled.

In the evening, the popular film actress and former Miss Asia Pacific Dia Mirza presented the awards to the top performing dealers in different categories amidst the clapping and cheering of fellow dealers and Kamdhenu officials. The gorgeous Gazal Vats was the event anchor. On the occasion the Director, Kamdhenu Ispat Ltd., Mr. Sunil Agarwal said, "We always try to inspire your support and thus we keep on growing together. We all must pledge to work hard towards widening the reach of our product to each and every prospective customer."

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After the award ceremony, the rising singers of Bollywood, Divya Kumar and Shashi Suman gave very entertaining performances. Afterward Bollywood Dance Group gave many sizzling performances. Charged by these high voltage dance performances, till the late night music, dance and party went on.

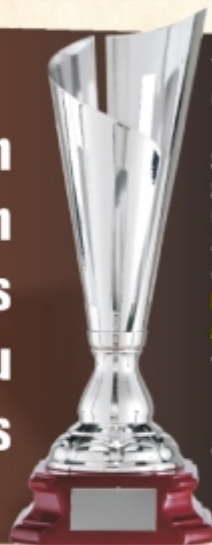
On 5th April, all the invited dealers went for an exciting and entertaining trip in the 10 acre water park- Oyster, Appu Ghar and indulged in different water sports and fun activities. Rain-dance party with live DJ and cocktails refreshed all the invitees.

In the evening a mega musical event was held at the Banquet Hall, Hotel Hyatt Regency, Manesar. The mega event starts with the dazzling

performance of Bad Salsa Group. Dealers get mesmerized by the live dance the popular Dancing pair of Sumanth and Sonali, whom they have till date seen performing and winning in numerous dance competitions on TV including India's Got Talent. The Mega event concluded with the enthralling live in concert of Sonu Nigam and his group of artists.

On the occasion addressing to the dealers, The CMD of Kamdhenu, Mr. Satish Agarwal said, "Few months back in Lonavala I promised you to organize an event in which you all can participate with your family members. Today's event is the realization of that promise. Now I expect from you to keep on hard working and achieving bigger targets."

## Felicitation and Recognition of the role models of Kamdhenu Paints



The grand event of 4<sup>th</sup> and 5<sup>th</sup> April 2015 was also an occasion to recognize the efforts of best performing associates and personnel of Kamdhenu Paints and rewards them for the same. These award given in the presence of all the peers and colleagues, by the celebrity guest inspire the winners to keep on doing good work and also motivate the others to put effort and hard-work to win the next time around. Ispat Sandesh congratulates all the winners and gives everybody its best wishes for the future.

**Mr. Anil Chabhra from M/s. Anil Chabhra, Hanumangarh and Mr. Subhash Nanda from M/s. Nanda Builders, Jammu** were awarded as All India Highest Value Sale Distributors of Kamdhenu for the FY. 2014-15.

During the event the prizes were given to the Lucky Draw Winners of Samsung Mobile Scheme in February 2015 as well as the Lucky Draw Winners of Apple iPhone & Samsung Scheme in March 2015.



During the event the awards to the **All India Highest Value Sale Dealers** for the financial year 2014-15 were given to the following dealers:-

**1st Mr. Satender Bartwal, M/s. S. K. Trading, Dehradun, 2nd Mr. Arvind Goyal, M/s. Sumit Sales, Haldwani, 3rd Mr. Markenday Jaiswal, M/s. Roshan Lime Company, Varanasi, 4th Mr. Jagjeet Singh, M/s. Punjab Hardware & Paint Store, Lucknow, 5th Mr. Prem Kumar, M/s. Shree Vrindavan Marketing, Faridabad, 6th Mr. Sanjeev Singh, M/s. Sanjeev Hardware, Jammu, 7th Mr. Vishal Gupta, M/s. Vishal Traders, Jammu, 8th Mr. Vipin Agarwal, M/s. Vipin Kumar Udit Kumar, Haldwani, 9th Mr. Rajendra Bhai, M/s. Pragati Paint, Rajkot, 10th Mr. Akshat Mittal, M/s. Suresh Chand Anil Kumar, Haldwani, 11th Mr. K. Laxmikant, M/s. Sonu Hardware, Raipur, 12th Mr. Hardeep Singh, M/s. Saluja Paints & Plywood, Raipur**

**The awards of All India Highest Value Sales Depots were given to:**

Jammu, Ghaziabad, Haldwani, Parwanoo, Lucknow, Varanasi & Patna.

**All India Kamdhenu Paints Gallery Dealers were recognized for their support to the Company and given the trophies for the same; including:**

M/s. Shiv Hardware Store, Haldwani, M/s. Bajaj Hardware & Paints, Jalandhar, M/s. Bulhowal Cement Cooperation, Jalandhar, M/s. Punjab Hardware & Paint Store, Lucknow, M/s. Unique Enterprises, Lucknow, M/s. Rainbow Paints, Ghaziabad, M/s. S. K. Trading Company, Dehradun, M/s. Johri Lal Bansidhar, Parwanoo, M/s. Amit Iron Store, Parwanoo, M/s. Dhani Prem Builders, Haldwani.

