



Website: www.kamdhenulimited.com, www.kamdhenupaints.com
 Email: kamdhenu@kamdhenulimited.com

Ispat Sandesh

www.facebook.com/kamdhenulimited

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KAMDHENU gets Asia's Best Brand Award



The Number 1 TMT rebar brand of India, Kamdhenu is continuously creating history in the Steel and Iron segment. Recognized as the most powerful brand in the Indian construction material market, Kamdhenu is also regularly receiving accolades and appreciation at global level. Within just 3 months time after receiving 'World's Greatest Brand, 2015—Asia & GCC' in the Iron and steel category in the last December in a star studded prestigious event in Dubai, Kamdhenu was again awarded on a global platform.

Among all the important companies of Asia, winners to be awarded were selected on the basis of the a number of criteria, including; brand equity, working model, innovativeness, market-size and consumer satisfaction level etc. by one of the best global consultancy body, **World Consulting & Research Corporation (WCRC)**. WCRC Awards are very sought-after accolades world-over. The awards for the year 2015 were conferred to the selected winners in different business segments in a mega event organized in Bangkok, Thailand.

Kamdhenul Limited, being selected as the Asia's Best Brand in steel, was conferred with the prestigious **WCRC Award - 2015** on 17th March 2016 at Hotel Amary Water Gate, Bangkok, Thailand. The event was started in the afternoon and many prominent personalities, Marketing Gurus and corporate leaders utilized this opportunity to shake hands and discuss the business of mutual interest. Afterwards, famous TV journalist Mr. Abhimanyu Ghosh conducted a talk show with the representatives of all the selected Companies for the Awards.

On this occasion speaking to international media, the director of Kamdhenu Limited, Mr. Sunil Agarwal said, "I thank all the stakeholders for their contributions in the growth of Kamdhenu on this moment of recognition at this prestigious platform. Every award inspires us all at

Kamdhenul to work hard towards excellence. Receiving recognition like WCRC award, we feel more obliged to our customers towards providing best of services and products in the field of iron and steel solutions. Today, brand Kamdhenu has become the part of life and dreams of millions of people and we are poised to reach to many more millions at global level with our services and products."

At 7 in the evening, Asia's Most Promising Brand Award Night started with a panel discussion. After the panel discussion, a Coffee Table Book on the Award Function was unveiled. Then the awards were announced under different Market Segments. The Felicitation ceremony of **Asia's Most Promising Brands 2015** took place in front of the august audience including media professionals, Marketing Gurus, Corporate Leaders etc., in the presence of directors of the Company, Mr. Sunil Agarwal and Mr. Saurabh Agarwal, who received this coveted award of **Asia's Most Promising Brands 2015** on behalf of Kamdhenu Limited **under the Steel Segment**.

Giving away the WCRC Award - 2015 the organizer acknowledged the contribution of Kamdhenu in the steel industry, by announcing that, "Kamdhenul Limited is playing an important role in revolutionizing the business model and bringing forth advance technologies in steel segment, since its inception. Under franchise business model, the Company has provided better technology, training and market access to over 50 competent companies, which resulted in ensuring the reach of trusted high quality Kamdhenu TMT to millions of consumers. With hearty appreciation of the superior quality and effective market strategy of the Company, the Award for Asia's Most Promising Brand 2015 is being conferred to Kamdhenu Limited."



Kamdhenu Paints Shines among Paint dealers

Kamdhenu Paints, one of the top ranking companies in the decorative paint segment in India is the name of quality, trust and choices. It offers biggest product range with most elaborate options of colours and patterns to suite every segment of consumers. Furthering its consumer-friendly state of the art services, the Company has introduced new range of its products to leverage premium luxury wall fashion towards providing its consumers a divine experience of ultimate glamorous lifestyle.

On 15th March, 2016 at Hotel Solitaire Inn in Muzaffarnagar, Kamdhenu Paints participated in 12th Annual Conference 2016 of Western Uttar Pradesh Paints Vyapar Mandal. A popular event in Paint business, this conference was attended by around 1000 Paint Dealers from the every corners of Western Uttar Pradesh. Sh. Sandeep Bansal, State Minister, Small Scale Industries, Government of Uttar Pradesh was the Chief Guest of this high profile event. Sh. C.B. Singh, Add. Commisioner-II Commercial Tax, U.P. and Sh. Sushil Kumar Guatam, Add. Commissioner (R) Commercial Tax, U.P. were the special Guests of Honour of the event.

