

Ispat Sandesh

January 2011

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 5 Issue: 4 Price: Re 1

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Kamdhenu Family Brings Colours of 'Tiranga' Alive

62nd Republic Day of the Country was celebrated with great enthusiasm

Kamdhenu Ispat Limited has persistently been contributing towards the building up of the new age India with its excellent quality infrastructural and construction related products. It is the idea of strengthening the structure of India that keeps the company ever motivated for coming up with advanced and better products. The same spirit was visible in the Republic Day celebration event organised by a team of distributors on behalf of the company on the eve of 62nd Republic Day at Hotel Le Meridian, New Delhi. All the prominent officials of Kamdhenu Group namely Mr. Satish Agarwal, CMD, Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal, Directors, Mr. Rajeev Sharma, Sr. GM, Mr. Amit



Soni, AGM- Brand Promotion and Mr. Chandan Goswami, Sr. Manager-Brand Promotion were present there to rejoice the festival of patriotism. Delegates from the group associates



namely Mr. Munna Rathi, Mr. Mukesh Rathi and Mr. Pratik Rathi, Directors, Grower Steel Rolling Mills, Mr. Rajkumar Garg, Director, Advance Impex and Mr. Naresh Jain, Mr. Neeraj Jain and Mr. Puneet Jain, Directors, Ashiana Ispat Limited were also present in the event.

All Delhi and Haryana region distributors of the company were also invited in the event with their families. Mr. Rajan Dua, Mr. Rajeev Garg, Mr. Anil Gulshan, Mr. Rajendra Garg and Mr. Sanjay Jain shared their valuable experiences.

The programme began with formal introduction of all the distributors and their families. Thereafter, all the directors of the company were felicitated with 'Shawls' for their

enormous contribution towards the growth of the company. This was followed with a speech by Mr. Satish Agarwal. Addressing the gathering Mr. Satish Agarwal said, "From production of quality infrastructure material to the creation of a thousand jobs, Kamdhenu Ispat Limited always ensures that its existence proves beneficial for the country and the society. Not only this, but we also work for the education of the underprivileged children through our social wing 'Jeevandhara'. It is both our vision and policy to make this country a better place."

Mr. Satish Garg of Bharat Steel hosted the event and organised a very interesting game of Tambola. All the distributors were gifted souvenirs at the end of the programme.

KAMDHENU PAINTS OPENS NEW DEPOT AT JABALPUR

It will enable the company to serve the customers of M.P. Region better



Kamdhenu Paints inaugurated a new sales depot at Jabalpur (Madhya Pradesh) on January 9, 2011. The programme began with a traditional Puja organised at the premises of the depot. Later in the evening a Dealers' Meet called by the company also took place at Hotel Satya Ashoka in which dealers from in and around Jabalpur were invited. Prominent officials of the company namely Mr. Rajkumar Srivastava, Country Marketing Head, Mr. Pawan Sharma, ASM (M.P.), Mr. Lovejeet Singh, Asst. Manager- Brand Promotion and Mr. Dinesh Murjani, SSO (Jabalpur) made their presence on this occasion.

Addressing the dealers on this occasion Mr. Srivastava said, "We are greatly pleased with the customers' response in this region. For past 2 years Kamdhenu Paints has been catering to all its dealers in Madhya Pradesh region from its Indore depot. This depot will strengthen the distribution network of the company and ensure flawless supply of its product in Jabalpur belt."

Further, sharing the achievements of the company Mr. Rajkumar Srivastava said, "Kamdhenu Paints is just two years old but our journey has been full of achievements. Today we are counted among the top ten paint brands of the country. The credit for this success goes to the excellent quality of **Colour Dreamz Dil Ke Rang Deewaron Pe** and dealers friendly policies of the company. Committed to maintain long term relationship with its dealers, the company has gifted 18 cars to its dealers in reward of their outstanding performance in a period of just 15 months."

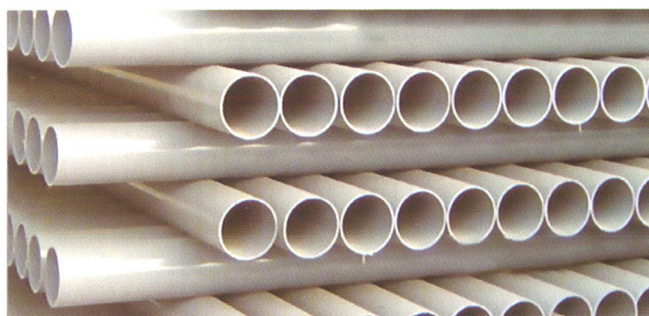
The company also felicitated its top five performing dealers in Jabalpur namely Rohit Cement Agency (Rewa), Taj Iron and Hardware (Chhindwara), Agrawal Vaastu Bhandar (Dhanpuri), Nirmaan (Damoh) and Anand Enterprises (Jabalpur), in the event. All the dealers greatly enjoyed the Gala Night and the dinner party.

KAMDHENU PVC PIPES

Kamdhenu Ispat Limited is a company with a progressive outlook and a futurist vision. A recent boom in agricultural activities and the construction industry has increased the demand of PVC pipes. Addressing these needs in context to the contemporary demand, Kamdhenu has ventured into the business of PVC pipes.

