

# Ispat Sandesh

March 2013

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 14 Issue: 10 Price: ₹ 1

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## **KAMDHENU ISPAT LTD. AIMS TO ENHANCE DEALERS NETWORK**



Taking its mission to market expansion forward, Kamdhenu Ispat Limited, one of the leading construction materials manufacturers in India, is looking to include more dealers and distributors in order to penetrate deep into the market. The company has emphasised to work in this area vigorously as it was communicated to the dealers of Punjab at the Channel Partner Meet held at Jaipur.

Approx 240 dealers and distributors from Punjab region participated in the mega meet held on March 22-23, 2013 at beautiful premise of Hotel Cambay Golf Resort in the pink city Jaipur. Ms. Sarita Agarwal graced the occasion as Chief Guest, whereas the senior officials of Kamdhenu Ispat Limited including Mr. Sunil Agarwal, Director, Mr Vivek Maheshwari, AGM (Business

Development), Ms. Ishita Agarwal, Mr. Vinod K. Gahlaut, GM (Punjab region), Mr. Amit Soni, AGM (Brand Promotion) and several other officials of Punjab marketing team made their presence felt at the two-day event.

Mr. Vivek Maheshwari congratulated Kamdhenu's dealers for their contribution. "Kamdhenue takes pride for having such a large pool of dedicated dealers who have been continuously expanding our market share,"



Mr. Maheshwari said in the welcome speech.

Mr. Sunil Agarwal motivated all the dealers and distributors by giving them interesting marketing mantra and describing brand value of Kamdhenu Steel. "Everybody can swim along with the stream but here, the challenge is to steer against it. Since the present market scenario for industry in India is not very encouraging, we all have to double our efforts in order to make a distinction. The Budget 2013-14 has some provisions to bring a positive sentiment in the market, so let's join hands and make it big," Mr. Agarwal orated.

The company felicitated Super Dealer Award and Best Supporting Dealer Award to some best performing dealers. The Directors of authorised manufacturer of Kamdhenu TMT under license user agreement - Mr. Ramesh Goyal from M/s Aar Kay Industries and Mr. Vijay Bansal from M/s Bansal Ispat Udyog highlighted the important features of Kamdhenu products and assured to add more dealers to the network. While delivering vote of thanks Mr. Ramesh Goyal appreciated channel partners and dealers for making Kamdhenu a market leader. All the members enjoyed spectacular Kalbelia dance performance and participated in the lucky draw game show.



## Kamdhenu treats Nepal trip to Rajasthan dealers



What could Rajasthan dealers of Kamdhenu Ispat Ltd. expect more when they were treated a fun-filled three-day outing in Nepal! The company organised Nepal tour for about 40 dealers from Rajasthan as a recognition of their remarkable performance in the state.

All the members of the touring team enjoyed natural beauty and visited several world famous places in and around Kathmandu. Mr. Ghansyam Chitlangia, an authorised distributor of Kamdhenu (Rajasthan region), led the entire team successfully. From Kamdhenu Ispat Ltd. Mr. Dilip Mehra,

SGM, Mr. Raju Mathur, Marketing Head (Rajasthan) and Mr. Amit Soni, AGM (Brand Promotion) took part in the tour enthusiastically.

The tour began with sightseeing of Nepal's famous mountain peaks and after that, all the members stayed at hotel Shangrila in Kathmandu. Next day, they visited Pashupati Nath temple, royal places, pagodas and other historical sites. All the team members also enjoyed shopping, luscious cuisine and some adventurous sports here on second and third day. They were amazed to see the pristine beauty of this hilly city and praised its hospitality.

Mr. Ghansyam Chitlangia congratulated Rajasthan dealers for their contribution and promised to come up with better performance in future too. Mr. Dilip Mehra claimed to provide every possible support in order to enhance Kamdhenu's market share. "Rajasthan has been continuously performing high over years and has become a prominent market for Kamdhenu Paints and construction products. We hope to take a new energy from this memorable trip and go back in the market afresh," Mr. Mehra said in appreciation.



