



## Deepawali gives the message of happiness and prosperity

Kamdhenu Ispat Limited, the manufacturing company of India's most selling TMT rebar brand, "Kamdhenu" has established its strong presence in every nook and corner of the country, while representing a number of successful business verticals related to infrastructure and construction sectors, like TMT bars, structural steel, colour coated sheets, decorative paints, PVC pipes and plywood etc. Creating a legacy of continuous success since the inception, Kamdhenu becomes the symbol of trust for its consumers, investors, channel partners and associate enterprises.

As a frontrunner company of infrastructure sector, Kamdhenu Ispat Limited is working with commitment towards our nation's infrastructure building and rapid industrialization. The CMD of the Company, Mr. Satish Agarwal is an astute leader having a visionary personality and deep-rooted dedication for the development of the country. He is zealously helping Indian construction sector to be at par with global standard through promoting the manufacturing and marketing of world-class construction materials.

Kamdhenu has been constantly investing in the research & development as well as technological upgrading. The Company has achieved an illustrious place in sector with the introduction of India's only authorized double ribs TMT rebar in the market having chemical and physical specifications equivalent to the international standard B500C. Similarly in the segment of roofing solutions, the Company has introduced a world-class range of superior colour coated sheets.

"Kamdhenu always strive for providing best quality products by using the cutting edge technologies so that consumers could get the value

for their money." Elaborating his point further Kamdhenu CMD Mr. Satish Agarwal said, "As a result to our unflinching commitment to offer latest products of superior quality, Kamdhenu has become a name of trust and favourite brand in most of the markets of the country. We understand the trends and swings of Indian Construction sector and keenly create opportunities for growth."

The trust factor of Kamdhenu and the strong brand recognition has helped the Company in successful diversification in different product categories. In a very short span the decorative paint brand of the Company, Kamdhenu Paints has become a popular brand in entire India. Besides, the positive inclination of customers towards all Kamdhenu products is very evident.

Explaining the Mantra for growth, the CMD, Kamdhenu Mr. Satish Agarwal said, "Trust, quality and continuous innovation if the foundation of the success of Kamdhenu. I deeply believe that like a company, a person also succeeds due to these qualities only. If a person has some good qualities added with the determination to keep learning and also resolve to be reliable then that person will definitely succeed in life."

Giving good wishes on Deepawali, CMD, Kamdhenu Mr. Satish Agarwal said, "To spread light a lamp has to bear the heat of flame, but without spreading light, a lamp has no importance. Similar to a extinguished lamp, an idle person is never gets prestige and recognition. But who bear the heat of hard-work that person surely glows in success and shows path to others too."

**Deepawali gives the message of happiness and prosperity. My best wishes to you all that, your life will always be full of happiness and prosperity.**



## Kamdhenu Distributors toured Paris and Rome



Kamdhenu Ispat Ltd, the number one TMT manufacturing company of India, is known for its superior quality products on competitive price. Supported by millions of satisfied customers across India, company is continuously growing in strength to strength since the inception. Company as a stringent business policy, always treat its channel partners as the important supporters towards the Company's success and time and again offer incentives and encouragements to reward their performance and hard-work.

Bihar is considered as one of the important markets for the Company. For the last few years significant infrastructural development is going on in the state. Lots of construction activities have also been taking place in residential segment. Due to the aggressive sales and marketing efforts of distributors backed by the superior quality and strong brand image of Kamdhenu products, the Company has augmented a big market share in the state.

With the objective to reward the efforts of the distributors towards motivating them a tour to the two most picturesque countries of Europe, France and Italy was organized in the month of September. The 2-Nations tour of Kamdhenu Distributors was the part of yearly bonus package offered jointly by Kamdhenu Ispat Ltd and Dadiji steels Ltd., the manufacturing company of Kamdhenu TMT in the state under license. This incentive tour was started on 18th of September, 2015 from Patna, the capital city of Bihar.

The tour was concluded on 27th of the September with the return of the touring team.

