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November 2013

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 11 Issue: 06 Price: ₹ 1

KAMDHENU
SS 10000

A PIONEERING LEAP towards Safer Constructions

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• DOUBLE RIB
• DOUBLE STRENGTH
• DOUBLE SAFETY

Kamdhenu Ispat Ltd, a leading infrastructure sector company of the country and one among the largest TMT producers in India, is the first company in the country to introduce the unique design double-rib pattern in its premium product **Kamdhenu SS 10000**. Equivalent to International quality standard B500 along with Indian quality standards; **Kamdhenu SS 10000** is designed and manufactured using latest UK based technology from the superior quality prime billets.

This unique double rib pattern of **Kamdhenu SS 10000** is better in many accounts as it features greater rib depth and closer rib spacing at different angles while ensuring uniform rib pattern which allows stronger and uniform bonding with concrete for the whole structure.

Through its unique double ribs pattern and seismic design, **Kamdhenu SS 10000** features double strength and double safety, providing stronger concrete grip and hence the strongest concrete reinforcement as well as superb earthquake resistance.

The entry of **Kamdhenu SS 10000** in the market addressed the need of better construction materials for new age constructions with enhanced safety measures. And thus it is no surprise that the product becomes a huge success in a short period of its launch.

"We were always sure about the success of **Kamdhenu SS 10000** as it was a product launched to address the felt need of Indian Construction sector." Mr. Satish Agarwal, CMD, the man behind this pioneering product articulately stated, "Towards our commitment to reach to the customer with best quality products, we always strive to provide for immerging needs in construction sectors. Within a decade or so the pace and size has increased two fold in India. Urban space is shrinking and we are going vertical. Even in rural landscapes multi-story houses are common. We wanted to provide a product with better strength and safety as

many parts of our country are earthquake prone."

One of the oldest and most reputed technical institutes of India, IIT Roorkee had found in the process of quality testing of Kamdhenu SS 10000 that the product exhibited 254% more load bearing capacity than the ordinary TMT bars. Commenting on that Mr. Satish Agarwal added, "from technology to manufacturing parameter to raw material, the best measures have been taken up and thus in terms of bond strength and physical properties, the product is a notch above than any other product in its class and is indispensible for high-rise buildings and all kind of constructions in earthquake prone areas."

Presently **Kamdhenu SS 10000** is manufactured at company's Bhiwadi plant and its production is well in tune with its continuously growing demand. The Company intends to invest about Rs.150-crores towards working capital, marketing infrastructure, brand promotion and up-gradation of technology & production facilities. With the sales of **Kamdhenu SS 10000**, KIL hopes to touch sales turnover close to 10,000-cr rupees in the coming 3 years time.

While concluding his speech Mr Satish Agarwal said, "We are assured of the market potential of **Kamdhenu SS 10000** but we are more happy that we are offering unmatched benefits to our customers with this product."



Kamdhenu wishes a very Happy New Year - 2014

Painters get gifts in Hanumangarh



One of the top companies of the decorative paint segment in India, Kamdhenu Paint is the name of quality, trust and choices. It offers most elaborate options to suite every segment of consumers. Today the company is becoming the fastest growing paint company and struck good rapport to every stakeholders in paint business, be it interior designers, builders, house owners or painters.

With superb finish and durability and effortless application today painters in good number are recommending Kamdhenu Paints products to customers. Rajasthan, being a colourful state, give much importance on decoration and colours. The painters of Rajasthan are good artisans and they approve Kamdhenu Paints Products for quality and choices of shades. The painters of Hanumangarh, not differently to the other parts of the state, are enthusiastically recommending Kamdhenu Paints Products.

Kamdhenu Paints under a rewards scheme for such smart and enterprising painters, awards points on such purchases and give away gifts as per the accumulated points. Recently a similar awards function and painters meet was organized in the historic place of Hanumangarh of Rajasthan, where 5000 year old civilization was unearthed by Archaeological department.

A total of 300 painters were invited in the meet, for their purchase, to the Palace Green World Resort at Hanumangarh in this event. Gifts of Approximate value of rupees 4 lakh was distributed among the painters under the scheme. The gifts include 3 Hero Splendor Bikes, LCD TV, Washing Machine, refrigerator, microwave oven, juicer mixer, 100 gm silver, double bed, cooler, cycle, ceiling fan, mobile phone, induction cook top etc.

The event was very successful in motivating painters of the area and creating good buzz about the Kamdhenu Paints Brand.





Punjab Dealers on Incentive Trip

One of the top companies of the decorative paint segment in India, Kamdhenu Paint is continuously becoming favourite to the consumers of Punjab and in the process gaining a substantial market share. This growth is due to wide range of choices and superior quality of Kamdhenu Paints Products, but the contribution towards better consumer relationship of Kamdhenu Paints dealer is also played an important role in making the company among one of the top brands.

