



Ispat Sandesh



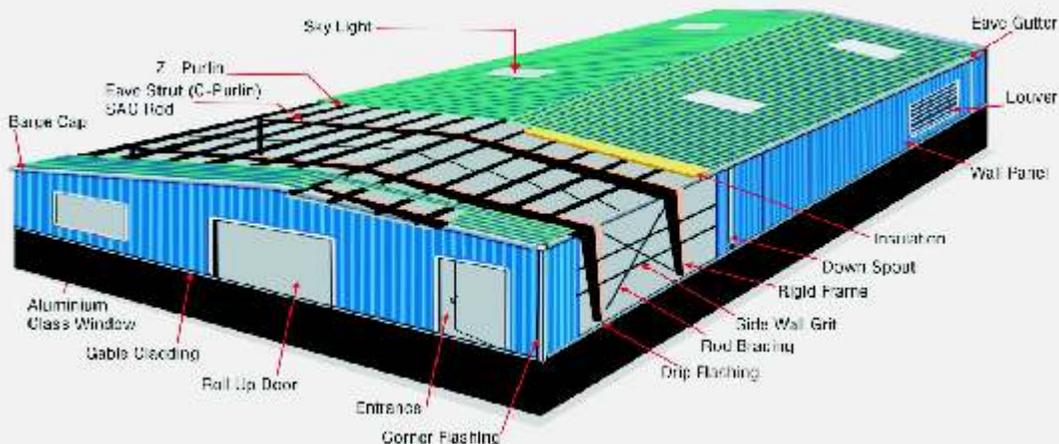
Mr. Sunil Agarwal
Director of Kamdhenu Ltd.

Kamdhenu's Pre-Engineering Building (PEB)

On the market expansion of pre-engineering buildings, director of Kamdhenu Ltd. Mr. Sunil Agarwal says "looking at the infrastructural revolution in the country, market demand of pre-engineering building will increase multiple times. 'Make in India' campaign is continuously driving investments. Major Indian cities have monorail projects, as a feeder system to the metro, in different phases of planning. For India's infrastructural growth govt. has ambitious projects like Bharatmala, a road and highways project; Sagarmala, a project to modernize India's coasts and develop coastlines. Airports are being constructed in many cities. It's easy to understand that a massive demand is going to be created for pre-engineering building." Today developed economies have a great demand in the pre- engineering building

sector. A survey conducted by Metal Building Manufacturers Association reports that 60% of America's non-residential buildings are pre-engineering building. Director of Kamdhenu Ltd. Mr. Sunil Agarwal has a deep insight of the market and his strong practical judgment on the demand of pre-engineering building sector is appropriate. Briefing about Kamdhenu's pre-engineering building; Mr. Agarwal says "It is built over a structural concept of primary members, secondary members, roof & wall sheeting connected to each other & various other building components. The building can be provided with skylight, wall lights, turbo vents, ridge ventilators, roof monitors, doors & windows trusses, mezzanine floors, fascias, canopies, crane system, insulators etc. These customized buildings are designed to be lighter in weight & high in strength. Our pre-engineering buildings are cost effective, durable, long-lasting and environment friendly. Moreover, we provide faster installation with excellence." Company manufactures hi-rib roofing profile from pre-painted galvanized steel (PPGI)/ Al-Zn Alloy coated steel and color coated Al-Zn Alloy coated steel. Kamdhenu Hi-rib Roofing can be fixed on roof, wall cladding, any slope and height as per the

Achieving two prestigious international awards **World's Greatest Brands 2015 Asia & GCC and ASIA'S MOST PROMISING BRAND 2015-16** in a single year, Kamdhenu Ltd. has attained global heights in the field of steel and construction. Emerging as a 360 degree construction solution brand, Kamdhenu Ltd. is persistently focusing on product portfolio diversification. Brand Kamdhenu is trusted as an epitome of quality and innovation. Company's pre-engineering building designs are acknowledged as paragons of commitment. designer's choice and customers' requirement. Innovative to its core, company is all set to meet the future demands of the market.



