



Website: [www.kamdhenulimited.com](http://www.kamdhenulimited.com), [www.kamdhenupaints.com](http://www.kamdhenupaints.com)  
Email: [info@kamdhenulimited.com](mailto:info@kamdhenulimited.com)

# Ispat Sandesh

[www.facebook.com/kamdhenulimited](https://www.facebook.com/kamdhenulimited)

Oct-Nov. 2016

IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

Volume: 11 Issue: 9 Price: ₹ 1



## Kamdhenu TMT is most perfect for JAMMU

**K**amdhenu Limited, the number 1 top selling TMT rebar manufacturing company of India, has registered a powerful presence in Jammu Region. Presently Kamdhenu TMT rebars are being used to construct millions of earthquake resistant buildings and durable infrastructures across the J&K. Kamdhenu products have become the first choice of the customers of the state due to trusted quality supported by a very strong dealer network.

With the objective to appreciate the support of Kamdhenu dealers for demand increase of Kamdhenu products in addition to discuss marketing strategies for coming months, recently a Channel Partner's Meet from Jammu region was organized. More than 100 dealers from Jammu region had enthusiastically participated in this meet. Many senior personnel of the Company including Mr. Dilip Mehra (Sr. GM), Mr. Chandan Goswami (Sr. Manager, Brand Promotion), Mr. Krishnalal Dhar, Sr. Manager, Mr. Shiv Kumar and Mr. Virender made their presence in the meet. Mr. Ajay Agarwal and Mr. Pankaj Agarwal, the Directors of M/S Vijay Steel Pvt. Ltd., the manufacturing company of Kamdhenu TMT in the state under license were also present in the event.

On this occasion, admiring the efforts of dealers, Mr. Dilip Mehra, the Sr. GM of Kamdhenu Limited said, "the Company recognizes the importance of the support of all the channel partners. You have to connect with consumers and communicate to them that, Kamdhenu TMT and other products are most perfect for the climate of Jammu region. In

view of earthquake, using Kamdhenu TMT is very important for the safety of people." Inspiring the dealers, he further added, "You must remember that in one hand the Company is growing by your contribution and on other hand you all are also climbing the ladder on the path of success. Our growth depends on supporting each other and putting hard work. I am confident that in future too, we will continue working together and keep on moving ahead."

Underling the importance of the Meet, the director of M/S Vijay Steel Pvt. Ltd., Mr. Ajay Agarwal added, "After my association with Kamdhenu, I became the admirer of the working style of Kamdhenu Limited. Kamdhenu Limited considers Dealer's Meet as an opportunity to sit together with the aim to strengthen our relationship. This meet is also organized to discuss the marketing strategies for the future with you all."

"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 the quality aspects of Kamdhenu products, Mr. Krishnalal Dhar, Sr. Manager said, "As a result to this commitment to quality, Kamdhenu Limited has become a name of trust and favourite brand in most of the markets of the country. We all as the part of Kamdhenu Family must feel proud of the company on winning three big awards "World's Greatest Brand, 2015", "Asia's Most Promising Brand, 2016" and "Indian Power Brand, 2016" within less than a year."

## Engineers of Haryana endorsed KAMDHENU TMT

A vibrant company engaged in perpetual innovation, Kamdhenu Limited is known for providing better and advanced products using latest international technologies to the consumers. Offering high quality world-class construction material across the India, Kamdhenu Limited has won over the trust of Indian engineers and architects. Being in the forefront of the development of construction technologies, the Company has established good rapport with associations of Engineers & architects in many parts of India. The company also organizes events and meets with the objective to discuss on the importance of good quality latest products for safer constructions.

Similarly on 26th of October, 2016 in Kamdhenu-TMT-Diwali Milan-2016 was organised at USA Gardens, Ambala District in Haryana. The Architects & Engineers Association, Ambala District, Haryana, this event has been organizing Diwali Milan since 2005 and Kamdhenu Limited has happily supported this event. The event besides celebrating the occasion of Diwali, also served a number of objectives like; making strong bond with architects and engineers, increasing awareness among the architects & structural engineers about the quality parameters and technology used



in of Kamdhenu TMT. This occasion was also used to inform the participants regarding the continuous R&D in Kamdhenu steel. The importance of Kamdhenu SS10000, the only authorized double-rib rebar in India as well as other high quality Kamdhenu TMT products in minimizing effects of high-intensity earthquake was also underlined.