Kamdhenu Paints as its business philosophy always complements its dealers for their efforts and times and again many awards and rewards programmes are being run for them by Kamdhenu Paints sales and marketing divisions. For rewarding the dealers of Punjab and Chandigarh in recognition of their good work in the ongoing festive season, Kamdhenu Paints has organized one-day incentive trip for these Dealers.

On 14th December 2013 at the scenic venue of Nalagarh Fort Resort, Nalagarh, Himachal Pradesh Incentive Trip of Punjab Dealers was conducted. Under the Scheme of One Day Incentive Trip, dealers of Ludhiana, Jalandhar & Chandigarh Depot availed the fun-trip to Solan in which a total of 60 Dealers Participated and enjoyed this One Night Trip to Nalagarh.

Nalagarh is a scenic city in Solan district of Himachal Pradesh. The venue of the event the Nalagarh Fort Resort is a prominent retreat centre of the Himachal Pradesh. Set in the fort built in

1421 during the reign of Raja Bikram Chand, Nalagarh Fort Resort is located on a hillock at the foothills of the mighty Himalayas affording a panoramic view of the Shivalik hills beyond the Sirsa River.

The Top Dealers Participated in this Trip include the proprietors of Deep Hardware Store, Ludhiana, Jindal Enterprises, Nihalsinghwal, Deen Dayal Ajay Kumar, Moga, Agarwal Traders, Gurdaspur, Punjab Paints, Tibba and Kewal Traders, Zirakpur.

Many officials of Kamdhenu Paints have joined the incentive trip with the dealers including, Mr. Vijay Kishore Asthana (DGM), Mr. Bhupinder Singh (RSM, Punjab), Mr. Bhavesh Sharma (DSM, Ludhiana), Mr. Vikram Singh (ASM, Jalandhar), Mr. Parvinder Singh (ASM, Chandigarh) and Mr. Lovejeet Singh (Manager, Brand Promotions). The dealer and officials of company spend candid time together and this helped in bridging even stronger bond among them towards shared goal of growth.

In the end of the trip DGM, Kamdhenu Paints Mr. Asthana thanked the Punjab Dealers for their support to the company and praised them for their contribution in making the Company one among the top 6 Paints companies in the state. He motivated them to keep up with good work and continue their full support to company in future.




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Kamdhenu SS 10000 inspires Construction professionals in Hoshiarpur



Kamdhenu Ispat Ltd., one of the frontrunner infrastructure sector companies of India, believes in product innovation and true to its tradition of innovation this year also it came up with its premium product **Kamdhenu SS 10000** with double ribs, double strength and double safety features. This product, made from superior prime billets using International Technology and compiling International Standard B500 beside Indian Standard, is the first of its kind in Indian market.

An unmatched product with 254% stronger bond strength and best seismic design, **Kamdhenu SS 10000** is the name to reckon with for the safety of buildings and habitants from earthquake and it is but natural that in the seismically sensitive area like Punjab this product would go a long way in ensuring safer constructions.

With this insight Kamdhenu Ispat Ltd has organized a grand event to propagate awareness among professionals in the construction field about the product. The

grand event held on November 20, 2013 at Bulhowal of Hoshiarpur district was initiated with Contractor and Mason Meet. The occasion was received with lots of positivity and enthusiasm and more than 50 Architects, contractors and masons of the area were participated in the awareness programme.

This session was attended by many officials of Kamdhenu Ispat Ltd. including Mr. V.K. Gahlaut (SR. G.M), Mr. Rajnish Gupta (Manager, Marketing), Mr. Himanshu Sharma (Asst. Manager, Marketing) and Mr. Shailendra Upadhyay (Sr. Executive, Marketing). The distributor of **Kamdhenu SS 10000** in the area, Mr. Anand Mittal with Mr. Sukhbinder singh form M/s. Bulhowal Cement Corporation, Bulhowal were also present during the session.

During the awareness programme, Mr. V.K. Gahlaut said, "Kamdhenu SS 10000 is a unique product and a new revolutionary product in steel industry. Its double rib design gives 10000 psi strength which is much more than any other product. The

main advantage of this product is its superior grip with concrete and its strength with concrete is 2.5 times more than other TMT bars. A premium quality anti-slip bar, this falls under the category of Fe 500 D." Afterward Mr. Himanshu Sharma and Mr. Shailendra Upadhyay have given their replies to the queries of Architects, Contractors and Masons.

The second session of the event was dedicated to the awareness programme for the Bar-Binder contractors of the area. The event was actively attended by more than 35 Bar-Binder contractors to get information about **Kamdhenu SS 10000**. Mr. Rajnish Gupta, Mr. Himanshu Sharma, Mr. Shailendra Upadhyay and Mr. Sukhbinder singh continued the event in this second session.

Mr. Himanshu Sharma has given a brief about company's new premium product **Kamdhenu SS 10000** and elaborated upon its benefits for quality constructions. During the session, Mr. Shailendra Upadhyay has given answers to all the technical queries.



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