Along with all major Brands in paint segment, Kamdhenu Paints also installed its Display Stall to showcase the new range of products. On this occasion many senior personnel of Kamdhenu Paints represented the Company in the event, including; Mr. Kamal Sharma – Marketing Head (Haryana & Western UP), Mr. Vijay Asthana – DGM, Mr. Lovejeet Singh – Manager Brand Promotion, Mr. Vipin Mandhok – Sales Officer, Mr. Nitin Goswami, Mr. Sunil Kumar and Mr. Vinod Sharma. With participation in the event the new Product range of the Company received grand popularity and this event also helped in highlighting Kamdhenu Paints among the person having interest in Paint business of the state.



Consumer Awareness Programme in UP

Kamdhenu TMT is the most selling TMT rebar brand across the India, enjoying a strong dealer network in length and breadth of India. Maintaining superior quality standard and winning trust of customers, Kamdhenu is continuously growing in size and reach. The demand of the Kamdhenu products is also on steep rise in Uttar Pradesh and Kamdhenu TMT has achieved a substantial market share in the state.

Presently, lots of construction works is happening in the state, particularly in the area known as National Capital region (NCR). To support the marketing and promotion interventions in these areas, the sales and marketing team of Kamdhenu conducted Consumer Awareness Programme (CAP) for improving the awareness level of masons of the area about the quality of Kamdhenu products. The event was aimed to help the masons to take informed decisions, while selecting the TMT bars for strong and safe construction.

On 2nd April 2016, two events were organized under CAP, including one in Dadri and other in the Ghaziabad town. The Kamdhenu dealers of Ghaziabad district collectively made the arrangement for these events. A total of 200 masons had participated in both the Mason Meets. From the company Mr. Yogesh Verma, Sr. Manager – Quality & Technical and Mr. Avinash Kr. Pandey (Executive Marketing) attended these meets.

Mr. Yogesh Verma explained about the company and quality of Kamdhenu products to the participating masons. He further gave emphasis on using Kamdhenu TMT rebars like, KAMDHENU SS 10000, 500D and other variants for earthquake resistant stronger construction. The event was quite successful in increasing the awareness level of participants and creating good relationship with the participating masons.





One of the top ranking paint companies of India in decorative segment, Kamdhenu Paints has been augmenting significant market shares in various markets while continuously consolidating its position. As the fastest growing Paint Company of the country in decorative segment, Kamdhenu Paints is relentlessly expanding its base and portfolio. Among the new generation consumers, Kamdhenu Paint is the name of quality, trust and choices.

Offering most elaborate options to suite every segment of consumers, today the company has struck good rapport with every stakeholders in paint business, be it interior designers, builders, house owners or painters. Due to superb finish, durability and effortless application of Kamdhenu Paints Product range, today people in good number are recommending Kamdhenu Paints products to customers. With growing popularity of Kamdhenu Paints product, all around the north India, recently the Company has consolidated its expansion in the eastern part of India including West Bengal and Odisha.

To celebrate the success of the Company in the Odisha paint market with all the Paint dealers in the state and also to announce the exciting launch of their new range of wood coating, Kamowood as well as the waterproofing product Kamodampguard, Kamdhenu Paints organized grand dealer's meet in the historical and holy place Puri. More than 200 dealers from all across the state attended the Meet organized on 19th February 2016 at Hotel Blue Lilly, Puri.

National Marketing Head of Kamdhenu Paints, Mr. Rajkumar Srivastava made his presence in the event along with Mr. Srikant

Mohanty, DSM, and Mr. Lovejeet Singh – Manager Brand Promotions, the CFA of Odisha Depot and many Sales Staff of Odisha, including Mr. Dusmanta Kumar Hotta, ASM, Mr. Brahmananda Mishra, SSO, Mr. Biswajit Panigrahi, SSO, Mr. Santosh Kumar Sahu, SO and Mr. Sudhansu Sekhar Swain, SO.

Presenting the New Product Range, Mr. Rajkumar Srivastava said to the audience, "Kamowood Wood Coatings products exhibit superb protection features, therefore create beautifully finished furniture, kitchen & floors and are very good in restoring old pieces. Our other new product Kamodampguard, made of superior Waterproofing Chemicals, stops water infiltration in any construction. As essential water proofing agents, this product also helps with post-construction maintenance. The inclusion of such products in the Kamdhenu roster pushes the brand's vision further of becoming an all encompassing, one-stop-shop."