**All India Highest Value Sales Person**

Mr. Mayank Manglik, Haldwani, Mr. Parmatma Saran, Ghaziabad & Agra, Mr. Ajay Sharma, Hanumangarh, Mr. Nitin Sharma, Dehradun, Mr. Shehzad Ahmed Khan, Lucknow.

**Award for Excellence**

Mr. Rajkumar Srivastava, National Marketing Head and Mr. Kamal Sharma.

Kamdhenu Ispat Ltd is presently counted as one of the biggest manufacturers of TMT in the country. Across India, Kamdhenu products are known for its superior quality on competitive price. Supported by millions of satisfied customers in every part of country, today Kamdhenu products are well in demand in every market segment. Company as a business policy, always treats its dealers and distributors as important partners in its success and time and again offers incentives to the performing dealers.

Similarly from 16th March to 22nd March, a target based incentive tour for Top performing dealers of Gujrat in terms of quantity was organized by the company, in which a total of 42 "A-Grade" dealers of the state availed the chance to tour Paris and Amsterdam. The Directors of Someshwar Ispat Pvt Ltd. - the



## Gujarat Dealers in PARIS & AMSTERDAM

manufacturing company of Kamdhenu TMT in the state under License; Mr. Yogesh Patel, Mr. Rakesh Patel and Mr. Mukesh Patel accompanied the touring team along with the Kamdhenu distributors in the state Mr. Manoj Shah from M/S Kashish Enterprise and Mr. Hitesh Shah & Mr. Mihir Shah from M/S Chintan Steel. While accompanying the touring team the officials of Kamdhenu, Mr. Sushil Chaudhary, GM (Marketing) and Mr. Kundan Kr. Singh, Sr. Manager (Marketing) appreciated the dealers for their work and for their loyalty towards the Company.

Paris is the fashion capital of world, famous for its art, architecture and glamorous life style. Amsterdam, The capital city of Netherland, is one of the most popular tourist destinations in Europe, receiving around 50 lakh international visitors annually. All the dealers spent a memorable time in these two cities. This dream tour to the capital cities of France and Netherland, two of the most beautiful destinations of Europe was very successful in its objective to motivate the dealers and strengthen the ties between the company and its channel partners.

## Rajasthani Masons appreciated Kamdhenu SS 10000

Kamdhenu Ispat Ltd has made a strong statement in Indian construction material market with India's first and only authorized double ribs TMT Kamdhenu SS 10000 having 100% seismic resistance properties backed by its exclusive interlocking grip. Recently with the objective to increase awareness about this pioneering product, Kamdhenu has organized 3 Mason's meet in different districts of Rajasthan. All the 3 meets was organized with the inspiration and active participation of the Kamdhenu Sales Promoter in the state M/S Saturn Steels.

The 1st Mason Meet was organized by M/s. Raj Steel at Sagwara, in the Dungarpur district on 27th March 2015 in which masons of the surrounding areas had participated in huge numbers. From Kamdhenu Ispat Ltd. Mr. Manish Soni, Sr. Marketing Officer and Mr. Vishal Saxena (Executive Marketing) attended the event. The renowned builder of the area, Mr. Hussaini Hathai Ji and Mr. Shabbir Bhai Kapda Ji were the honorable chief guests of the event.

The next day on 28th March, 2015 another mason meet was held in Banswara District. Organized with the help of local dealer M/S Mahaveer Enterprises, Banswara, the meet was quite successful in making the product familiar to the masons of the district. Mr. Manish Soni, Sr. Marketing Officer and Mr. Vishal Saxena (Executive Marketing) from the Company explained about the unique features of the product

to the participating masons. The respected architect of the area, Mr. Hemant Joshi Ji graced the event as the chief guest.