STRENGTHENING RELATIONS WITH MASONS, ARCHITECTS AND ENGINEERS IN RAJASTHAN

Kamdhenu has always treated its various associates as its extended business family members and never lost an opportunity to share a common platform with them. Taking this tradition forward, one Mason Meet and two Architect and Engineer Meets were organized in the month of May in the state of Rajasthan. These meets gave Kamdhenu and its various associates an opportunity to interact with each other, discuss current and new business prospects and strengthen their relationship.

The mason meet was held in Khairtal, Alwar, Rajasthan on 11th May, 2016 with the support of our dealer Mr. Manoj Kumar Madan Lal. M/s Garg Steel was the distributor to also grace the occasion. Mr. Raja Ram (contractor) was the chief guest of the event which was attended by many masons along with Mr. Manish Soni (Sr. Marketing Officer) and Mr. Vishal Saxena (Executive Marketing). The chief guest appreciated Kamdhenu's efforts to hold these meets regularly which gave masons a chance to interact with the company representatives and seek the information that is not readily available anywhere else.



The first architect and engineer meet was held in Jhunjhunu, Rajasthan on 27th April 2016 in association with Surya Trading Co. and the distributor was M/s Garg Steel. Mr. Deepak (quality-in-charge, Jaipur) was the chief guest honouring the occasion with his presence. The event was also attended by Mr. Amit Kalra (Sales and Marketing Manager), Mr. Manish Soni (Sr. Marketing Officer), Mr. Vishal Saxena (Executive Marketing), Mr. Honey Gopaliya (Executive Marketing), Mr. Deepak Bansal (Marketing Officer) and Mr. Jitendra Kumar (Marketing Officer). During the event all architects and engineers exchanged their thoughts and ideas with each other and put forward their views to make things and processes better. The event concluded successfully with many positive outcomes.



The second architect and engineer meet was held in Hanumangarh Town, Rajasthan on 7th May 2016 with the support of Shankar Mittal and Co. The distributor on the occasion was M/s Siddhi Vinayak Enterprises. Mr. Jarnail Singh (architect) graced the event with his esteemed presence as the chief guest. Apart from architects and engineers, the meet was attended by Mr. Ashish Chittlangia (Distributor), Mr. Amit Kalra (Sales and Marketing Manager), Mr. Mukesh Sharma (Sr. Marketing Officer), Mr. Vishal Saxena (Executive Marketing), Mr. Prakhar Sharma (Executive Marketing) and Mr. Deepak Bansal (Marketing Officer). The meet gave all the architects and engineers a chance to get to know each other better while discussing the important aspects of their work. The chief guest also interacted with them individually and appreciated their inputs on various topics. The meet ended on a high and produced overwhelming results.

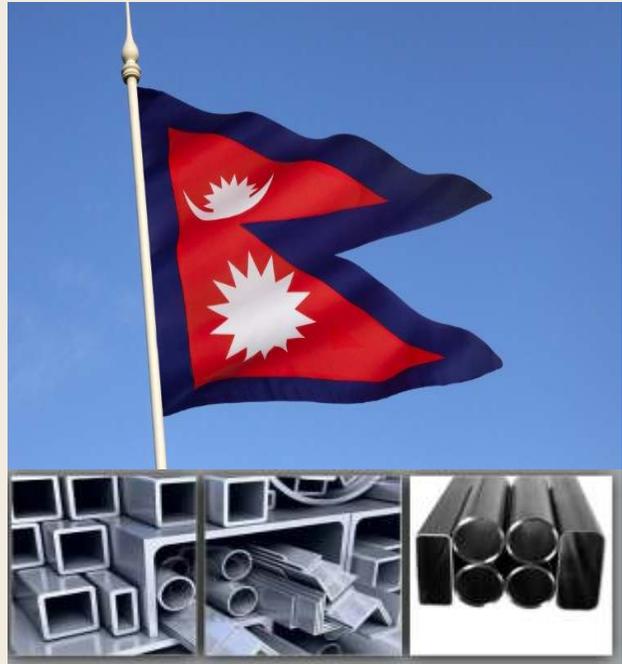


All the three meets proved highly effective and motivating for all participating parties and paved the way for future dealings and prospects in the markets of Rajasthan.

