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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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KAMDHENU Bags World's Greatest Brands and Leaders Award 2017-18

Kamdhenu Limited is consistently evolving as the greatest manufacturer of Ispat and Construction products. The company is not only widening its horizons in the Indian markets by manufacturing superior quality products but also establishing itself as a world leader in global markets. Proving their mettle as the World Leader, Kamdhenu bagged World's Greatest Brands and Leaders Award 2017-18. This is the second time after 2015 when Kamdhenu has been rewarded with this reputed title. Apart from this, company has also earned Indian Power Brand Award 2016.

Since its inception, Kamdhenu has time and again proved its excellence in Steel and Paints industries and successfully earned these two esteemed titles. Kamdhenu has always stood at par in different parameters of customer satisfaction, product quality, logistics, work procedure, innovation, business environment, motivational program and research. With World's Greatest Brand Award 2017-18, Kamdhenu has been highly praised for its business ethics.

This esteemed award ceremony was organized by Indo-UAE Business & Social Forum 2018 and the authorities of World's Greatest Brands and Leaders Award 2017-18 in JW Marriott Marquis Hotel Dubai. The award ceremony registered the presence of the world's major industry conglomerates. Mr. Vinod Adani, Director, Adani Group was invited as the chief guest of the event. Moreover, Mr. Vipul, India's consulate in Dubai participated as the opening speaker of the event. Mr. Sunil Agarwal and Mr. Saurabh Agarwal, Director, Kamdhenu were the reputed guests of the ceremony.



Globally, companies from 16 industrial categories were evaluated under various quality parameters. United Research Services was the reputed research service partner for the awards ceremony. All aspects of national, international business and the possible policies leading to environmental and developmental enhancements were thoroughly discussed during the event. The event concluded with discussions on better resource utilization to accelerate the Make in India Project and help India emerge as a Global Production Hub.

KAMDHENU SANG BARSE RANG



Kamdhenu's Decorative Paints have gained immense popularity in the market. The infusing popularity of Kamdhenu paints has made it one of the top most names in the Decorative Paints industry. Kamdhenu paints has always strived to maintain the promise of quality and performance. The company has also won

several awards and accolades for its excellent quality and performance. The brand has always established its prominence in every big or small event. Lately, Kamdhenu participated in the event "Rang barse"

organised by East Delhi Hardware, Paints and Sanitary Association. The company presented the full colour palette of its beautiful paint colour range. That's not all, they also presented marketing collaterals in different design options, which were widely liked by the people visiting the Kamdhenu Stall. Kamdhenu also won the "Best Stall Award" for its attractive and beautiful stall design. Mr. Kamal Sharma, Marketing Head (West UP, Haryana, Punjab, (JL) Uttarakhand and Delhi, Mr. Vijay Asthana (DGM), Mr. Navdeep Sharma (Branch Manager), Mr. Pradeep Sharma (AM), Mr. Yogesh (ASM) and Mr. Nitin Goswami were present in the event.

Mr. Kamal Sharma said, "We always ensure to present our products and services in the best possible manner, which is why we always achieve our goals. After this award, we all together will say, "Hum Jahan, Rang Wahan aur "Kamdhenu Sang Barse Rang"

KAMDHENU PAINTS OUTSHINES IN RANGOTSAV

Widely lauded for its vast range of beautiful decorative paints, Kamdhenu Paints displayed its rich and colourful product range again. This time in the Annual Function of Uttar Pradesh Business Association. Companies from all across the country participated in the 14th Annual Function of Rangotsav on 20th March in Maharaja Agrasen Bhawan, Agra. Kamdhenu also displayed its elaborated range of decorative paints in the event. This range is especially made available in varied colours keeping in view the taste and preferences of people from all age groups. This high quality eco-friendly range of decorative paints was widely appreciated by visitors as well as dealers from other companies. The

company's officials expertly handled the heavy footfall in the stalls and gave thorough information of every product to the visitors. Among the company's officials, Mr, Deepankar Sharma (Branch Manager), Mr Manish Raghav (SSO), Mr. Anshul Gupta (SO), Mr. Ishant Srivastava (DG), Mr. Jitesh Kumar (SSO) and Mr. Nitin Goswami (Brand Promotion – Executive) were present in the event.





