

# Ispat Sandesh

Satyamev Jayate

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## Proclamation of 'Kal Hamara Hai' in 13th Kamdhenu Foundation Day



During the foundation day: CMD Mr. Satish Agarwal, Directors, Mr. Sunil Agarwal, Mr. Sachin Agarwal, Mr. Saurabh Agarwal along with Mr. Ayush Agarwal and other dignitaries

Beginning the New Year 2008, Kamdhenu Ispat Ltd. celebrated its 13th Annual Foundation Day on 6th January at 'Airforce Auditorium' in Subroto Park, New Delhi. Attended by over thousand dignitaries including Kamdhenu directors, franchisee directors, dealers, distributors, officers, staff members, stakeholders among others, the event showcased the unity and integrity of Kamdhenu family. The event was electric with excitement when the Company's CMD & visionary Mr. Satish Agarwal echoed the Kamdhenu spirit, announcing the theme for the event being- 'Kal Hamara Hai'.

The Kamdhenu Foundation Day unfolded with jointly lighting of the lamp by Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal, Director, Mr. Saurabh Agarwal, Director, Mr. Sachin Agarwal, Director,

Mr. Naresh Jain and Mr. Neeraj Jain. The exciting event was time when the 13 years journey of Kamdhenu Ispat Ltd. was recollected. It was also a time to honour some of the most cherished employees of the Company by giving away the 'Employee of the Year Award' in various categories of works.

During the occasion the ambitious scheme of Priority Dealership was unveiled, which offers a host incentives to the Priority dealers for their business growth.

Amidst the corporate success, the Company has been equally sensitive of its corporate social responsibilities. Mrs. Radha Agarwal of Kamdhenu Jeevandhara, the social arm of the Company said, "We understands its responsibilities towards the society and hence has been actively doing its bit for education of underprivileged

children, social health and helping the physically challenged.

Other than its stated principle of being socially responsible corporate citizen, the Company has been equally responsible for the profits for its stakeholders and complete satisfaction for its customers. With this vision the Company has expanded its base to Nepal with its Kamdhenu brand TMT in franchisee association.

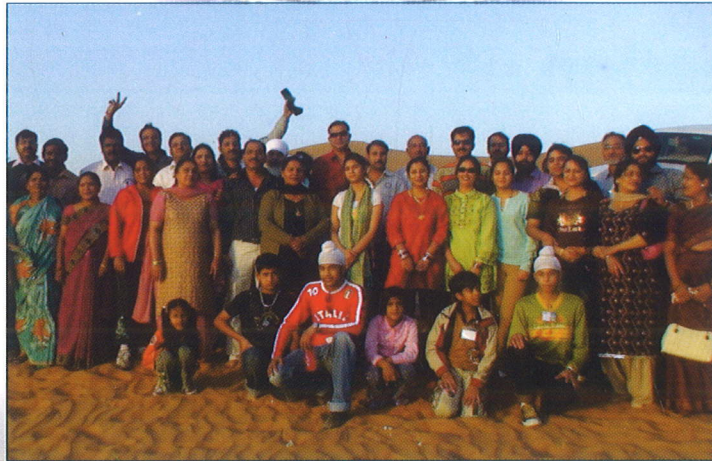
Kamdhenu foundation day was full of colorful cultural programmes. Senior members of the Company enacted a theme based fashion show. The foreign dance troupe captivated all, with the dancers gyrating to the tunes of catchy notes. Traditional dances, laughter programme and contests charmed the show. The event proved to be a great platform to entertain, inform and unify the Kamdhenu family spread across the country.



Dealers of Kamdhenu Ispat Ltd. in Himachal Pradesh were in for a big surprise with the Company offering them to take to a royal trip to Dubai. Sponsoring for each participating dealer's family as well, this journey to the Middle East was no less than hitting a jackpot. During this occasion, Mr. Rakesh Misri, GM, Kamdhenu Ispat Ltd. was also a participant.

Dubai trip was dotted with exciting sightseeing and various exhilarating events. The Kamdhenu dealers enjoyed the desert safari as well as water sports and led their adventure spirits getting better off them. They lapped up the surging sea at Jumeirah beach and experienced full throttle joy along with their friends and family.