The Directors of Dadiji Steels Ltd., Mr. Ramesh Chander Gupta, Mr Binay Singh and Mr Vijay Gupta also went on the tour with their wives and other family members accompanying nine Kamdhenu Distributors and their families. A total of 38 persons constituted the touring team went for this fun-filled incentive trip to France and Italy. Mr. Sunil Agarwal, Director of Kamdhenu Ispat Limited met them during the tour and shared some precious and joyous moments during the meet.

Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd. appreciated the Kamdhenu distributors of Bihar for their past year performances and for their loyalty towards the company. He wished the touring team safe, happy and memorable journey.

The itinerary of tour was very elaborate and all the person went on this trip enjoyed it thoroughly. All the famous and historical places in the capitols of France and Italy were visited by the team. During the visit to Paris and Rome all the participants of the trip gathered unforgettable memories for the lifetime. The France & Italy trip was very successful in its objective to motivate the distributors and strengthen the ties between the company, its franchise associate and channel partners.

## Rajasthan embraces **KAMDHENU SS 10000**



The first and only authorized double ribs TMT rebar in India, **KAMDHENU SS 10000** is the most premium product presented by the number one TMT manufacturing company of country, Kamdhenu Ispat Limited. A masterpiece of innovation and world class technology **KAMDHENU SS 10000** has made an impactful presence in all the major markets of entire northern India within just 2 years of its launch. The best suited product for earthquake safe construction, **KAMDHENU SS 10000** features more than double bond strength with concrete in comparison to ordinary bars and therefore it gives double safety to the constructions.

With the objective to enhance awareness about the product among the contractors and masons of Rajasthan 6 mason meets were organized in the Udaipur, Dausa and Karoli districts of the state in the month of October. These Meets were organized with the active support from the local dealers and inspiration of the Kamdhenu Distributors in these districts, M/S Garg Steel and M/S Ganpati Steels Corporation. All these Awareness Programmes were attended by the construction persons of surrounding areas in large numbers.

From the Company side many officials participated in these events and interacted with masons and contractors to give them necessary information. The officials involved in the organization of these meets were Mr. Rohit Sethi (Sales In charge), Mr. Amit Kalra (Sales & Marketing Manager), Mr. Mukesh Sharma (Sr. Marketing Officer), Mr. Kirtee Falot (Sr. Marketing Officer), Mr. Pushpendra Joshi (Area Sale Officer) and Mr. Vishal Saxena (Executive Marketing).

The first mason meet were organized in Mavli of Udaipur district on 8th October 2015 with the support of the local dealer M/S Shree Mahaveer Building material, Mavli. The reputed persons of the district Mr. Jayesh Vaishnav (BOB Manager) And Mr. Babu Lal Tated were the Chief Guests of the event. Next day on 9th October another awareness programme

was organized in Udaipur district at Daobk, with the support of local Kamdhenu Dealer, M/S Manish steels & Cement agencies, Dabok. The well-known contractors of the area Mr. Sohan Ji Tank and Mr. Arvind Jagrwata Ji had participated in the event as the Chief Guests.

On 10th October a similar event was held in Kherwara of Udaipur with the support of the local dealer M/S Hindustan steels, Kherwara. The eminent public figures attached to Ruling and opposition party in the state respectively, Mr. Paras Jain and Mr. Kishan Joshi were the Chief Guests of the awareness event.

The forth awareness programme in the district Udaipur was organized in the Udaipur town on 12th October with the support of local Dealer M/S B T Agarwal & Son's, Udaipur. Mr. Rajendra Kumar Agarwal, Kamdhenu Dealer in Udaipur and Mr. Narendra Kumar Jain, Kamdhenu Dealer in Kherwara attended the Meet as the Chief Guests.

Likewise next Consumer Awareness Programme was organized in the Dausa district of Rajasthan. On 19th October the event was organized in Mahuwa with the support of the local dealer M/S Amir Chand Shikhar Chand, Mahuwa. Mr. Vibhore Agarwal, the proprietor of M/S Ganpati Steels Corporation graced the occasion as the Chief Guest.

The last Consumer Awareness Programme in the state during the month of October was organized in Hindauncity of Karoli district with the support of the local dealer, M/S Punjab Traders, Hindauncity. Mr. Satish Kumar Gera, the Dealer participated in the programme as chief guest.

