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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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One of the leading Infrastructure sector company, **Kamdhenu Limited** has an unflinching commitment to provide most contemporary products at reasonable cost. This commitment is being realized by the continuously evolving multilayered mechanism of manufacturing, marketing, branding and distribution. The Company has achieved a rare feat of continuous growth and profit since its inception, 21 years ago. Today, Brand Kamdhenu has created exemplary legacy of quality, innovation and trust, exemplified by its strong presence in Pan-Indian and overseas markets. Kamdhenu Limited is, an ISO 9001:2008 certified entity listed on BSE and NSE, presently representing a creditable market size in a number of product categories including TMT Bars, Structural Steel, Colour Coated Roofing Sheets, Wirebond, Decorative Paints and Plywood etc.

On 27th September, 2016 the Annual General Meet (AGM) of the company had commenced in the presence of shareholders, company staffs, the CMD, Mr. Satish Agarwal. Board of Directors, including Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal and CFO of the Company, Mr. Harish Agarwal. The CMD, Mr. Satish Agarwal, shortly after welcoming the shareholder in his AGM address shared the good news by saying, "Proving the prominence in global arena, in the past year Kamdhenu Limited received accolades at two prestigious global platforms and won back to back **World's Greatest Brand, 2015 Award** in Dubai and **Asia's Most Promising Brand, 2016 Award** in Bangkok. Shortly after receiving these two prestigious awards in recognition of the impeccable standing of Brand Kamdhenu and the Powerful Pan-Indian Presence of the Company, Kamdhenu was also declared as the **Indian Power Brand, 2016.**"

He further informed that, "Kamdhenu Limited has been maintaining its number one position in TMT rebar segment for last many years. We are

Kamdhenu AGM concluded on high note

also aggressive in the expansion of our share in decorative paints market. This year we launched a very effective campaign "**Chhupao Nahi Sudhaaro**" and capture the attention of the nation. Launching customer friendly solutions like, advanced

Kamdhenu Colour dispensing machines and Kamdhenu Designer Galleries as well as new ranges of Wood coatings and Wall coatings we are continuously increasing our sales volume and market size in the paint business."

Informing about the new verticals and their future prospects, the Director, Mr. Sunil Agarwal said, "Our latest product range of colour coated roofing sheets under the brand name of **Kamdhenu Colour Max** is rapidly gaining on all the important markets, due to best size to weight ratio, world-class colour coating and high durability features. Backed with rich experience of over twenty years in Structural Steel Business we also successfully started offering, **Kamdhenu Pre-Engineered Building Solutions** in many of the sizable markets."

Giving an overview of market scenario and Company's present standing, the CFO, Kamdhenu Limited, Mr. Harish Agarwal said, "You must be aware of the challenges faced by market for last few years which have not only affected local demands but the global demands of construction materials as well. Kamdhenu Limited has effectively cut down the cost on many accounts amidst the market slowdown, thereby successfully maintaining its profit figure, in spite of lower sales volume. Due to superior quality and matchless brand equity, the market value of Brand Kamdhenu has gone beyond Rs. 8000 cr. mark. Signifying Company's overall growth the number of franchisee manufacturing units has also gone up to 60 and the number of dealers in the country reached to 8,500."

This occasion, primarily aimed to share the financial status, present standing as well as future plans of the Company with all the shareholders, was full of positive vibes and optimism. Everybody was happily satisfied about the achievement of Kamdhenu Limited for maintaining its growth rate and profit despite the global slowdown and negative growth rate in construction sector.

Consumer Awareness Programme in Rajasthan



The Largest selling TMT rebar brand of India, Kamdhenu TMT is renowned for quality and innovation. Kamdhenu TMT products offer extra strength to withstand harsh weather conditions and earthquake for the durability and safety of constructions, that's why the brand has gained the trust of customers all across the country.

With the aim to inform the construction workers about the benefits of Kamdhenu products, the Company organized an awareness programme for the contractors of Dungarpur District in Rajasthan. Organized on 23rd September, 2016, with the support of Kamdhenu SS10000 Sales promoter M/s. Saturn Steel Pvt. Ltd, the local dealer Mr. Dhanpal Bhawar Lal Jain, this event was attended by large gathering of contractors and masons from Dungarpur and adjoining localities. Mr. Satish Ji, a renowned architect of Dungarpur was the Chief Guest of the event.

Mr. Kirtee Falot, Marketing Officer and Mr. Vishal Saxena, Executive Marketing had participated in the Meet and interacted with the invited contractors and masons. During the event, Mr. Kirtee Falot gave a detailed presentation about the Company, explaining the quality superiority and manufacturing process of Kamdhenu TMT products. Adding to this information, he said that, "Kamdhenu gives due importance to the construction worker's contribution in the development of country and society. Our Company establishes relationship with contractors and masons in every part of the country to help them in building stronger buildings."

During the meet, Kamdhenu officials answered the queries of the participants about the product. After having information about the quality of Kamdhenu TMT, all the participants decided to endorse the product among their clients.

Agra Meet for Maharashtra Dealers

Kamdhenu TMT is undoubtedly the number 1 preference of consumers across the country. Through its trusted range of products for superior quality and advanced innovative technology, today Kamdhenu Limited is ensuring safety to millions of constructions in India and abroad. Reputed for providing unmatched strength to the buildings to withstand earthquake and weathering, Kamdhenu TMT products enhance life of the construction for the generations. Conforming to the quality standards set by Bureau of Indian Standard (BIS); different Kamdhenu high quality TMT products, including the advanced and superior product, 500 D, are available in all the major markets in India.

