

Ispat Sandesh

Satyamev Jayate

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KAMDHENU Ispat Ltd. organised an Inaugural Ceremony of Kamdhenu brand PVC Pipes in Maharashtra under licensee agreement with Suraj Polymers of Nanded. The inaugural ceremony of the product was held

at Hotel Rama Krishna International in Nanded district. During this occasion, representing Kamdhenu Ispat Ltd. - Mr. Sunil Agarwal, Director, Mr. Sachin Agarwal, Director, Mr. Pankaj Agarwal, Mr. Naresh Kapoor, GM-Marketing, Mr. Bhaskar Chaudhari, AGM-Marketing, and from Suraj Polymers - Mr. Ram D. Tuptewar, Director, Mr. Ramesh Parsewar, Director, and from Khatushyamji Re-rolling Mills - Mr. Naval Gupta, Director and

KAMDHENU PVC PIPES NOW IN MAHARASHTRA

Mr. Shyam Gupta, Director, along with over 150 Kamdhenu dealers, distributors and media persons were present.

Commenting on the development Mr. Sunil Agarwal said, "Maharashtra is witnessing rapid growth in housing sector. The state's real estate segment is booming with several Tier II and Tier III cities yet to be explored. In such scenario we foresee the huge demand for PVC Pipes. Thus we have launched the product here. We have entered into

the manufacturing of PVC pipes in association with Suraj Polymers with a vision to cater to the markets of Maharashtra and adjoining areas in the first phase."

Suraj Polymers has fully equipped manufacturing unit with proper quality control mechanism in place to manufacture only quality product. With its production capacity of 700 MT per month, the unit will be manufacturing PVC pipes of sizes ranging from 20mm to 250mm. The product range includes Rigid PVC Pipes & Fittings, Casing Pipes, SWR Pipes, HDPE Pipes, ASTM Pipes and Sprinkler System. With their greater strength and light in weight

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During the Inaugural Ceremony: Mr. Bhaskar Chaudhari, AGM-Mktg, Kamdhenu Ispat Ltd. (addressing the meet) along with the officials from Kamdhenu Ispat Ltd., Khatushyamji Re-rolling Mill and Suraj Polymers

Engineers' Meet Held in Nepal

KAMDHENU Ispat Ltd.'s Nepal venture with Kamdhenu brand TMT steel in association with Maruti Nandan Steel Rolling Mills has witnessed consolidation of the major TMT markets of the country. The Company held an Engineers' Meet at Hetauda on 21st Jan in association with Hetauda



Officials of Kamdhenu Ispat Ltd. and Maruti Nandan Steel Rolling Mills along with Engineers during the Engineers Meet

Engineers Association. During the meet several of the officials of Kamdhenu Ispat Ltd. participated including Mr. V.K. Srivastava, AGM along with Maruti Nandan Steel Rolling Mills' Mr. Jeewan Agarwal, MD, Mr. Ashok Baid, Hari Prasad Rouniyar and Mr. Saroj Kumar Srivastava, President, Hetauda Engineers Association along with over 90 engineers

During the engineers meet, several topics on constructions needs and demands were discussed. Papers were presented regarding the strong, durable constructions across the country. They also discussed the ways to contain the costs and utilize the best construction measures. Kamdhenu Ispat Ltd., representing the TMT manufacturing entity, made its point

that the country needed infrastructural activities in a big way to lead a long term economic growth in the Company. Mr. V.K. Srivastava said, "Kamdhenu Ispat Ltd. is committed to the infrastructural growth of Nepal. We believe that for the development of any country, robust infrastructure is paramount. Kamdhenu Ispat Ltd. is ensuring best quality TMT for the country."

During the meet several aspects of engineering in the region were discussed. Construction as per the demographics of the country and geographical requirement were discussed threadbare. The engineers put forward their ideas to build safer and better constructions in the region. They also discussed various cost saving measures. The meet proved to be very fulfilling and new points came up for all to understand and explore.

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these pipes are easier to install and upkeep. With their high tolerance to pressure, dimensional stability, non-toxicity, higher well yields, corrosion resistance, these Kamdhenu brand PVC pipes are the most secure and dependable for their various usage.