## Himachal Dealers On Jolly ride to Dubai



Himachal Dealers along with their family members enjoying the desert safari during their excursion in Dubai

In the words of Mr. Naresh Bansal, dealer, Kamdhenu Ispat Ltd., the trip was something that he enjoyed the most. For him it reminded him of his freewheeling childhood days. Mr. Swarn Singh, another dealer seemed to agree and he also praised the Company for making happen such an exciting trip to Dubai.

The trip was more than being fun filled, it also involved some brainstorming sessions in the form of Dealers Meet that took place in Al Karama Hotel in Dubai, which was also the place where all the dealers were putting up. During the meet dealers expressed their views and ideas to improve upon their services for the better performance of Kamdhenu products.

## Kamdhenu Plywood Becomes 'First Choice' For Surat Carpenters

Kamdhenu Ispat Ltd. has forayed into India's booming plywood segment, having already registered itself in the market for its quality and varieties in the product. In order to make the customers aware of its products offer the Company has been holding 'Consumers Awareness Programmes' (CAPs) regularly. In line with this philosophy, the Company recently held a carpenters' meet at Surat, attended by over 50 carpenters from the region.

Mr. Sushil Chaudhury, GM-Mktg represented Kamdhenu Ispat Ltd. and solved the queries put by carpenters. During the occasion, complete range of Kamdhenu brand plywood was displayed and Kamdhenu staff explained their features, quality parameters and cost efficiency.

Kamdhenu plywood is suited for all construction needs focusing household and commercial buildings. Kamdhenu Plywood is used in Furniture Partitions, Panelling, Cavity flooring, Panelled doors, Hoardings, False ceilings and other exterior and semi-exterior applications. Kamdhenu Plywood

is built to last for generations with justifiably competitive edge to them. Carpenters found the product to be above par in quality. Impressed with the product, some of the carpenters took up Kamdhenu brand Plywood to be their first choice.

The occasion was full of excitement and fun. The carpenters fully enjoyed the event and praised Kamdhenu Ispat Ltd. for holding such events. They were satisfied with the products quality and cost efficiency. Last but not the least the programme culminated in a sumptuous dinner.



Mr. Sushil Chaudhury, GM-Mktg, KIL addressing the Carpenter's meet held at Surat



## Kamdhenu PVC Pipes To be Available Soon

Kamdhenu Ispat Ltd. (KIL) has entered into manufacturing of PVC pipes in franchisee association with M/s Suraj Polymers of Nanded in Maharashtra. The agreement papers forging this relationship were exchanged between Mr. Sunil Agarwal, Director, Kamdhenu Ispat Ltd. and Mr. Ram D. Tuptewar, Director, Suraj Polymers, in presence of Mr. Satish Agarwal, CMD, KIL, Mr. Sachin Agarwal, Director, KIL, Mr. Bhaskar Chaudhuri, AGM-Marketing, KIL and Mr. Vishwanath Dhankot.

Commenting on the development Mr. Satish Agarwal said, "We have entered into the manufacturing of PVC pipes in association with Suraj Polymers. The unit has latest technology and efficient manufacturing facility in Nanded. We believe through this unit we would be able to cater to the niche markets in Maharashtra and surrounding areas."

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 these pipes are easier to install and upkeep. They are standardized to the industry and household requirements and have high quality performance. With their high tolerance to pressure, dimensional



During the signing of agreement: Mr. Bhaskar Chaudhuri, AGM-Mktg, KIL, Mr. Vishwanath Dhankot, Sales Manager, Mr. Ram D. Tuptewar, Director, Suraj Polymers, Mr. Sunil Agarwal, Director, Mr. Satish Agarwal, CMD, Mr. Sachin Agarwal, Director, KIL

stability, non toxicity, higher well yields, corrosion resistance, these Kamdhenu brand PVC pipes are the most secure and dependable for their various usage.

Once installed, Kamdhenu PVC pipes make one tension free for life as they need zero maintenance, performing year after year without any hassle. These pipes can be used for multiple applications such as agricultural irrigation and boerwell, rural and urban water distribution, industrial use in chemical industries, sugar industries & dairy, 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.