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Kamdhenu Paints has carved a special niche in India. Its achievements can be seen as the company has been placed among the top 6 paint makers within a few years. The high accolade received by Kamdhenu Paints at the recently held 9th Annual Conference of the Western Uttar Pradesh Paint Dealers

with exotic ambiance, beautiful decoration and innovative idea that attracted maximum eyeballs.

Chief Guest of the conference Shri Surendra Mohan Agarwal, Cabinet Minister in the UP Govt., handed over the prestigious trophy to

occasion included Mr. Deepankar Sharma, ASM (Ghaziabad), Mr. Sanjay Singh, ASM (Meerut Zone), Mr. Tanveer Khan, ASM (Moradabad Zone), Mr. Parmatma Saran, Branch Manager (Bulandshahar & Agra), Mr. Nitin Goswami, Mr. Vipin, Mr. Aditya and Mr. C. D. Mishra.

## Kamdhenu Paints bags Best Decorative Idea Award



perfectly affirms the organisation's prominence in the paint industry.

The annual conference was organised on 19th March 2013 at Golden Palm Resort, Meerut in the state. More than 500 paint trade dealers from Western UP participated in the mega conference. A trade fair dedicated to paints and decorative products was the special highlight in the event where some leading and mid level Indian paints companies showcased their paint products. Here too, Kamdhenu Paints emerged as a winner and bagged First Prize for Best Decorated Stall Award for 2012-13. Kamdhenu Paints won the award for setting the best stall

Mr. Lovejeet Singh, Manager (Brand Promotions) amid huge applause. Some other senior officials of Kamdhenu Paints present on the



Mr. Lovejeet Singh was elated to have received the award and promised to come up with more innovative ideas and world-class paints and decorative products in the days to come. "This award is a sheer example of the success story of Kamdhenu Paints that believes in producing innovative products. We are manufacturing the premium quality paint products that are very popular among people of different strata," Mr. Singh commented.





## KAMDHENU STEEL strengthens market presence in HP

Kamdhenu Ispat Limited has garnered a prominent position in the steel industry, thanks to its continuous product innovation and market exploration initiatives. Kamdhenu Steel has strengthened its market presence in almost every state, and Himachal Pradesh is one such important state for the company where it recently organised a glittering Regional Meet 'UMANG'.

There were almost 200 dealers and distributors of Kamdhenu Steel who participated in the two-day meet organised on 31st March – 1st April 2013 at Hotel Marina Shimla. From Kamdhenu Ispat Ltd., Mr. Sunil Agarwal, Director, Mr. Vivek Maheshwari, AGM (Business Development), Mr. Amit Soni, AGM (Brand Promotion), Mr. Rakesh Misri and several Himachal Pradesh Marketing officers interacted with dealers and distributors and discussed on a host of issues regarding product quality and marketing strategies in the

state. The main distributors of Kamdhenu Steel were Mr. Mohan Agarwal, Mr. Vikram Jain, Mr. Ajay Puri, Mr. Anuj Garg and Mr. Sanjay Gupta.



While interacting with dealers Mr. Sunil Agarwal claimed that Kamdhenu has strengthened its market penetration in Himachal Pradesh and praises the support of dealers and distributors for that. He also clarified that Kamdhenu dealers can brew high return and at the same time serve advanced quality

Kamdhenu products like TMT bars and structural steel to the customers.

"At a time we have been operating a huge network of dealers and distributors in order to access customers across the country. Our business model has been highly efficacious and growth oriented. We are continuously looking to explore untapped markets and deepen our product penetration. Now, our dealers network has cross 6000 mark that shows Kamdhenu's strength in India," Mr. Sunil Agarwal reiterated.

Mr. Abhishek Raja and Mr. Ajay Agarwal, Director of M/s Him Alloys & Steel Pvt. Ltd., Mr. S. K. Agarwal, Director of Radiant Casting Pvt. Ltd. and Mr. Aman Mittal, Director Aar Aar Casting - the authorised manufacturers of Kamdhenu TMT under license user agreement were present in the event. Kamdhenu honoured some outstanding dealers with Super Dealer Award and Best Supporting Dealer Award.