These pipes can be used for multiple applications such as agricultural irrigation and borewell, rural and urban water distribution, industrial use in chemical industries, sugar industries & dairy,



Flagging off the consignment of Kamdhenu PVC Pipes:
Mr. Sunil Agarwal, Director, KIL, Mr. Sachin Agarwal, Director, KIL, Mr. Bhaskar Chaudhari, AGM-MKTG along with other officials from Kamdhenu Ispat Ltd & Suraj Polymers

protective covering for power and communications cables, air vent system for toxic gas, biogas (gobergas), natural gas and oil distribution, domestic water supply and sewerage sanitation.

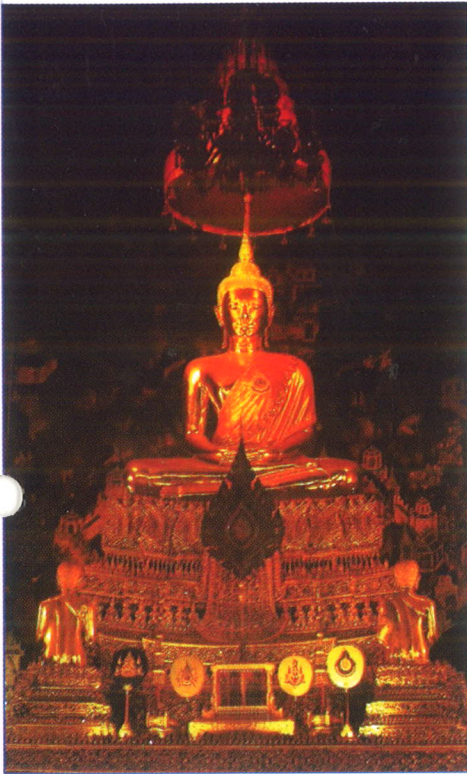
For Any Enquiry Kindly Contact

Kamdhenu Ispat Ltd.

Corporate Office
2nd Floor, Tower A
Building No. 9, DLF Cyber
City, Phase-III
Gurgaon - 122 002
Ph: (0124) 4604500

You can also mail to
pvcpipes@kamdhenuispat.com
or SMS 'KAM' to 57333 for
more info.

Kamdhenu's Hyderabad Dealers Visit Bangkok & Pattaya



IT was well deserved trip to Bangkok and Pataya, for the Hyderabad dealers of Kamdhenu Ispat Ltd., after the successful accomplishment of the Quarterly target. The Kamdhenu dealers headed for these two exciting trips from 9th and 12th February. Over 30 Kamdhenu dealers from Andhra Pradesh were invited to participate in the trip that proved to be one of the most cherishing events of their lives. Mr. Pankaj Agarwal, Distributor, Ambika Iron & Steel and Mr. Nitin Ahlawat were also present in this itinerary.

The Kamdhenu dealers' first destination to this South-east Asian trip was the picturesque Pattaya City in Thailand. Famous for its pristine expanse of beaches, the dealers enjoyed the warm oceanic surf and exciting

water sports such as Paragliding, Under Sea Walk and Swimming in the surging ocean. Kamdhenu dealers also enjoyed the world famous Alcazar show in Pattaya. Describing the show, one of the Kamdhenu dealers said, "Alcazar Show was something beyond imagination. It was fantastic combination of music, dance and costume." The Kamdhenu dealers also visited world's famous jewelery factory.

The next destination in their itinerary was Bangkok, Thailand's major tourist gateway. The dealers visited Wat Pho, which houses the Temple of the Reclining Buddha. They also visited Wat Suthat, one of the oldest temples and the site of the original Giant Swing. Other than this sacred visit to the temple city of Bangkok, they also splurged a bit, doing shopping and buying some souvenirs.

Ahmedabad Carpenters Give Three Cheers to Kamdhenu Plywood

KAMDHENU Ispat Ltd. has introduced Kamdhenu Plywood in the markets of Gujarat. In order to sensitize the consumers about the latest offer, the Company held an informal get-together with seasoned carpenters in Ahmedabad. During this occasion Kamdhenu Ispat Ltd. was represented by Mr. Sushil Chaudhary, GM-Marketing along with the Company's Authorized dealers Mr. Vijay Bhai and Mr. Hemant Bhai of M/s H.V. Enterprise, Authorized dealer Mr. Mukesh Bhai Thakkar and many carpenters from the region.