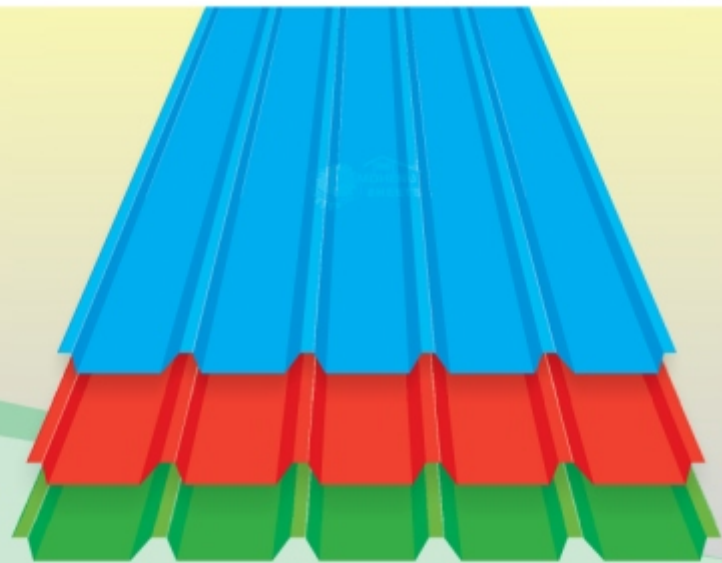
A similar event was held in Jhunjhunu District on 6th April, 2015, also witnessed a strong presence of the masons of the area. M/S Chothmal Ramji Lal, Jhunjhunu, the local dealer put good effort and made the event a success. Mr. Ekeshwar Sahu (Marketing Officer), Mr. Shailendra Ji (Marketing Officer), Mr. Vishal Saxena (Executive Marketing) and Mr. Honey Gopaliya (Executive Marketing) attended the meet on behalf of the company. In the event the reputed architects of the area, Mr. Md. Farukh Ji and Mr. Sidhki Ahamad along with Mr. Kudha Ram Ji were made their presence as the chief guests.

During all the meets, the participating masons had shown appreciation about the unique features of the product. They said that they would endorse Kamdhenu SS 10000 to the clients to make stronger and earthquake resistant buildings.





## Kamdhenu Sheets for **LONG-LASTING HAPPINESS**



The biggest manufacturer of TMT bar in India, Kamdhenu Ispat Ltd. keeps a keen tab on the market trends in the infrastructure sector. Outlining the major market opportunity in roofing sector, Indian roofing market was estimated at Rupees 345 billion in 2013-14. The phenomenon is quite evident in urban and rural India, as the traditional roofing materials are getting replaced by metal roofing sheets. Responding to this great potential of growth in the segment, Kamdhenu decided to penetrate this market. And with this objective, the Company has launched its Metal Roofing sheet Vertical, Kamdhenu Sheets in 2012 to successfully step into the alcove of Roofing solutions.

Explaining the demand dynamics in the roof segment, the Director of Kamdhenu Ispat Ltd, Mr. Sunil Agarwal said, "This prevailing trend in the sector conclusively reflects that residential roofing solutions market is moving to the next generation products. Industrial sector is also indicating an increased willingness to try contemporary roofing materials that are easy to maintain and long lasting."

For Metal Roofing products in India, warehousing is a leading demand driver. Industry sources estimate demand for warehousing to grow at an annual rate of around 9% over the next five years. Growing number of factories, poultry farms, architectural buildings, cold storages and development of special economic zones are other key demand drivers for roofing market. Also widely being used in malls and retail outlets, Metal Roofing has become one of the fastest growing segments in the Indian construction industry. Being hailed as eco-friendly roofing solutions by many a group, metal roofing solutions are in vogue all around.

The brand, Kamdhenu Sheets, offers a variety of roofing products, including High-rib profile sheets, Tile profile sheets and corrugated

sheets. Stringently tested to provide reliable protection to the users, all the variants of Kamdhenu sheets are rust-proof, well-designed, light-weight and environment friendly.

The Director of Kamdhenu Ispat Ltd. Mr. Sunil Agarwal said, "The 75% of heat enters a house from the roof and only 25% from the walls. This is because the roof is exposed the most and for the longest period to solar radiation. The heat radiated from the Sun is absorbed by the roof surface and the house ceiling absorbs the radiated heat. Offering the users comfort and energy saving on cooling, the advanced high reflective coating used in Kamdhenu sheets reduces roof temperatures up to 20% in summers. Apart from this, Kamdhenu Sheets takes very less cooling time after sunset and saves on energy and expanse on cooling at night."

Available at competitive prices in the range of 4 mm to 16 mm thickness, all the 3 variants of Kamdhenu Sheets offer rich aesthetic colour options to choose from. The strong locking system of the product ensures durability under dynamic load, strong wind up lift and adverse weather conditions. These roofing sheets are waterproof, break resistant and flexible making them sustainable and innovative products.

Giving a glimpse of the steep future growth in this vertical, Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd said "Presently Kamdhenu sheets are available in Jammu & Kashmir, Haryana, Himachal Pradesh and Punjab, while responding to the demand from other parts of the country, the process to rope in new dealers is also on. Set to increase the annual production to 1, 20,000 MT Company is poised to become one of the top companies in the metal roofing solutions segment."



Rohit Mahajan  
M/S Amit Iron Store  
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Anil Kr. Shaw  
M/S Ashirwad Iron Store  
15/2, West Ghosh Para Road  
Jagatdal,  
District - North 24 Parganas (WB)  
M - 09831299749

Arjun Kr. Sahu  
M/S Om Sai Traders  
Keshpur,  
District - Ganjam (Odisha)  
M - 09937152215