In this Diwali Milan event, more than 120 architects and engineers arrived. Company officials, Mr. Deepak Bhatia, AGM (Marketing), Himachal Pradesh and Mr. Sunil Sain, Sr. Manager (Marketing), Haryana had welcomed all the participants at the event venue. Local dealers including; M/S Sonu Steel Store, Ambala Cantt., M/S Om Trading Co., Ambala Cantt., M/S Sharma Iron Store, Ambala cantt., M/S Rakesh Gupta & Brothers, Ambala Cantt. and M/S Hindustan Iron & Steel Trader, Saha had made their presence as well.

The welcome address was presented by the Pradhan of Association, Mr. Surender Mohan Mittal and all the engineers pledged to promote "Made In India" brands. Later on, all the participants enjoyed interesting games and fun activities.

## Consumer Awareness Programme in Maharashtra



Presently, Kamdhenu TMT is the number 1 top selling TMT brand of the India, enjoying a strong dealer network in length and breadth of the country. The demand of the Kamdhenu products is on steep rise in Maharashtra and Kamdhenu TMT has achieved a substantial market share in the state. The sales and marketing team of Kamdhenu Limited organizes Consumer Awareness Programme (CAP) with the objective to aware the construction workforces, especially masons about the quality of Kamdhenu products.

With the objective to increase the awareness level about the Kamdhenu products among the construction workforce of Jalana district, recently two consumer awareness programmes with contractors and masons were organized in Manwat and Waloor in Parbhani area on 3rd of October, 2016.

With the support of local dealer M/S Mahaveer Traders, Manwat, the Consumer Awareness Programmes organized at Manwat, Parbhani was attended by more than 70 contractors and mason of the area. Similarly another Mason Meet was organized with the support of local Dealer, M/S Yuvraj Enterprises, Waloor. Over 75 masons of Waloor and adjoining areas participated in the meet.

During both the event Kamdhenu Officials explained about the unmatched quality of Kamdhenu products and emphasize on the beneficial features of Kamdhenu TMT which make the construction long-lasting and earthquake safe. Afterwards, he answered the queries of the participants with patience and clarity.

# EUROPE TOUR OF PUNJAB DEALERS TO UNDERSTAND THE SMART CITY CONCEPT



Kamdhenu Limited is known for its superior quality products on competitive price. The Company, as a strict business policy, always treats its channel partners as the important supporters towards the Company's success and time and again offers incentives and encouragements to reward their performance and hard-work. Recently, under one such incentive scheme the distributors and dealers from Punjab were given a chance to visit Europe.

The first batch comprising of 44 dealers and Kamdhenu personnel went on tour from 17th September to 24th September, 2016. The distributor of Punjab Mr. Anand Mittal and Sr. GM Mr. V K Gehlot were also among this batch. The next batch of 46 channel partners and Kamdhenu personnel went on tour on 20th September, 2016 and came back on 27th September. The persons went in the second batch included; Distributors Mr. Pradeep Garg and Mr. Subodh Singla, Sr. GM Mr. Dilip Mehra, AGM Mr. Vivek Maheshwari, Sr. Account manager Mr. Kapil Kansal and Mrs. Arati Kansal among other. The objective of Europe tour was to provide the opportunity to observe and understand the smart cities having developed infrastructure.

The team visited three of the most beautiful countries of Europe—France, Belgium and Netherland during this tour. While visiting Paris, the capital city of France all enjoyed river cruise in Seine River and went to Disneyland and Eiffel Tower for sight-seeing. In Brussels, Belgium they have visited many famous tourist-sights including; Manneken Pis and Atomium. On their last destination of the tour, they visited Amsterdam and Hague in Netherland. The visit to traditional windmills, wooden shoe factory and Heineken experience are some of the highpoints in their stay in Amsterdam.

## Hong Kong & Macau Tour by Gujarat Dealers

The Indian Power Brand in Iron and Steel, Kamdhenu Limited give priority to the happiness of its Dealers in addition to the satisfaction of the customers. Acknowledging the important role played by the dealers, towards making the superior quality Kamdhenu products easily available to the customers in every part of the country, the Company offers beneficial schemes for them on regular intervals.