In his keynote address Mr. Sushil Chaudhary said, "Kamdhenu Plywood is manufactured under strict quality control and noted for its toughness and durability against all weather conditions."

The carpenters concurred with the views posed by the Kamdhenu representatives. They queried about several other aspects of Kamdhenu Plywood. They asked about the product's availability and pricing. They seemed to be quite interested



During the meet: Mr. Sushil Chaudhary recognising carpenters

in the product. Further during the meet Mr. Chaudhary said, "Kamdhenu Ispat Ltd. is known for its commitment to the quality. Kamdhenu Plywood is carpenter's friendly and built for excellent performance."

Kamdhenu Plywood is present in several variants such as MR Plywood IS:303, BWR Plywood (Alternate), IS:303, Marine Plywood (Gurjan) IS: 710, Shuttering Plywood IS:4990, MR Block Board IS:1659, BWP Block Board IS: 2202 and Moulded Designer Door.

Kamdhenu Homz' Crescent-II Redefines Housing in Jammu



THE real estate boom across India has taken Jammu too in its sweep. Jammu, the winter capital of J&K, is experiencing advancement in all sectors, thanks to the governmental initiatives and people's rising ambitions. Realizing an opportunity in the housing segment within Jammu, Kamdhenu Ispat Ltd. has launched its subsidiary – Kamdhenu Homz in franchisee association with M/s Mahajan Construction Company.

Kamdhenu Homz formally took off with its ambitious project of Crescent –II in Jammu on 21st January, 2008. During this formal launch ceremony of the project, from Mr. Mohan Agarwal from Kamdhenu Ispat Ltd. along with Mr. Kasturi Lal Mahajan, Amit Mahajan, Mr. Sumit Mahajan from Mahajan Construction Company and several of the staff were present.

According to Mr. Mohan Agarwal of Kamdhenu Homz, the Crescent-II project is strategically located in the heart of Jammu that is planned to have about 160 flats at the estimated value of Rs.45 crore, once the project is complete. The project targets upper-middle and middle classes and the price-tag hovers from

25lacs to 30lacs.

Crescent-II is situated on the Akhnoor – Jammu Main road. The project is strategically located within 2.5Km from Govt. Medical College, 3.5Km from General Bus Stand, 6.4Km from Railway Station and just 7.5 Km from the Airport. Some of the prime features of the flats in the project are worth watching for such as all flats are corner flats, independent tower constructions ensure sample sunlight during the day, full power back-up, high-speed elevators, RO system, and the like.

The Company sources state that Jammu comes under the definition of India's tier two city and is growing at rapid pace. The place is specially gaining popularity among the discerning buyers and investors in housing segment. There are several reasons for Jammu gaining momentum in housing segment such as peaceful region, picturesque locale, developing infrastructure, political stability, and aggressive economy build-up.

As among the ambitious projects under Kamdhenu Ispat Ltd., Kamdhenu Homz has carved its niche in the housing segment. Kamdhenu Homz is present in Haryana and Jammu & Kashmir.

**BEST
SUPPORTING
DEALER
of the Month**

Mr. Nilish B Wakchaure Patil
M/s Wakchaure Patil Sales Agency
Nagar – Manmad Road
Shirdi, Ahmednagar
Mob: 09423786848

Mr. Hiren Patel/Mr. Prashant Rawal
M/s Akshar Steel Corporation
Service Road, Swaminarayan Nagar
Aurangabad Naka, Nasik
Maharashtra
Mob: 09422760854 / 09422251588

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Mr. Naresh Kapoor is GM-Marketing in Kamdhenu Ispat Ltd. He has been associated with the Company for the past 2 years and has been successfully handled several strategic brand growth plans for the Company. Resilient and a go-getter by his nature, Mr. Kapoor takes on each assignment as a challenge and never gives up.

He is responsible for the marketing promotion and build up of Kamdhenu brand TMT, Structural Steel and Plywood across Andhra Pradesh and parts of Karnataka and Maharashtra. Mr. Kapoor is very dedicated and committed person with great potentials to enhance the market and brand stature of construction products.