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# Ispat Sandesh

Satyamev Jayate

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Envisaging to become a one-stop destination for constructional merchandise, Kamdhenu Ispat Limited has always innovated into numerous verticals of infrastructure business. Steel, the core trade of the Kamdhenu Group was added dimension as products namely Binding Wire, Cement, Plywood, PVC Pipes and Residential projects were

has pushed it through the tough market competition. With customer satisfaction ranking high, today Kamdhenu Paints marks promising presence in the states of Jammu, Uttarakhand, H.P., Punjab, Rajasthan, Haryana, Delhi, U.P., Chhattisgarh, Gujarat, Maharashtra, M.P., West Bengal, Bihar and Karnataka. Pursuing ultimate consumer contention,

horizons, Kamdhenu Ispat Limited has recently forayed into the arena of 'Construction Chemicals'. The 'Kamo' range of Kamdhenu Construction Chemicals comprises of Water Proofing Chemicals, Architectural Coatings, Membrane Coating, Construction Aids, Floor Hardener, Tile Adhesive, Concrete Bonding Agent and similar other extremely useful products. Now, Kamdhenu plans to get into the product segment

## KAMDHENU PROLIFERATING



# KAMDHENU SUPER CEMENT

## BONDING STRONG WITH CONSUMERS

Kamdhenu 'Super Cement' is increasingly turning out to be the preferred choice among consumers. It is gradually outdoing the other cement brands in the market of J&K, Punjab, Haryana, U.P., H.P., Jharkhand, West Bengal and Nepal where it is presently functional. Super Cement has also started operation in Rajasthan off late.

Available in varieties of Ordinary Portland Cement Grade 43 - IS: 8112/12269, Portland Pozzolana

Cement - IS: 1489 and Portland Slag Cement - IS: 455 Kamdhenu Super Cement are manufactured with international standard process.

The reasons that have made Super Cement absolutely superb are its excellent quality features. The properties of high compressive strength, superb after-hardening, exceptional chemical attack tolerance, earthquake & fire resistance, negligible leaching & sintering and cost-competence have given edge to the



Kamdhenu Super Cement. These are the excelling factors that make every structure built with Super Cement an epitome of strength and long life.

## JANMASHTHAMI FESTIVAL HELD IN SPONSORSHIP WITH KAMDHENU



During the festival, actress Hema Malini along with CMD Mr. Satish Agarwal, Director Mr. Sachin Agarwal from Kamdhenu Ispat Limited and Ms. Radha Agarwal Chairperson Kamdhenu Jeevandhara

The world famous festival of Sri Krishna Janmashthami Mahotsav held in Punjabi Bagh of Delhi every year was celebrated this year in sponsorship with Kamdhenu Ispat Limited. The festivity spanning 8 to 15 of August was attended by the Dream Girl of her time, Hema Malini along with her daughter Ahana Deol, who was welcomed with a flower bouquet by the CMD of Kamdhenu Ispat Limited, Mr. Satish Agarwal himself. The Lok

Sabha member from West Delhi Mr. Mahabal Mishra and Municipal Corporation Councillor, Mr. Manjinder Singh Sirsa also made their august presence at the occasion.

From Kamdhenu Ispat Limited the CMD Mr. Satish Agarwal, Director Mr. Sachin Agarwal and Ms. Radha Agarwal, Chairperson Kamdhenu Jeevandhara made their participation and boosted up the

enthusiasm of everybody. For all to see the attractions in the festive ground, a special train has been arranged, which is given the name "Kamdhenu Express". The attraction of the first day of the occasion was the magician Shankar Samrat, while on the second day the Sai Bhajans of Nanda Sambat filled the atmosphere with a religious sentiments. Apart from these, the students from BSPK International School staged the Sri Krishna Lila. On 13th and 14th Mr. Aditya Ashast and Mr. Nandkishor presented colorful program.



The audience other than enjoying the Krishna episodes also showed huge interest in knowing Kamdhenu Ispat Limited. On 15th August, Bhagwat Kishor & party stole the show by their mellifluous religious & patriotic songs.

A team of Himachal Pradesh dealers & distributors of Kamdhenu Ispat Limited got the opportunity to visit the astounding land of Australia this time under the leadership of the company's Director,

Harbor; also everyone viewed the famous Opera House, Harbor Bridge, The Rocks and Bodai Beach. On the third day the team went to Brisbane, where they stayed in hotel Gold Coast. The fourth day of the journey

dealers & distributors who not only achieved huge sales target but also became a source of inspiration for others. The tour was planned under the guidance of Mr. Amit Soni, AGM Brand Promotions and

## KAMDHENU'S AUSTRALIA & THAILAND TOUR

Mr. Sunil Agarwal and GM, Mr. Rakesh Misri. This group also included Mr. S.K. Sharma, Director Radiant Casting, Mr. A.K. Agarwal, Director HIM Alloys & Steels Pvt. Ltd., Mr. Ramesh Goyal, Director R.K. Industries, and Mr. Ashwini Garg from Vardhaman Adarsh Ispat Pvt. Ltd. along with distributors,



Mr. Sunil Agarwal, Director KIL with his family during their trip in Australia

namely, Mr. Mohan Agarwal, Mr. Vikram Jain, Mr. Pradeep Garg, Mr. Anuj Garg, Mr. Dinesh Rathi, and Mr. Ajay.

A team of more than 100 dealers and distributors landed on the Sydney airport in the morning of 10th August. They started their tour with Show-boat dinner at the sea beach of Sydney. Everyone enjoyed the dinner while they rejoiced the roaring waves. The next day was spent watching the splendid beauty of the city and reached the Darling



Kamdhenu dealers & distributors enjoying their day out in Thailand

was given to enjoying the renowned Movie Worlds & Sea Worlds. Before flying back, the team members savored both the native dishes as well as Indian foods. All these while, everyone captured the natural sceneries in their cameras to cherish the fond memories of Australia.

Making the team members aware of their priorities Mr. Sunil Agarwal said, "It becomes our responsibility to replicate the development that we see here in our country. When we dream of such progress, only then we can prepare for a golden future of success".

On the other side, a separate team of Himachal Pradesh Kamdhenu dealers & distributors started for a 5 day trip to Thailand on 30th July. This team comprised of those chosen

Mr. Manoj Sharma, Regional Manager, Kamdhenu Ispat Limited.

Having stayed in hotel Discovery in Pataya city the team members first visited the famous Alakzar Show. On the 1st of August, the team went to the 'Coral Island' and thoroughly enjoyed the overwhelming natural beauty of this isle. Returning from the island everyone relished the Indian food. The day next, all took a sight-seeing tour through the Thailand city and visited the elegant temples there. However, this team of Kamdhenu never missed the chance to get hold of the unique things from the rich markets of Thailand. On reaching Delhi, the team members were seen refreshed and describing all the new experiences they had treasured in their heart.



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