Similarly, under Target based incentive tour scheme for Dealers from Gujarat the Company had given chance of 7-days tour of Hong Kong and Macau in the month of September, 2016. This tour programme was attended by 36 Dealers accompanied by Mr. Varun Pratap Singh, Sr. Executive (Marketing) along with Kamdhenu Distributors Mr. Manoj Shah, proprietor of M/S Kashish Enterprise and Mr. Hitesh Shah, proprietor of M/S Chintan Steel.



Starting the tour on 21st September, 2016, Mr. Varun Pratap Singh appreciated dealers for hard-work and their loyalty towards our company. The itinerary of tour was very elaborate and all the person went on this trip enjoyed it thoroughly. With many unforgettable memories the team came back to India on 27th September, 2016. The trip was very successful in its objective to motivate the distributors and strengthen the ties between the company and channel partners. Additionally, this tour helped the dealers to understand the systems and infrastructures of a smart city like Hong Kong through first-hand experience.

# Kamdhenu Limited started Smart City Preparedness for Bihar



Kamdhenu Limited has been continuously contributing in the infrastructural development of the nation for over two decades. Company has set its priority to create environment and provide high quality construction materials for the huge infrastructural development in Indian Cities under Smart City project. Towards this, Kamdhenu Limited has organized a dealer's meet in Agra to motivate dealers in view of development in Bihar under Smart City Project.

Starting the preparedness among Dealer's regarding Smart City Project is the indication of the enterprising far-sightedness of Kamdhenu Limited, which would result in long-lasting gains to the Company. This would also help the Company in getting big market share during the infrastructure development in Bihar. Under Smart City Project three districts of Bihar- Muzaffarpur, Bhagalpur and Bihar Sharif are proposed and in these places massive industrial, infrastructural and fundamental development is due. For these developmental works, the steel products and construction materials would be used at big scale. Considering these facts, the Annual Meet organized in Agra as very important.

More than 350 dealers from Bihar attended this Annual Dealer Meet organized at Hotel J. P. Palace, Agra. In the Meet Director, Kamdhenu Limited, Mr. Sunil Agarwal and other senior personnel like; Sr. GM Mr. S B Sharma, Bihar in-Charge Mr. Santosh Kumar Singh and Sr. Manager (Brand Promotion) Mr. Chandan Goswami were present. The Directors of M/S Dadiji Steel Pvt. Ltd., the manufacturing company of Kamdhenu TMT under license in the state;

Mr. Ramesh Gupta, Mr. Vijay Gupta, Mr. Binay Singh and Mr. Shishir Gupta also attended this meet.

During this event, organized with the objective of overall development, the tips for progress and marketing were taught by senior personnel of Kamdhenu Limited. It was discussed that, for Smart City developments a huge market opportunity is going to open up. As the leading infrastructure company of India, Kamdhenu is relentlessly investing in technological upgradation and world-class innovation and thus Kamdhenu Products are perfectly appropriate for new construction techniques.

The Director, Kamdhenu Limited, Mr. Sunil Agarwal said at this annual channel partner's meet, "In the growth of brand Kamdhenu is Bihar the quality of these products and contributions of the Dealers from the state have played equal role. With the support and good performance of dealers we are today a big brand of Bihar and still growing ahead on the path of progress. Now we are putting a collective effort to set a new benchmark of good quality infrastructural development."

On this occasion the Director of M/S Dadiji Steels Pvt. Ltd., Mr. Ramesh gupta said, "We are attached with Kamdhenu for over 11 years. We are happy to announce that we are attached to a brand which never compromise on quality. For its superior quality Kamdhenu has become the first choice of the customers across the country while being a leading Brand in Bihar. I assure you all that we will keep increasing our production according to market demand and you would not feel any difficulty of supply."

With the resolve and commitment to contribute in the development of Bihar in big way, the Annual Dealer Meet at Agra concluded. During the stay in Agra, all dealers went to see the Agra Fort, Dayal Bagh and world famous Taj Mahal.



Mr. Arvind Goel  
M/S Sumit Sales,  
Hospital Road, Jaspur  
Mob. 9259332090

Mr. Vipin Kumar  
M/S Vipin Kumar  
Udit Kumar  
Kasera Line  
Ramnagar  
Mob.9837070976

Mr. Ajay Mitta  
M/S Suresh Chand  
Anil Kumar  
Lohara Line,  
Ramnagar  
Mob 9837077062