Kamdhenu acquires its Structure Steel order from Nepal

Owing to its excellent product quality and high client satisfaction, Kamdhenu Limited recently bagged its first Structure Steel order from Nepal based M/s Kamala Rolling Mills Pvt. Ltd. to supply 175 MT of material. After a few rounds of discussions and client visits, the deal was finalized in the presence of Mr. Shankar Lal Agrawal, Mr. Ritesh Kumar Agrawal and Mr. Rakesh Agrawal. While Mr. Prashant Singh, Mr. Susanta Majumder and Mr. Bapi Biswas were present as the representatives of Kamdhenu's marketing team.

This deal is an embodiment of the trust that people have in Kamdhenu Limited and goes to show that good product quality can take you places. The deal will prove to be a stepping stone for Kamdhenu Limited to expand its presence in other countries in the times to come. Mr. Ritesh Kumar Agrawal, Director Ritesh Tradeffin Limited, authorised Kamdhenu Structure Steel manufacturer under user licence agreement, shared his views on this development and said, "This deal is the start of a new chapter in the rich history of Kamdhenu and will become a benchmark of success to help us take our footprints across international borders."



Mason meet organized in Ghaziabad

One of the front runner companies in construction sector in India, Kamdhenu Limited is trusted for the superior quality of its products across the country. Company organizes Consumer Awareness Programmes on regular intervals in different states, with the objective to increase the awareness level about the Kamdhenu products among the persons connected to construction field. Since Kamdhenu Limited believes in keeping all its associates, partners and vendors up to date, a mason meet was organized on 2nd May 2016 in Ghaziabad, Uttar Pradesh with the support of its three local dealers. A total of 70 masons from Ghaziabad and its nearby areas attended the meet and actively participated in all of its ongoing processes. Mr. Rajinder Garg, Distributor and Mr. Sushil Bhardwaj, AGM, Kamdhenu Limited played the role of the host during the entire event and communicated with the masons on various topics. They took the masons through a complete presentation on Kamdhenu Limited's products and their qualitative aspects. Their words motivated all



the attendees and inspired them to perform better using Kamdhenu products. Thereafter, a question and answer session was also held in which the masons raised their queries, put forward their viewpoints and gave their feedback on the different aspects of Kamdhenu Steel product line. After the meet was over the masons looked very happy and satisfied and the event proved to be a success.

KAMDHENU DEALERS' memorable visit to Switzerland



Kamdhenu Limited, the biggest manufacturer of TMT bars in India. Going strength to strength continuously since the inception, the Company is having an uninterrupted track of profit and growth in every financial year. Kamdhenu dealers have proved that Kamdhenu is the highest selling TMT brand in the country. The impeccable network of highly efficient dealers is one of the main reasons of Kamdhenu's success. Keeping in mind the rigorous hard work and undeterred determination of our dealers, a Switzerland trip was organized for 80 dealers and their families. Apart from the dealers, Mr. Kundan Kumar Singh, Senior Marketing Manager; Mr. Manoj Shah, Distributor Kashish Enterprises and Mr. Hitesh Shah, Distributor Chintan Steel, also

participated in the trip that lasted from 3rd to 8th May 2016. The group checked into a hotel which was pre-booked by the company. After taking a while to relax, all the members enjoyed their lunch together. The officials from Kamdhenu officially welcomed everyone in Switzerland, praised their efforts which were the reason behind the trip and also explained the future expectation from them, which will enable the company to organize more trips like this.

Then the group left the hotel to bask in the beauty of Switzerland which is also known as the heaven on earth. The serene and pristine landscapes of Switzerland stole everyone's heart. None of the group members has seen a place so beautiful before. Be it mountains, parks,

fountains or any other place, Switzerland left everyone asking for more with its abundant natural beauty and man-made places. Wherever the group visited, people filled their hearts and cameras with its memories. The 5 days long trip came to an end on 8th May. For every group member, the trip turned out to be the most special trip of their life. After coming back to India, all the dealers and their family members thanked Kamdhenu from the bottom of their heart for arranging such a memorable trip for them.

This way the tour played an important role in motivating the team of performing dealers and distributors to go for even bigger goals and higher targets.



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