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# Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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## KAMDHENU SHINES again in its 2nd qtr result

Kamdhenu Ispat Limited, one of the prominent infrastructure sector companies in India, has posted more than 58% increment in the net profit during July-September, 2014 quarter against the same period during previous year. The company's half yearly net profit also recorded a phenomenal rise of 69% at Rs. 4.59 crore in the first half of the current fiscal from the corresponding figure of Rs. 2.72 crore recorded at September, 2013.

This is a remarkable feat that, since the inception in 1995, Kamdhenu Ispat Limited has been growing consistently and never ever the company registered any loss. This kind of continuous success could not be a fluke. This unhindered continuity of successes is the outcome of deep resolve for relentless effort in the right direction. Not an easy task to emulate, this legacy is the result of market insight, proper planning and superior brand equity of Kamdhenu Ispat Limited.

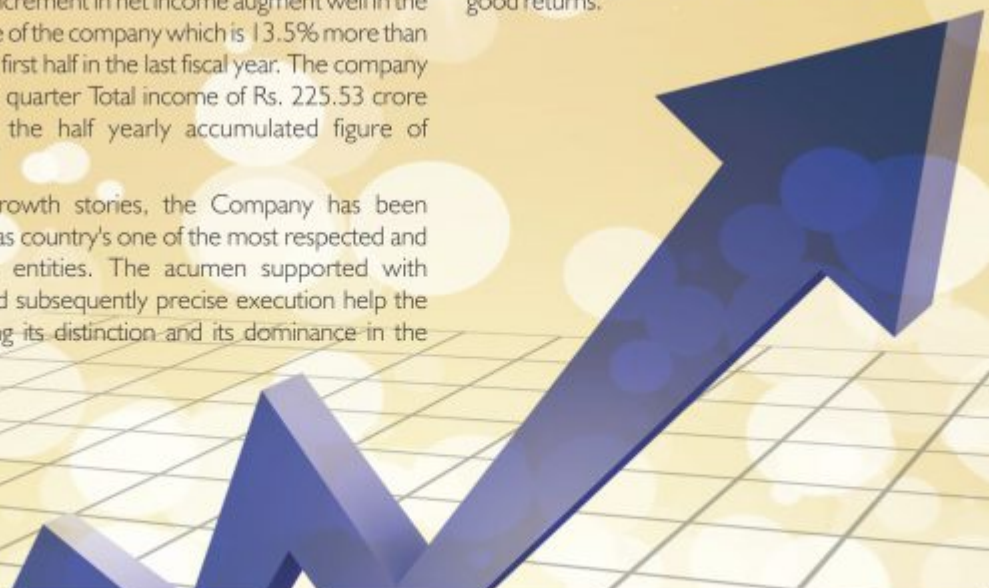
True to its tradition of growth, again in the 2nd quarter, Kamdhenu Ispat Limited has increased its net income significantly. The net Income of the company has also posted an impressive increment of more than 16% during July-September, 2014 quarter in comparison to the same quarter in the financial year 2013-14. This increment in net income augments well in the net half yearly income of the company which is 13.5% more than the income from the first half in the last fiscal year. The company has achieved second quarter Total income of Rs. 225.53 crore and thus achieved the half yearly accumulated figure of Rs. 481.52 crore.

Backed by these growth stories, the Company has been deservedly counted as country's one of the most respected and renowned business entities. The acumen supported with strategic planning and subsequently precise execution help the company in achieving its distinction and its dominance in the market.

Leading the Company from the front on the path of growth and success, the CMD Mr. Satish Agarwal expressed satisfaction over the second quarter result. He said, "Considering the prevalent market scenario in construction sector, the September quarter results are impressively above than the segmental growth-rate. Once again, Kamdhenu Products has registered an impressive growth, outlining our continuous growth since inception."

Pointing out the trends of market correction in the segment, Mr. Satish Agarwal, the CMD of Kamdhenu Ispat Limited, expressed hope of even better growth in the next quarters. "Hopefully the ongoing quarter being a festive season and the next one, the last quarter will bring much higher graph of performance." Mr. Agarwal commented.

Advising the channel partners to pull socks up to get maximum benefit out of changing market scenario, Mr. Satish Agarwal, the CMD of Kamdhenu Ispat Limited, said to investors to keep faith in construction material sector. He added, "Construction is the most fundamental segment and it is bound to grow with the growth of population and civilization. The stable players in the sector are always sure and secure portfolios to invest for the good returns."



# Kamdhenu celebrates Grand Diwali



Diwali, the festival of light is the most auspicious occasion in northern part of India, celebrated on a grand scale. The fervent mood of festivity in the week of Diwali can be felt all around. This festival is also marked as the beginning of auspicious business calendar and observed with reverence by entrepreneurs, business enterprises and trading entities.

As one leading company of infrastructure sector in India, Kamdhenu Ispat Ltd also celebrate on the occasion in presence of its personnel and channel partners. This Diwali get together is celebrated to spread happiness among Kamdhenu family and all around.

This year on 20th October at Air Force Auditorium, Subrato Park 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 event with their Families. Amidst the celebration, many other senior personnel and staffs attended the event with their families and had great time there.

Different types of stalls put up in the event offered various fun activities to the participants with a wide variety of choices according to their age, genders and area of interests. Distributors and dealers of Delhi, Haryana, Himachal Pradesh and Punjab enthusiastically attended the event and participated in various engaging and interesting fun activities. All the fun stalls featuring engaging games and interesting sporting activities were appreciated by the guest.