Apart from serving the prime objective of sharing information about the Kamdhenu Group and to keep the dealers updated about its products, the Company also used this occasion to award the Odisha Dealers for their performances and continued support to the brand. In recognition of the contribution to Kamdhenu's ever-growing presence in Orissa, awards were given to a number of dealers including M/s. Maa Shree Ghanteswari Industries, M/s. Bhagbati Iron Store, M/s. Shree Mahaveer Hardware Store, M/s. Kalinga General Store, M/s. Paint House & M/s. Asha Trade Point.

During the event night a teaser of Target ka Badshah 4 was also unveiled by raising the curtain, while taking a final look at its 3rd season that took place in November last year.

Kamdhenu Limited, manufacturer of the largest selling TMT brand of India is known for its quality and innovation. For last many years winning trust of the customers in the way to emerge as the segmental leader, Kamdhenu TMT has carved a niche in India by introducing advanced products.

Himachal Pradesh, being an earthquake prone area, the benefits of using the quality TMT rebar is immense, and so Kamdhenu TMT is highly favoured by most of the builders as well as majority of the retail customers in every corner of the state. With the help of the marketing unit of HP and all the channel partners in the state, Kamdhenu TMT is continuously increasing its market share. The state has emerged as a



good market for not only Kamdhenu TMT but also for Kamdhenu Colour coated Sheets- **Colourmax**.

Having a very successful financial year regarding the sales figure, to celebrate the enthusiastic outcomes and discuss the strategy for the future, the Himachal Pradesh Dealer Meet was organized at Hotel Park Plaza, Zirakpur on 12th and 13th March 2015. The event was attended by all the distributors and dealers in the state totaling to approximately 250 participants.

In the event, along with Mr. Sunil Agarwal, Director, Kamdhenu Limited, many Kamdhenu personnel including the Mr. Rakesh Misri - GM,

Himachal Dealers Celebrated Success in Zirakpur

Mr. Vivek Maheshwari -AGM Business Development, Mr. Amit Soni - AGM Brand Promotion made their presence. Representing the manufacturing companies of Kamdhenu TMT under license, Mr. Ajay Agarwal, Mr. Ashok Raja and Mr. Abhishek Raja, the directors of M/S Him Alloy & Steel Pvt. Ltd. and Mr. Anuj Gupta, the director of M/S Radiant Casting also attended the event.

The Honourable MP from Hamirpur Parliamentary Constituency and Secretary of BCCI, Mr. Anurag Singh Thakur graced the occasion with his presence as the Chief Guest of the event. Congratulating the Kamdhenu on its recent back to back winning of Awards at global platforms as the Best Brand in Steel Segment, He said, "The companies like Kamdhenu, who have firm roots in India while having true global capabilities too, made all of us Indian proud. As a people's representative, I give my best wishes to the Company towards providing quality construction materials in Indian market and helping in the growth of the country."

Afterwards, the Director, Mr. Sunil Agarwal thanked all the dealers of the state for their good performance throughout the year and inspired them to keep up the good work in the future. Expressing concerns over the recurring seismic activities in Indian Sub-continent, he said, "The safety of human lives and properties is a priority to Kamdhenu as one of the leading construction material manufacturer in the country. Himachal is also situated in the earthquake sensitive zone. So you all must put effort for popularizing the use of quality TMT rebars in constructions activities in hilly areas and foothills. By making the consumers aware about the importance of the selection of high quality Kamdhenu TMT products, you can contribute in the safety of innocent public."

During the event Trophies were distributed among the best performing dealers for their achievements. Many fun activities were also organized and all the participants were given the gifts at the end of the 2-days meet.



Mr. Sujeet
M/s. Gangothri Steel Traders
#911/1&2, Dasappa Complex,
Tumkur Road, T. Dasarahalli,
Bangalore-57.
Mob.: 9845049886, 9886727666

Mr. Rajeev Kumar Bansal
M/s. Bansal Colours Pvt. Ltd.
B-20, Jyoti Colony, T,
Timber Mkt. Loni Road,
Shahdra Delhi-110032
Mob.: 09312660045

Mr. Sunny Garg
M/s. Ganesh Traders
Shop No-2, Bawa Complex,
Sector-1, Parwanoo,
Tehsil Kasauli, Distt.Solan,
Ph.: 01792-233486