

KAMDHENU SS 10000 **INTRODUCED IN PUNJAB**



Kamdhenu Ispat Limited, one of the frontrunner companies of Indian Infrastructure sector is a name of quality and trust among its customers. In the true spirit of innovation, Company has introduced its latest premium product **Kamdhenu SS10000** in the Indian Market as a unique product in its class in the country having double ribs, double strength giving the construction double safety.

The best and strongest **Kamdhenu SS10000** is manufactured with the latest UK based technology adhering to International Quality Standards. This unique product is being manufactured from best quality prime billets using the international technology of **Knightsbridge Resources Limited, UK**. The strength of **Kamdhenu SS10000** is examined by one of the biggest engineering institute of India, IIT Roorkee and several test conducted there

proved the fact that **Kamdhenu SS10000** is capable to yield 254% stronger bond strength to concrete in comparison to ordinary TMT bars.

Along with extra-ordinary strength, for its unique seismic design **Kamdhenu SS10000** exhibits unmatched earthquake resistance giving the assurance for safest constructions. For this reason to promote **Kamdhenu SS10000** in the earthquake prone state Punjab, Kamdhenu Ispat Ltd had organized Dealers Meet on 6th October.

The meet organized at Hotel Radision Blu, Ludhiana was attended by many senior personnel of the company including Director Mr. Sunil Agarwal, Senior GM Mr. Dilip Mehra, GM (marketing) Mr. Vinod Kr. Gahlot & Mr. Rakesh Misari, AGM (BD) Mr. Vivek Maheshwari, AGM (BP) Mr. Amit Soni along with the Director, R K Industries, Mr. Ramesh Goyal and Director, Bansal Steels, Mr. Vijay Bansal.

Among the 125 participants in the Dealer Meet, all the distributors and dealers of Punjab and Himachal Pradesh as well as the local officers of Kamdhenu Ispat Ltd was present.

The strategies for marketing and advertising of **Kamdhenu SS10000** were discussed in the Meet. Imparting technical information about this premium product, the Director Mr. Sunil Agarwal has explained about the superior manufacturing technology of **Kamdhenu SS10000** and said, "the bond strength of Kamdhenu SS10000 with concrete is double than the ordinary TMT".

While addressing the present dealers, Senior GM of the Company, Mr. Dilip Mehra presented a PPT Presentation on the specifics and unique features of **Kamdhenu SS10000** and elaborately explained about its specialties to the dealers.

Consumer Awareness Programme in J&K

Kamdhenu Ispat Ltd, a leading infrastructure sector company firmly believes in contributing towards capacity building of people engaged in construction activities. For this purpose the company supports as well as organizes Consumer awareness Programme across the India on regular basis to interact with masons and contractors of different areas.

A similar event was organized on 21st October at Sanjog Gher, Reassi of Jammu & Kashmir. This consumer awareness program was organized in the campus of M/S Sharma cement and graced by Mr. Anand Kishore Sharma as the Chief Guest of the event. More than 70 people attended the event

The owner of Sharma cement store, Mr. Vachaspati Sharma happily invited Kamdhenu Team to participate and propagate awareness towards use of better quality construction materials for better constructions. The officials of Kamdhenu, Mr. Krishan Dhar (Sr. Manager, Marketing), Mr. Sushil Pandey (Marketing Executive), Mr. Sohan Lal (Quality Incharge) had participated in the event.

Mr. Krishan Dhar has told the participants about the company and its inspiring performance in J&K as well as all over India. He said to the attentive crowd that, "the superior Kamdhenu TMTs are being manufactured in more than 50 production units all over India with the annual output of more 1.5 lac ton TMT. The brand Kamdhenu is having highest market share in J&K and the reason behind it is consumer's satisfaction over quality of our products."

During the event, Mr. Sohan Lal has given information about superior physical and chemical properties of Kamdhenu TMT bar. In the very end, Mr. Vachaspati Sharma thanked all the participants.



CAP in Gujrat

A frontrunner Indian infrastructure sector company, Kamdhenu Ispat Ltd has organized a consumer awareness programme for the contractors and masons of Kutch and Saurashtra regions of Gujarat.

The event organized on 4th October in Sundernagar District was enthusiastically participated by the distributor of Kutch & Saurashtra, Mr. Rakesh Patel, dealer of Dhrangdhara Mr. Ashwinbhai Patel and dealer of Sundernagar Mr. Manubhai along with around 250 contractors and masons of the locality.

The officials of Company who attended the programme include Sr. Manger (Marketing) Mr. Kundan Kr. Singh and Sr. Executive (Marketing) Mr. Jitendra Singh Bist. The officials gave the information about the company to the participants and spoke about the unmatched quality of the Kamdhenu Products. Recognizing the efforts of the dealers of the area, Mr. kundan Singh said, "dealers are doing good job and only in a short span they achieved good success. If they continue their good work we can attain ever higher goals."