During these Meets Kamdhenu official gave the information about the Company as well as about the unique and special features of **KAMDHENU SS 10000**. In the end of the session, Kamdhenu officials gave answers to the questions of contractors and masons about the product and its benefit. All these programmes helped in increasing awareness level about the product and its demand in these areas.

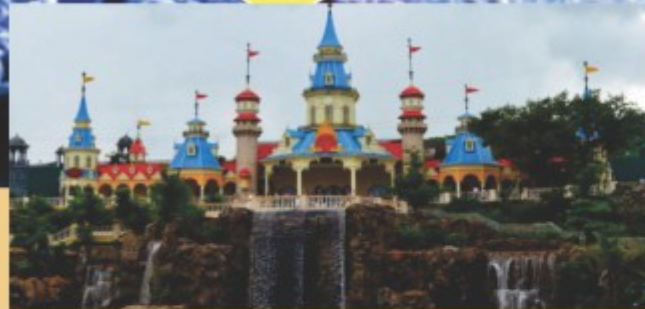




# Target Ka badshah **3**

## Sunidhi Chauhan

### LIVE IN CONCERT



Kamdhenu Paints, the new-age decorative Paint brand of India, is continuously gaining popularity across the country. Becoming the favourite paint brand of modern generation Kamdhenu Paint products are decorating the interiors and exteriors of millions houses in the length and breadth of the India. A truly innovative company in approach, Kamdhenu paints offers latest international quality product range on competitive price, with a wide variety of colour, texture and specifications to chose from. The innovativeness in the approach of Kamdhenu is not restricted to its product range, but also getting reflected in its marketing strategies.

Giving utmost importance to the benefit of the paint dealers, Kamdhenu Paints comes up with rewarding schemes for them at very short intervals. After the very successful two editions of the mega scheme "Target Ka badshah" within less than a year, Company has come with the third edition of the scheme. Bigger and better in scale and entertainment value than the previous editions, **Target Ka badshah-3** has been launched and creating high voltage excitement among the Kamdhenu paint dealers.

According to the rules of the scheme, those Kamdhenu paint dealers who had lifted the specified quantities of paint products within the scheme period of 1st April to 31st August 2015 would be considered eligible to be invited in the mega event provided they would clear

their outstanding payments on or before the due date. These invited paint dealers will avail a chance to stay in the five-star hotel in Mumbai for 2 nights / 3 days and participate in Grand Live in concert of star singer Sunidhi Chauhan. The mega entertainment night would also feature Sizzling dance performances of Bollywood Stars including Yaana Gupta.

The invited dealers will also have an extra-ordinary experience of Fun-filled day with world-class rides, water-parks and 10 live entertainment shows at India's very own Disneyland- Adlabs Imagica. ADLABS IMAGICA is India's first and only international standard Theme park, offering fun, action, entertainment, dining and shopping at a single location. With 26 attractions and rides, Adlabs Imagica is no ordinary theme park. There is nothing to its scale or even close to it in entire Indian sub-continent.

The Special attraction for dealers qualifying with family tickets will include a once in a lifetime chance to get their family photograph clicked with Bollywood Beauty, the queen of millions heart, Bipasha Basu. A surprise special gift will also be given to the lady of the Dealer's family.

Speaking about this new scheme Mr. Saurabh Agarwal, Director, Kamdhenu Paints said, "We at Kamdhenu Paints always believe in rewarding our performing dealers. Considering our channel partners as important allies on the path of mutual growth and we always offer good schemes to them. I appeal all the paint dealers to participate in **Target Ka badshah-3** and enjoy the star studded mega event in Mumbai."



Mr. Raj Kumar Sharma  
M/s. Raj Trading Company  
Udhampur  
Mob.: 09419672950

Mr. Santosh Parik  
M/s. Natraj Building Material  
Power House Road  
Ratangarh, Churu  
Mob.: 09252422222

Mr. Rajesh Sharma  
M/s. Rangoli Colour World  
Opp. RSEB Office  
Delhi Road Nagal More Kunda Aamer  
Jaipur, Rajasthan  
Mob.: 09829818718