The requirement, for construction material featuring superior corrosion resistant, is very high in the beautiful coastal state Maharashtra, due to humid climate and torrential rains. Kamdhenu TMT Products manufactured through advanced technology to provide unparalleled anti-corrosion properties and supreme strength, are the most appropriate products for the geographical conditions of Maharashtra. Due to this reason, the market share of Kamdhenu products has been continuously growing in the state for the last few years. Towards serving the customers and ensuring the availability of Kamdhenu products, the Channel partners of Kamdhenu are playing an important role. The Company also maintains effective communication on regular basis with its channel partners while continuously strengthening and expanding the marketing network.

With the objective to increase the popularity and availability of Kamdhenu products in the state even more, the annual channel partner's meet was organized on 20th September 2016 at Hotel Howard Plaza the Fern in Agra, the most sought after tourist destination of India. The annual meet was attended by more than 50 dealers and distributors of Jalana, the steel hub of Maharashtra. The additional objective of this Annual Channel Partner's Meet was to pass on knowledge about the upcoming changes in building technologies as well as the information of technical specifications of new products.

Many senior personnel of the Company including the AGM, Kamdhenu Limited, Ms. Arati Sarkar and Sr. Manager (Brand Promotion) Mr. Chandan Goswami, Mr. Suhas Khobragade, made their presence in the meet. Mr. Sachin Gupta, Kamdhenu Distributor was also present in the event. Thanking the dealers



for their hard-work and support to the Company, Ms. Arati Sarkar, AGM, Kamdhenu Limited said, "Dealers are like a trusted bridge between customers and the Company. The Company recognizes the contributions you all are making in the growth of the Brand equity and market share."

Promising the participating dealers all the necessary facilities towards increasing the market share even further, Ms. Arati Sarkar said, "We can see the changes coming in the building technology. The height of the building is rising, the duration for the concrete to get stabilize has now reduced to 3 weeks to 3 days, monolithic concrete structures are in vogue for big projects are few of the examples of these changes. Kamdhenu Limited is innovative to the core and we are providing the best and the latest regarding the technology in this country."

Underlining the importance of TMT rebars for the strength of a structure, Mr. Suhas Khobragade gave the information about the Kamdhenu TMT rebar. He said, "The Kamdhenu TMT Rebar is the best suitable product for high-rises and it yields stronger bonding with concrete."

On this occasion, Mr. Sachin Gupta, Kamdhenu Distributor said, "Jalana is very important to the Company. Due to support from the Jalana dealers, we are a market leader in Maharashtra. And being a leader we expect from our dealers to serve better and grow further."



Kamdhenu Jeevandhara; Facilitating Socio-Economic Development

India's No. 1 TMT manufacturing company, Kamdhenu Limited is a business entity renowned for its good principles and ethical corporate practices. Awarded as World's Greatest Brand, Kamdhenu is known for innovations and world-class quality products. Kamdhenu Limited is relentlessly contributing in the construction sector revolutions in country, while offering advanced products ensuring the safer and stronger infrastructures and buildings. Kamdhenu is also putting committed efforts for bringing sustainable social & economical development of underprivileged communities.

With the aim to bring positive changes in the society, the dedicated social wing of the Company, **Kamdhenu Jeevandhara** manages and executes various welfare programmes undertaken as Corporate Social Responsibility (CSR) activities by Kamdhenu Limited. Under the dedicated and competent leadership of the Chairperson of **Kamdhenu Jeevandhara**, Mrs. Radha Agarwal, a number of interventions have been taking place in the fields of education, sanitation, health, livelihood, rehabilitation, environment and empowerment etc. for the last many years. The Chairperson of **Kamdhenu Jeevandhara**, Mrs. Radha Agarwal said that, "Kamdhenu Limited has an unflinching commitment for utilizing its resources and capabilities in the benefit of the communities living around the manufacturing units and company offices in maximum possible ways. Running the CSR activities properly and purposefully is a priority of Kamdhenu Limited, so every single time, my team uses due diligence while selecting welfare initiatives as well as the beneficiary communities."

Dedicated to the service of humanity, **Kamdhenu Jeevandhara** provides support and financial assistance for education and mid-day meal scheme for the children from poor families. Ensuring health and dignity to the people, priority has been given to Swachh Bharat Mission for the last two years. In this direction, funding is provided to a number of small schools situated in remote and rural areas to ensure availability of safe drinking water and proper sanitation facilities to students.

Ensuring that Persons with Disability should not feel difficulty in getting success due to physical challenges, **Kamdhenu Jeevandhara** gives support to the distribution camps of free hearing aid, artificial limb, wheel chairs, walkers, polio calipers and other assistive devices, associating with several Voluntary Organizations. Whenever a natural disaster took place in any part of the country, the organization gives prompt contribution in the resource pool aimed for rehabilitation.

Along with the programmes aimed for the social development, **Kamdhenu Jeevandhara** provides resources for the healthcare of the communities. To protect the people from the diseases like Dengue and Chickengueia in the aftermath of rainy season, the organization is supporting a number of activities including mass awareness drive, solution of water-logging and check up facilities etc.

Kamdhenu Limited gives priority to environmental protection. Carrying forward this concern, **Kamdhenu Jeevandhara** has started an innovative participatory initiative named as "Green India" Campaign. Speaking about this campaign, the Chairperson, Mrs. Radha Agarwal said that, "Through Green India campaign entire Kamdhenu Family including all the channel partners are contributing towards the protection of Nature. Under this campaign thousand of trees are being planted every year across India."

Wishing a very happy Navratra and Deepawali to all, Mrs. Radha Agarwal urged to all, "According to the personal capacity, everybody should contribute to wipe out the evils like; poverty, diseases, pollution and illiteracy and celebrate the auspicious Deepawali by brightening up the lives of underprivileged people."



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