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## How's the Josh?

### Kamdhenu Nxt Dealers' meet in Dehradun was high on josh!

Kamdhenu, the country's leading manufacturer of finest steel products and a symbol of unbreakable trust across the country, has always emphasized on innovation and technology. It regularly launches high-merit products and continuously motivates its dealers to make the products available across the country with ease. It recently organized a 'Grand Dealers' Meet' high on josh. The event was a part of 'Dealers Motivation Program' in Dehradun. More than 160 dealers of the company were present in this event. Improved and innovative products, its unique capabilities and new incentive program details were also shared with the dealers in the event.

The event was organized for encouraging dealers and disseminating new information about the construction sector. The event was graced by the warm participation of the company's Director, Mr. Sunil Agarwal along with the company's office bearers Mr. Dilip Mehra (Senior GM), Mr. Harish Gautam (Senior Manager), Mrs. Neetu Kataria (Senior Manager), Mrs. Kavita Mishra (Manager) and distributors Mr. Manish Tayal, Mr. Manohar Kesarwani and Mr. Mahendra Singh Chawla. Mr. Sunil Agarwal also interacted with the dealers and discussed how the ideas of future generations can be shaped into reality and how contribution of all present in the event can accelerate the pace of development.

Keeping in view the pace of the development in the state and for enhancing the company's high-merit products, the officials shared their views on the importance of steel as one of the important components of Smart City Projects and safe construction. Dealers who have achieved great success and

helped company grow were also honored in different categories. Among others, Best Supporting Dealers, Achievement Award, Best Supporting Dealer Award and Excellence Award were also given. Mr. Sanjay Kejriwal, Director, M/s Rukmini Iron Pvt. Ltd., a company producing Kamdhenu NXT through licensing agreements in the state along with Mr. Rajeev Kejriwal, Mr. Aman Kejriwal and Umang Kejriwal were also present on the occasion.

Addressing the dealers present in the conference, Senior GM, Dilip Mehra said, "We heartily appreciate the progress made in the hill state. The reach of the company's high quality products is also impressive. And we expect to continue it the same way in the future as well. Keeping in mind the rising demand of company's products in the state, we are doubling the production capacity this year to maintain easy availability of our products at all times. We are confident that our joint efforts will help us grow together and reach greater heights."



## Kamdhenu ColorMax Channel Partner Meet organised at Gurugram



Chaudhary (GM, Marketing), Mr. Amit Soni, Mr. Punit Arora, Mr. Hemchandra Bhatt, Mr. Ravi Shankar Chaudhary, Mr. Aman Kumar and Ms. Hema Saini.

In the event organized to encourage Channel Partners, officials of the companies that manufacture Kamdhenu Color Max through license agreement also participated. Mr. Pankaj Garg and Mr. Rajesh Garg, Director M/s K.L. Steel, Mr. Palwinder Singh and Mr. Naresh Sharma, Director, M/s J.S. Engineering Projects Pvt. Ltd., Mr. Pankaj Garg and Ms. Neetu Garg, Director, M/s

Kamdhenu Limited is one of the top companies in the country engaged in creating high quality construction products. The company's products are constantly adorning and improving the industrial and domestic construction sector in the country.

Along with the series of innovative products, the company also continues its motivational program, so that everybody connected with the company fulfills his or her goals with full commitment and success. Under the scheme, the company recently organized a grand dealers' meet in Gurugram in Delhi NCR to encourage the dealers of Kamdhenu Color Max, the Color Coated sheets brand of Kamdhenu Limited.

On February 16, the channel partner's meet in Gurugram's Lemon Tree Hotel included more than 100 dealers of the company. In this conference, Mr. Sunil Agarwal, Director of the company appreciated the entire dealers' family and said, "It is highly appreciative that you show cordial interest in your work. Your commendable job is leading the Kamdhenu family towards unprecedented success. Keep the hard work going and move forward together." Furthermore, he discussed some special key points related to Kamdhenu Color Max Sheets in detail, so that the dealers may communicate this information efficiently and skillfully to the end customers.

Company's office bearers present in the meet included, Ms. Saumya Agarwal (Business Head, Color Max), Mr. Dilip Mehra (Senior GM, Marketing), Mr. Bhaskar

Winntra PEB & Roofing Systems were present in the meet.

Mr. Bhaskar Chaudhary, GM, Marketing shared the new innovations of Kamdhenu Color Max with dealers. Along with this, the detailed special safety features and the plant production capacity of 12,000 metric tonnes per annum were also discussed. Kamdhenu Color Max also plays an important role in the construction of Pre-Engineered Buildings and is the best construction partner.