The 13th Annual Foundation Day of Kamdhenu Ispat Ltd. proved to be specially important for some of the Company's employees, who were felicitated with the coveted 'Employee of the Year' awards in five categories. This prestigious award is bestowed to such employee who has exhibited consistent growth-oriented performance, excelling

## Nothing Succeeds Like Success



CMD Mr. Satish Agarwal awarding CFO Mr. Harish Agarwal, also seen are (L-R) Mrs. Sarita Agarwal, Mrs. Radha Agarwal, Director Mr. Sunil Agarwal and other dignitaries

in his individual field.

In the list of awardees, the name that excelled the most was that of Mr. Harish Agarwal, CFO, Kamdhenu Ispat Ltd. As among the Company's most committed senior employees, Mr. Agarwal was awarded with 'Employee of the Year Award' in the category of 'Overall Excellence in Corporate Working'. As a strategic planner, he has been instrumental in flawless policy framing, updation of system procedures and initializing growth within the company.

In the category of 'Best Performance in Business Development', Mr. Vivek Maheshwari, AGM at Gurgaon Corporate Office was given with the award. He has contributed proactively into the coordination among the company's franchisee associates. In the category of 'Best Performance in Franchisee Operations', the award was given to Mr. V.K. Srivastava of Bihar. He has contributed immensely in enhancing the company's franchisee operations in his work area.

In the segment of 'Best Performance in Plant Operations', Mr. Himesh Mathur, Manager-Quality Control, Bhiwadi unit, was honored with the award. Mr. Ravi Saini and Mr. Manish Gautam in Finance & Accounts Dept. were jointly honored with the award in the segment of 'Best Performance in Finance & Accounts'.



# Kamdhenu Paints

## Redefining Colours



Growing with its diversification mantra, Kamdhenu Ispat Ltd. has embarked into business vertical of Paint. In its efforts to become one-stop construction materials provider company, Kamdhenu Ispat Ltd. has been aggressively exploring business potentials in different segments. With rising demands for best quality products, the Company has specifically utilized its strength into the production of Kamdhenu brand Paint.

With its proposed launching of Kamdhenu Paint by April 2008, Kamdhenu Ispat Ltd. is setting up its own modernized Paints manufacturing unit at Chopanki, Bhiwadi in Rajasthan. The Company has fully geared up itself for this latest venture with the construction/installation of machineries being in full swing. The company will be manufacturing entire Decorative & Designer Range of Products i.e., Emulsions, Enamels, Distempers, Textured & Designer Finishes, Primers & ancillary products in this unit.



The Company has targeted to reach out across the country with its wide range of paint products. To begin with, once the production commences from the Bhiwadi unit, the Company is proposing to reach to the markets of Punjab, Chandigarh, Himachal Pradesh, J&K, Delhi, Haryana, Rajasthan, Madhya Pradesh, Uttar Pradesh and Uttarakhand in first phase. For this the Company will utilize its wide dealer and distributor network and build up newer base of dealers. It proposes to further strengthen its marketing network, developing a dedicated team of marketing professionals for the sales & promotion of Kamdhenu Paint.

Market study shows that Paint business in India is around 20,000 crore out of which 11,000 crore market is held by the organised sector with well heeled paint companies already in the market with their proven track record. The segment is growing at the rate of 15-20 percent. Surveys have shown that there is a growing

**BEST  
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of the Month**



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tendency to personalize the colours used in houses. People are exposed to the global trends and they are becoming sophisticated and refined in their tastes while choosing colours for their households. The corporates, malls, etc are becoming very selective in choosing right colours and shades. Taking all these points in view Kamdhenu Ispat Ltd. has taken up Paint business with a vision to provide quality colours for maximum aesthetic and status value.

We welcome the enquiries from CFA's, Distributors & Dealers having excellent market contacts in Retail & Institutional segment.

**For Queries Kindly Contact Our Corporate Office: 2nd Floor, Tower A, Building No.9, DLF Cyber City, Phase-3, Gurgaon-122 002, Ph: (0124) 4604500. You can mail to [paints@kamdhenuispat.com](mailto:paints@kamdhenuispat.com) or SMS 'KAM' to 57333 for more info.**