



Website: www.kamdhenuispat.com, www.colourdreamz.com
E-mail: kamdhenui@kamdhenuispat.com

Ispat Sandesh

www.facebook.com/kamdhenuispatlimited

May 2014

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 09 Issue: 04 Price: ₹ 1



Gujarat Dealer's meet in Udaipur

A fast growing company rooted in corporate ethics, Kamdhenu Ispat Ltd has registered its strong presence in every corner of the country, representing a good numbers of successful business verticals related to Infrastructure and construction sector including TMT rebars, structural steel, decorative paints, PVC pipes and plywood etc. During the course of the time, Kamdhenu Ispat Ltd has become one of the frontrunner infrastructure sector companies in the country and presently it is one of the biggest TMT manufacturing companies of India.

The premium product of Kamdhenu Ispat Ltd, **KAMDHENU SS 10000** is the first and only product in the country featuring "DO KA DUM" -the strength of two. Made from the superior prime billet using international manufacturing technique, **KAMDHENU SS 10000** features unique double ribs which exhibits 254% stronger grip on concrete.

Thanks to the fast infrastructural devolvement and rampant construction works in Gujarat, the state is a big market of construction materials. A meet of all the dealer of the state was organized by the company with the objective to motivate the dealers and strengthen the market presence of **KAMDHENU SS 10000** in Gujarat market.

This Gujarat dealer's meet was organized amidst the pleasant climate of the lake city Udaipur on 16th and 17th May. Over 300 dealers from all the parts of Gujarat had participated in the meet organized at hotel Radisson Blu. The event commenced in the august presence of Mr. Sunil Agarwal, Director and Mr. Sushil Choudhary, GM Marketing of Kamdhenu Ispat Ltd. Mr. Yogesh Bhai Patel, CMD, Someshwar Ispat Pvt Ltd, the manufacturing company of Kamdhenu TMT under License user agreement in the state along with the directors Mr. Mukesh Bhai Patel and Mr. Rakesh Bhai Patel were also present in the event. Mr. Irfan Kothi, the Director of H K Ispat Pvt Ltd, manufacturing company of Kamdhenu TMT under License user agreement in the state were also graced the occasion.

While addressing the participating dealers, Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd thanked all the dealers for their hard work and good performance in the last

financial year. Motivating the dealer he said, "Keeping in view the positive growth trend in the sector this year we should aim for even better results." Speaking about **KAMDHENU SS 10000** Mr. Agarwal added further, "This is a unique product which is developed according to contemporary construction needs. For its unmatched strength and earthquake resistance properties **KAMDHENU SS 10000** has become the symbol of better, stronger constructions.

During the event a presentation were made on the technological uniqueness of **KAMDHENU SS 10000**. The speakers assured the dealers about all the necessary support from the company for better achievements. The Super Dealer Awards were also given away to the winners during the event. Amar hardware store, Valsad got the first prize while Krishna steel, Rajkot received second prize and Jai bhara steel agency, Mehsana received third prize.



Kamdhenu Paints rewards Uttarakhand Painters



The fastest growing paint company of India, Kamdhenu Paints has created a niche for itself in Indian decorative paint segment. With widest range of quality products, addressing needs and choices of all consumer profiles; Kamdhenu Paints is enjoying the distinction of being among top six decorative paint companies of the country.

Wining trust and acceptance in every prominent markets of the country, Kamdhenu Paints always work towards engaging stakeholders of construction sector to promote informed choices across the sector. Painter, being an important stakeholder of decorative paint segment has always been in the centre of Kamdhenu Paints initiatives.

In the same line, a Grand Painter Meet was organized in Dehradun with the objective to upgrade Knowledge, aptitude and practice of Painters of the area, so that the consumers can get good value for their money. Approximately 200 Painter enthusiastically attended the meet. Mr. Kamal Sharma, Marketing head (Western UP) and Mr. Keshav Sharma, Marketing Head (Uttarakand) represented the company in this meet. The Meet was successfully organized with the help of Kamdhenu Paints Dehradun dealer, Mr. Satinder Bartwal from S K Trading and Bartwal hardware & Paint.

In this meeting Kamdhenu introduced its Scheme for the Painters. The officials of Kamdhenu paints gave technical training for proper and adequate application of decorative paint to the participating painters. During the event, Kamdhenu distributed several useful gifts including Honda Activa, Refrigerator, Colour TV, Washing machine, Cooler etc to the last year scheme qualified painters.

Md. Asif had received the Grand Prize Honda Activa, while the second prize of Refrigerator went to Md. Alam. Third prize of 3 sets of Colour TV were given to Md. Shakil, Mr. Raju and Mr. Ibrahim while the consolation prize of Cooler was received by Mr. Manoj Kumar.

Kamdhenu Paints facilitates its top dealers

In the tradition of acknowledgements of good works of its dealers and proper rewarding for the same, Dehradun branch office of Kamdhenu Paints facilitated its top 3 dealers for their achievement in the last financial year.

The 1st Prize was given to M/s. Bartwal Paint & Hardware. While 2nd prize was received by M/s. Lakhi Ram Paint & Hardware, the 3rd prize for the achievement was received by M/s. Khanuja Hardware. The special prize for the Special Achievement throughout the year was again received by M/s. Bartwal Paint & Hardware, Selaqui, Dehradun and the proprietor Mr. Satinder Bartwal was given away a Samsung galaxy S4 Mobile as the special prize. From Kamdhenu Paints, Mr. Nitin has presented the Mobile Phone to the Dealer.