On the occasion, the CMD of the company, Mr. Satish Agarwal wished all the guests a very Happy Diwali and said, that "may the auspicious occasion of Diwali illuminate the paths of you all and your future gets brighten up forever. You all may progress 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 in future with new energy and light. My best wishes to you all, you may shine with new energy and new standing in the coming year."





ROYALE AFFAIRE  
Diamond Jewellery

# BEVEALED



Donning entrepreneurship acumen comes naturally when you are in the family of highly successful entrepreneurs, living a life surrounded by market wizards of our times. So it is hardly a surprise that the next generation of Kamdhenu Families are doing great on their own handling diversified business verticals.

The latest entrant to this esteemed legacy of entrepreneurship is none other than, Ms. Ishita Agarwal, the adorable daughter of Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd. The business vertical taken up by Ms. Ishita Agarwal, is a grand reflection of her understanding of market realities. Starting her own brand of exquisite diamond jewellery, **Royale Affaire**; by putting good use of her implacable understanding of Diamond as well as the global jewelry trends, Ms. Agarwal has stepped in a niche segment, which is well secured in the market dynamism and offers vast opportunity.

Rolling out the enterprise, a preview showcase of exquisite Diamond collection was organized by the company, **Royale Affaire**, Gurgaon between 31st October and 2nd November.

The event had witnessed enthusiastic participation of who's who of Delhi and NCR.

On the success of the inaugural event Ms. Ishita Agarwal the promoter of the company said to the distinguish guests, "words are not suffice to convey my heart-felt gratitude on your participation in the preview event. Being the first public event of this new enterprise, your presence, encouragements and opinions truly counted a lot in reassuring us and inspiring the team towards the intended endeavour at bigger scale."

The visitors at the event expressed their delight over the range at display and gave their best wishes for the future. Very shortly poised to be expanded at ambitious scale, **Royale Affaire** aspires to change the buying behaviour and preference patterns in Indian jewellery Segment. Other than consolidating in the traditional consumer groups with quality, variety and designing superiority, **Royale Affaire** is planning to go big way for demand generation in non-traditional consumer groups by offering value-for-money trendy designs in diamond jewellery.



## Kamdhenu supported Engineers' Day Event

To commemorate the Engineer's Day on September 15 on the occasion of birth anniversary of the legendary engineer Sir M. Visvesvaraya; a grand event was organized in Surendranagar, Gujarat by the Surendranagar Civil Engineers and Architect Association. Kamdhenu Ispat Ltd, a frontrunner infrastructure sector company of India, used this occasion to pay the homage to the memory of Sir M. Visvesvaraya and strengthen the bonding with Civil Engineers and Architects of the area by supporting the event as the main sponsor.

The event, celebrated in the presence of more 300 people at C. U. Shah Medical Hall, G.I.D.C. Wadhwan, Surendranagar, was attended by a number of officials from Kamdhenu Ispat Ltd including: Mr. Sushil Chaudhary, GM (Marketing), Mr. Kundan Kr Singh, Sr. Manager (Marketing), Mr. Jitendra Singh Bist (Sr. Executive) and Mr. Sandeep Agarwal (Sr. Executive). Mr. Rakesh Patel and Mr. Mukesh Patel, the Distributors of Kamdhenu SS 10000 in Saurashtra and Kutch region of Gujarat also enthusiastically participated in the event.

During the event an entertaining dramatic performance was enacted, which was appreciated by all the participants. The officials used the opportunity to propagate awareness about the company

and the benefits of Kamdhenu products. Mr. Sushil Chaudhary, GM (Marketing) had begun his speech by appreciating the role of engineers in the development of a society and said, "Engineers of Surendranagar are dedicated professionals and they always promote best technology and products. We are thankful to you all for your significant role towards strengthening Kamdhenu brand in Surendranagar."

During his speech Mr. Sushil Chaudhary appreciated Dealers for their work, support and their loyalty towards the company. With special focus on the latest premium product Kamdhenu SS 10000, Mr. Sushil Chaudhary elaborated on the unique features of Kamdhenu SS 10000 to explain the reasons behind the superiority of the product over the TMT bars of any other Indian brands.



## GUJARAT DEALERS VISIT THAILAND

This fun-filled 4 night- 5 days long incentive trip to Thailand was organized from 31st August to 5th September, in which a total of 72 Kamdhenu steel Dealers from Gujarat had participated including the distributors in the state, Mr. Rakesh Patel, Mr. Manoj Shah and Mr. Mihir Shah. The touring team was accompanied by Mr. Sushil Chaudhary, GM (Marketing) and Mr. Kundan Kr. Singh, Sr. Manager (Marketing).

Mr. Sushil Chaudhary, GM (Marketing) appreciated the participating dealers for their last year performances and for their loyalty towards the company. He added, "You are selected for this tour, because company values your contributions. You all must keep working hard in the future and become the role model for other dealers."

The favorite Southeast Asian vacation center, Thailand was explored by Gujarat steels dealers to the fullest and they had a very good time among the exotic locations of Pattaya and Bangkok city. The trip was very successful in its objective to motivate the dealers and strengthen the ties between the company and its channel partners.



**BEST SUPPORTING DEALER of the Month**

Mr. Vinay Kumar  
M/s J.T. Purewal  
Shankar Village, Pin- 144042  
Phagwara - Nakodar Road,  
Distt. Jalandhar  
Mobile : 98727 56542

Mr. Satish Kumar, Mr. Mithan Lal  
M/s Kumar Trading Co.  
Old grain market, Muksar  
Mobile : 98141 63816  
98146 65816

Mr. Deepak Kumar  
M/s Sita Cement Store  
Village - Dunera  
District - Pathankot  
Mobile : 94171 30417