DEALERS MEET CONCLUDED SUCCECCFULLY IN UDAIPUR

Backed by visionary leaders, excellent leadership, lauding achievements and exemplary team performance, Kamdhenu Limited is on a fast track to success. Kamdhenu leaves no stone unturned in keeping its employees enthusiastic and motivated to accept and achieve new challenges. To achieve the same and maintain transparency in work by establishing a fair and direct communication of dealers with the company's officers, a dealers meet is always organized by the company. During the meet, besides strengthening communication with the dealers, company rewards them for their performance. This not only boosts their morale but also fuels growth in the company. These meets are conducted all over India.

Fulfilling the objective of establishing warmth of communication, Kamdhenu conducted a Dealers Meet in Gujarat on 14th and 15th April. This two-day event was organized at Hotel Anant in Udaipur. The event saw the presence of approx. 450 dealers. The event was hosted by Mr. Sunil Agarwal, Director and the man behind the successful policies of Kamdhenu Limited. On the occasion, Mr. Agarwal addressed the dealers and quoted, "We are pleased to say that the way Kamdhenu maintains superior quality standards in manufacturing its products, similarly our dealers apply dedication in supplying Kamdhenu ISPAT products to the buyers. It's all because of your perseverance and intelligence that Kamdhenu NXT has become a brand leader and

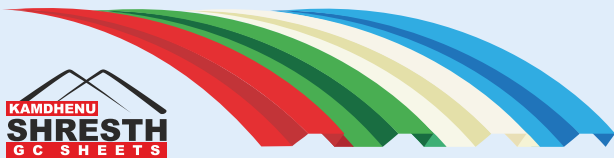
trusted TMT product in Gujarat. We really appreciate you all for your commendable approach in fulfilling the targets. With this, we look forward to a continued successful and fruitful association with you."

Mr. Agarwal further added that currently many policies are running in the country which will decide the future of the infrastructure sector. These policies need the support of Ispat products to reinforce a firm foundation for infrastructure industry. Kamdhenu manufactures a wide array of these products, which are supplied throughout the country via hassle-free logistics support.

This event also witnessed the presence of directors of the companies responsible for fabricating Kamdhenu NXT through license agreement in Gujarat. This included, Mr. Yogesh B Patel Director of M/S Someshwar Ispat Private Limited, Mr. Mukesh C Patel, Mr. Mittal J Patel, Mr. Varun Jain, director of M/S Aditya Ultra Steel Private Limited and Mr. Mukesh Thakur, Director of M./S Jai Bharat Metcast Private Limited. All of them praised the quality of Kamdhenu Products and expressed happiness over their association with the brand Kamdhenu. From Kamdhenu's end, Mr. Sushil Chaudhary (Senior GM Marketing), Mr. Amit Soni (AGM), and Mr. Kundan Kumar Singh participated in the Channel Partners Meet. They discussed about their roadmap on spearheading the brand by increasing the demand of Kamdhenu NXT in the market.

KAMDHENU SHRESTHA GC SHEETS

TRADE ENQUIRY WITH WHOLESOME BENEFITS



Kamdhenu Limited, a well-established leader in construction industry has been consistently increasing its product portfolio by offering an enhanced range of products. To make the consumers aware of its complete range of products, Kamdhenu has recently launched a phone call service. Moreover, in order to encourage advancement, company always maintains superior quality and wide variety in its product portfolio. Taking forth the promise of quality, innovation and vividity, Kamdhenu launched its new product GC Shreshtha.

The company is continuously launching these sheets in every part of the country to provide a wholesome roofing solution to the buyers. To make it available for maximum buyers, company is also trying to incorporate a simplified trading policy. In accordance to this, the company has launched a trade enquiry number to provide information about GC Sheets to different types of buyers, be it B2B or B2C. The company wants to bridge all the gaps in the business communication and keep it clear to understand. This is a great example of Kamdhenu's determination to bring the best to

TRADE ENQUIRY NO.

**1800 1800 545,
0124-4604500, 4604573**

its customers by streamlining every possible channel.

This move has reduced the hassle for buyers and dealers to access any sort of information about the products of the company. Even the prospective partners can access any important information just by dialing the number seamlessly. This is undeniably a worth appreciating move by the company.

Supporting the launch of the "Trade Enquiry Number" to deal with the rapidly increasing demand of GC Sheets in the country, Mr, Sunil Agarwal, Director, Kamdhenu Limited, quoted, "GC Sheets are pacing up construction in the country. These products are majorly used in industries and households. These sheets are not only offering affordable roofing solution but also spurring the growth of industrial sector. This makes it a widely demanded product in the market. To encourage an affluent corporate culture, we have introduced a Trade Enquiry Number so that both dealers and buyers can have timely access to every information."



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