The contractors and masons present in the event asked many questions related to the manufacturing process and quality specifications of Kamdhenu Products, which were adequately answered by the officials. Participants found the event very useful and expressed their desire to use Kamdhenu products for better construction in future.

Kamdhenu organizes Fun-filled festivity



Diwali, the festival of light is the most auspicious occasion in northern part of India, celebrated on a grand scale. Everyone can experience the fervent mood of festivity in the week of Diwali. As one leading company of infrastructure sector in India, Kamdhenu Ispat Ltd also celebrates the occasion to spread happiness among its associates and all around.

This year on 30th October at Natha Singh Vatika, Punjabi Bagh in New Delhi a grand event was organized to celebrate Diwali with funfare. The CMD of company, Mr. Satish Agarwal along with all the directors; Mr. Sunil Agarwal, Mr. Saurabh Agarwal & Mr. Sachin Agarwal and CFO Mr. Harish Agarwal made their presence in the celebration event with their Families.

Many other senior personnel and staffs attended the event with their families and had great time there. Distributors and dealers of Delhi and Haryana enthusiastically attended the event and participated in various engaging and interesting fun activities.

Eight different types of stalls put up in the event offered 8 different fun activities to the participants with a wide variety of choices according to their age, genders and area of interests. All the fun stalls featuring Ring Game, Grand Matki, Gamolution Basketball, Kamdhenu Idol, Casino Game, Yaaran da Adda, Jackpot and Hit the Target were appreciated by the people.

On the occasion, the CMD of the company, Mr. Satish Agarwal wished all a very Happy Diwali and said, that "may the auspicious occasion of Diwali illuminate the path of everyone and lead you all towards the prosperity and bigger achievements in life."

Director Mr. Sunil Agarwal while giving his wishes said, "Diwali is an occasion when we estimate our effort and achievement of previous year and resolve to work more effectively for future with new energy and light."

Kamdhenu Idol stall featuring singing competitions was judged as the best stall of the event and the winning team of this stall was Mr. Ravi Sharma, Mr. Munmun Kumar, Mr. Tarun Soni and Mr. Rajesh Tiwari, all from the HR Department of Kamdhenu.

KAMDHENU PAINTS

REWARDS THE DEALERS



One of the top companies of the decorative paint segment in India, Kamdhenu Paint is continuously gaining ground in different markets to augment substantial market share. Kamdhenu paints as a paramount business philosophy always treat its dealers as important associates in its growth story and recognize their contribution towards better consumer relationship and market share.

Times and again many awards and rewards programmes are being run for the dealers of Kamdhenu Paints by its pro-active sales and marketing divisions. Similarly in the month of October 2013 Kamdhenu Paints has launched Samsung Mobile Phone Weekly Offer in which M/s. Sonu Hardware from Raipur Depot, Chattisgarh has won two Samsung mobile phones each of the models- Samsung Note 2 & Samsung Grand.

The dealers Mrs. & Mr. K Laxmikant from M/s. Sonu Hardware received these two phones from Mr. Ramji Sharma of Raipur Depot. Other Dealers from different parts of the county have also been winning these Samsung Mobile

Phones week after week as per the scheme.

Meanwhile rewarding the dealers of Delhi in recognition of their good work in the ongoing festive season, Kamdhenu Paints has organized a Special Show of the super-hit film Krish 3 for its Delhi Dealer. This special screening of Hrithik Roshan's star superhero flick was held at PVR Plaza, Connaught Place from 7.30 evening on 7th November 2013 and 200 Kamdhenu Paints Dealers enjoyed the movie with their families.

This special show was participated by many Top Dealers, including M/s. Suraj Bhan Ram Vilas, Narela, M/s. Pawan Paint, Narela, M/s. Narula Pot, Khan Market and M/s. Gupta Paint & H/w Store, Najafgarh.

Many company staffs also accompanied the invited dealers headed by Mr. Sandeep Taneja (DSM – Delhi) include Mr. Navdeep Singh (DSM – Delhi), Mr. Nitin Goswami and other Sales Teams of Delhi. After enjoying the thoroughly entertaining film, Mr. Taneja thanked all Dealers for their support.



M/s Amar Hardware Store

Kailash Road,
Behind Brahamdev Temple,
Valsaad-396001

M. 09824138561, 09824120373

Mr. Amit Goel

M/s. Goel Iron Store

Kulana Road, Haily Mandi,
Gurgaon, Haryana

M. 09416214086, 09354768998

Mr. Manohar

M/s. Nandi Steel House

2706/2, Indrachaya Apartment,
Keshavpuri, Hubli, Karnataka

M. 09448113733