Ms. Saumya Agarwal, Business Head, Color Max said, "With the cooperation of you all, Kamdhenu Color Max is constantly touching new heights. Your contribution can not be expressed in a few words. Your efforts motivate us to design better incentives for you as well as to incorporate new innovations into our products, so that we can create new opportunities in the market."





## Dealers of Kamdhenu Paints assemble in Jammu to splash colors of success



Kamdhenu Paints, one of the country's top companies that make decorative paints, always organizes grand events to motivate their dealers. These events are known for their magnificence, which encourages dealers to always perform better. To carry forward this tradition, once again the company organized a grand event for dealers of Jammu and Kashmir.

As always, this event also had a special theme that inspired every dealer to hum and sway to the lively songs. Kamdhenu Paint organized the entire program on the theme of Kishore Kumar's evergreen classic song 'Gata Rahe Mera Dil'. On February 13, more than 200 dealers of the company participated in this event organized at 'Anutham' Resort and Hotel in Jammu.

The company is constantly working on its dream of decorating every home of the country with its colors. The company's dealers are also continuously contributing to help company reach the pinnacle of success. While recognizing their contribution, Kamdhenu Paints also honored the dealers of Jammu who have performed well in the financial year 2018-19. In the event organized a day before Valentine's Day, while paying tributes to the famous singer Kishore Kumar, dealers were encouraged to always be happy and humming with joy.

Along with this, all the paint products of the company were presented with full information by the office bearers. Here the quality of premium emulsion Kamodual was exhibited before the dealers and they were also trained in marketing related tricks for the same.

Mr. Saurabh Agarwal, Director of the company said, "We have set a new precedence in the country by making available high quality paint products to the customers. And we are presenting the finest range of high quality decorative paints with innovative initiatives. Your contribution to this is commendable. You have achieved every goal and delivered the paint products with the best efforts to the customers. You are the key members of the Kamdhenu family and I warmly wish that you continue to work like one family and take full responsibility in the same way."

The officials of the company present in the event included Mr. Subhash Nanda (Marketing Head, Jammu & Kashmir), Mr. Hitesh Chhabra (Manager, Brand Promotion), Mr. Praveen Singh (Branch Head, Jammu) and Mr. Amit Kakkad (ASM, Jammu). Mr. Subhash Nanda said, "Your efforts are commendable. With your tireless efforts, we are constantly moving towards new goals. Good luck to all of you and wish our partnership touches new horizons."

## Interacting and upgrading grassroots level partners at Agra Masons' meet



Masons are the last mile connecting points of construction sector. And we at Kamdhenu Limited regularly recognize and honour their contribution by organizing Mason meets across India. The latest being the one at Rajpur Chungi, Agra held on 4th January, 2019. It was attended by 70 masons.

Masons are our ultimate brand endorsers. They have always believed in the unmatched quality of Kamdhenu steel and TMT bars. Such meets are the perfect platforms for disseminating information regarding innovations that support sustainable construction activities.

The meet played a crucial role in demonstrating the benefits of steel and TMT bars to the masons. All their queries were answered and resolved by the company officials with supporting statements. The masons were motivated to endorse Kamdhenu NXT among their patrons and act as brand partners.

The company franchise 'Pawan Steel' officials who attended the meet were Mr. Jitendra Singh Chauhan (Sr. Executive) and Mr. Narendra Singh (Quality In-Charge) among others. Finally, the meet was successful in explaining the futuristic technology used in making Kamdhenu NXT bars that makes it the first choice of both the engineers and the masons.

Masons represent the construction sector at the ground level. Kamdhenu Limited regularly interacts with the masons and helps them keep pace with the latest technologies and products. The company organized a Masons' meet in Dadri, Uttar Pradesh on 15th of February, 2019. Around 65 masons from Dadri and other connecting states participated in the meet with full enthusiasm.

The meet was successful in cementing a long lasting relationship with the masons of Dadri and nearby areas. The franchise 'Balaji Steel' also actively participated in the meet and was represented by Mr. Sandeep Agarwal, Marketing Manager, Mr. Ankit Saxena, Mr. Priyank Shrivastav, Mr. Sumit Gupta and Mr. Anurag Agarwal. The meet was successful in delivering the usage, benefits and technical advantages of Kamdhenu NXT to the masons in an interesting and interactive way.

Masons were also honoured in the meet. And a sense of ownership was instilled among the masons to get the best out of their efforts. A question-answer session was also organized to resolve the queries of masons by the company officials. Ultimately, the masons were motivated to promote Kamdhenu NXT and benefit from its advantages.

## Dadri Masons' meet – Fun filled and informative!



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