Kamdhenu PVC Pipes come in ample varieties, namely Rigid Pipes & Fittings, Agricultural Pipes, Casing Pipes, SWR Pipes, HDPE Pipes, ASTM Pipes and Sprinkler Systems.

Owing to great finish its use results in less friction loss, assuring low pumping cost that eventually leads to energy saving. Being light in weight, these are easy to transport and install. Moreover, its high pressure tolerance along dimensional stability makes it incredibly strong. Further, with no maintenance required and economical price Kamdhenu PVC Pipes are unmatched



in their world-class quality & performance.

These pipes find application as per its functionality in agricultural irrigation & borewells, rural & urban water distribution systems, chemicals, sugar and dairy industries. Kamdhenu PVC Pipes make perfect protective covering for power and communication cables, Airvent system for toxic gases, biogas, natural gas and oil distribution and domestic water supply and sewerage along with other relevant areas. Therefore, like all other products of the company, PVC pipes are also in great demand.

Meeting of Quality Department Team at Corporate Office

Solutions of various general problems pertaining to production and quality were discussed



The credit of the exemplary success of Kamdhenu Ispat Limited goes to many factors and excellent product quality is one of the most prominent among them. Known for its stringent quality standards, the company continuously keeps taking various steps to make better quality products. In pursuit of the same goal, a two-day long meeting of the quality department team was organised on 27th & 28th January, 2011 at the Corporate Office of Kamdhenu Ispat Limited at Gurgaon (Haryana). The meeting was targeted towards motivating the quality department team and training them about the latest technology developed in rolling mills. Technical experts of the company were among the

speakers and trainers on this occasion.

Mr. Sunil Agarwal, Director, Mr. S.B. Sharma, Sr. GM, Mr. Dilip Mehra, Sr. GM and Mr. N.B. Singh, GM (Technical) shared their valuable experience with quality department team. They also encouraged a two way discussion to allow them to come up with ideas for improvement in their respective units. Inspiring them for better performance Mr. Agarwal said, "It is for the excellent quality of our products that Indian customers admire Kamdhenu Ispat Limited. We have been constantly putting efforts to serve customers with better products time and again. Our employees have played a significant role in achieving this vision with their mission like actions to make the company attain the merit it has always been known for. We require your continuous support in future as well."

Mr. N.B. Singh and Mr. Yogesh Verma updated the participants about the latest technological developments in Rolling Mills. They also discussed the general production and quality problems faced by the team in the daily routine.

The meeting ended with a concluding note that all quality personnel will be sent to the production units for advanced training as and when required. This way everyone will become eligible to handle all available technologies in Rolling Mills.



KAMDHENU JEEVANDHARA Celebrates 62nd Republic Day

Flag hoisting by the Chairperson made the event more graceful and memorable

On the eve of India's 62nd republic day Kamdhenu Jeevandhara got one more chance to spread cheers among the underprivileged children of our society. Kamdhenu Jeevandhara celebrated this day with many underprivileged children of Chakarpur (Gurgaon) and enlightened the spirit of patriotism in them. The celebration began with the flag hoisting being done by Ms. Radha Agarwal, Chairperson, Kamdhenu Jeevandhara. All members of Kamdhenu Jeevandhara present on the occasion sang the National Anthem along with the children and saluted the Tricolour of India. Volunteers from Kamdhenu Jeevandhara along with Mr. Sinha Ram also distributed sweets to these children. It was a small event that went on to fetch big smiles on every face and churned some very-very sweet memories.

On the occasion Ms. Radha Agarwal, Chairperson Kamdhenu Jeevandhara said "Celebrating the Republic



Day with these children is a real pleasure for all of us. Since our establishment we have always made sure that we help these underprivileged children with the best of our abilities. What could be a better occasion to make the children feel like an integral part of our society?"

The whole event progressed very well. The children sung patriotic songs and danced on them as well. The event winded up with smiles all around with a promise to come back together again and spread more cheers and celebrate more occasions.

Kamdhenu organises Mason Meet at Barpeta, Assam

Kamdhenu officials share info on important business aspects and take masons' feedback

On January 9, 2011 Kamdhenu Ispat Limited organised a Mason Meet at Kalgecia, Barpeta, Assam. Runa Hardware of Kalgecia, Assam was the concerned dealer of the meet which was attended by more than 50 masons. The meet was duly attended by Mr. Rajib Kumar Deka, Manager Marketing, Kamdhenu Ispat Limited, Mr. Rituraj Borphukan, Marketing Executive, Kamdhenu Ispat Limited, Mr. Sahadat Ali, Runa Hardware, Kalgecia, Mr. Atowar Rahman and Mr. Sahabuddin, Professors, Navjyoti College, Kalgecia.

Hosting the meet Mr. Rituraj Borphukan briefed masons about Kamdhenu Group's vision, motto, clients and service & quality commitment. After that Mr. Rajib Kumar Deka held an interaction session with masons. He tested their wit by asking questions on Kamdhenu, steel and other industry aspects. He also explained the production process of Kamdhenu TMT.

Masons who already used Kamdhenu TMT shared their experiences and the meet ended with a concluding speech by Mr. Atowar Rahman.



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