Kamdhenu Dealer's Meet in Amritsar

The products of Kamdhenu Ispat Ltd, one among the leading infrastructure sector companies of India are the name of trust and quality across the country. Today Kamdhenu Ispat Ltd is one of the biggest Indian manufacturing companies of TMT rebars and its dealer network is touching every nook and corner of the country. In all the markets and pockets the demand for Kamdhenu products are rapidly increasing.

The popularity of Kamdhenu products in Punjab is helping its dealers in the state to get profited by fast business growth. Towards consolidating its market position even further in Punjab and motivating the dealers, the marketing division of the company organizes dealer's meet in the state at regular intervals.

With the same objectives, a grand dealer's meet was organized at Radisson hotel, Amritsar on 9th and 10th May, which witnessed the participation of more than 250 dealers from all the parts of the state. Form the Kamdhenu Ispat Ltd, the director of the company Mr. Sunil Agarwal and Sr. GM marketing Mr. V K Gahlot graced the occasion. The senior personnel from the manufacturing companies of Kamdhenu TMT in Punjab under license user agreement, Mr. Ramesh Goyal, Director, Rasik Industries and Mr. Vijay Bansal, Director, Bansal Ispat Udyog were also made their presence in the event.

Addressing the dealers in audience, the director of Kamdhenu Ispat Ltd, Mr. Sunil Agarwal said, "All the credit of continuous success of brand Kamdhenu in the state is going to the hard-work of you, the dealers of Punjab. The people of Punjab have this distinction that they never sit for the fear of failure and put all the effort to achieve the target, how difficult that target might be. We also need the same resolve and work with all our capacity to achieve more success in the future."

Sr. GM marketing of Kamdhenu Ispat Ltd, Mr. V K Gahlot explained about the new marketing strategies to the dealers and informed them about the new target. He assured the dealers on the behalf of the company to provide all the necessary help towards achieving the targets. During the event, the dealers who achieved the maximum target in the last financial year were honoured with best dealer awards in front of all their peers of the state.



Turn your wall into a masterpiece



Dreamz Colour
Dil Se Rang Deewaron Pe



Serving humanity with humility

The leading infrastructure sector company of the country, Kamdhenu Ispat Limited has held the social responsibility as a priority affair. 'Kamdhenu Jeevandhara' a dedicated social wing of the company is relentlessly working towards making life little easier to the underprivileged and disadvantaged people. By taking all its employees and business associates onboard, Kamdhenu Jeevandhara frequently organizes social programmes and participates in social campaigns for empowerment and capacity building of weaker sections of society.

Believing in the vision 'Education for All', Kamdhenu Jeevandhara is committed to provide good education and mid-day meals to the children of underprivileged section.

Adding a noble distinction to its social welfare programmes, Kamdhenu Jeevandhara has organized various welfare camps for persons with disability wherein, they are provided with free artificial limb, wheel chairs, walkers, polio calipers and other body-aid instruments. Medicines & Counseling to the patient and their families are also delivered absolutely free of charge. Kamdhenu Jeevandhara associates with numerous NGOs and other autonomous bodies to help the persons with disability through different means of relief.

Being sensitive to the impending threat of global warming 'Kamdhenu Jeevandhara' runs the unique 'Green India' campaign, under which every Kamdhenu dealers & distributors plants a

minimum of 5 saplings a year and nurtures them. Steps are also taken to shun industrial discharge and unhealthy ways of residue or garbage disposal thereby beating down soil pollution.

The chairperson of Kamdhenu Jeevan Dhara, Ms. Radha Agarwal said, "Kamdhenu Jeevandhara- the social wing of Kamdhenu Ispat Limited has been organizing and participating in a number of humanitarian activities to help inclusive growth."

Summarizing the vision of Kamdhenu Jeevan Dhara, the Chairperson Ms. Radha Agarwal added, "Kamdhenu Ispat Ltd, a company rooted in corporate ethics, took it as a pious duty to bridge the gap between needs of underprivileged and available resources. We through Jeevan Dhara make attempts towards this cherished goal by assisting people directly in an organized manner. Presently this is the mode 'Kamdhenu Jeevandhara' chooses to reach out to some of the persons of underprivileged background. In coming future, the effort would only gather more momentum and more reach."

Making a better world is the driving idea behind Kamdhenu Ispat Limited. A world, which is safe, prosperous and progressing; a world where humanity is educated, empowered and healthy; is the world company dreams to make. Kamdhenu Jeevandhara, the social wing of the company, strives relentlessly to do its bit to fulfill this dream.



Mr. Anand
M/s Shree Steel & Hardware
Survey no.74/11,Z Kakumuddi Xeldem,
Near new petrol pump,
Opposite Baldzon service station,
Quepem-curchorem Road.Goa
M.: 09822320993 / 095522639992.

Mr. Gautam Tikare
M/s Tikare Stone Supply Co.
Near CSI college,
Next to HDFC Bank,
Dharwad, Karnataka
M.: 09448148345

Mr. Mohan Goyal
M/s Metro Sales
A-19, Devli Road Khanpur
New Delhi-110062
M.: 9810029310
9811116488