

Ispat Sandesh

Satyamev Jayate

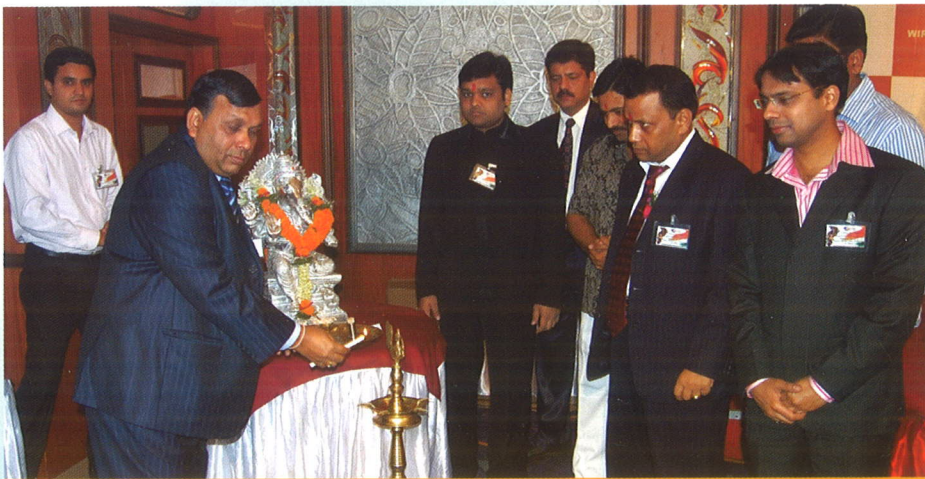
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ANNUAL DEALERS MEET OF KAMDHENU STEEL IN RAIPUR



Mr. Sunil Agarwal, Dir. Kamdhenu Ispat Limited in lamp-lighting along with Mr. Sachin Agarwal, Dir., Mr. Anand Tiwari, GM & Mr. Amit Soni, AGM Brand Promotion of Kamdhenu with Mr. S.P. Agarwal, Mr. Ganesh Agarwal & Mr. Suresh Goel Directors Lingraj Steel & Power Pvt. Ltd. and others



Here is how Kamdhenu Ispat Limited made its mark once again on its Steel Dealers. The area in focus this time was the state of Chhattisgarh and the occasion was 'Annual Dealers Meet of Kamdhenu Steel'. The event was held on June 26, 2009 at Hotel Babylon International located at the capital city of Raipur.

Present at the occasion were officials from Kamdhenu Ispat Limited (KIL), namely, Mr. Sunil Agarwal & Mr. Sachin Agarwal, Directors, Mr. S.B. Sharma, Senior GM, Mr. Anand Tiwari, GM, Mr. Vivek Maheshwari, AGM BD and Mr. Amit Soni, AGM Brand Promotion. Gracing the occasion further were Mr. Suresh Goel, Mr. Ganesh Agarwal and Mr. Siddeshwar Prasad Agarwal

Directors of Lingraj Steel & Power Pvt. Ltd., a associate of KIL in Chhattisgarh who co-hosted the event along with Kamdhenu Ispat Limited.

The Kamdhenu Steel Annual Dealers Meet saw an overwhelming response with around 200 dealers enthusiastically participating in it. It started at around 6 in the evening and went on till midnight. A series of different programs made the Meet extremely interesting as well as noteworthy. Mr. Sunil Agarwal performed the lamp lighting ceremony and made official declaration of the Annual Dealers Meet. As the event unfolded gradually, power point presentation was given on the overall growth of Kamdhenu Ispat and its market in Chhattisgarh by Mr. S.B. Sharma,

marketing analysis was presented by Mr. Sunil Agarwal, knowledge on technical aspects was shared by Mr. Siddeshwar Prasad Agarwal and finally the vote of thanks was delivered by Mr. Ganesh Agarwal.

These regular programs at once took an enthusiastic turn when among the numerous dealers about 40 of them were felicitated with 'Best Performing Dealer' award. The Kamdhenu Steel dealers of Chhattisgarh got charged up and each one was seen motivated to perform even better the next time. With the formal convene done, all those attending the Kamdhenu Steel Dealers Meet enjoyed the dance performances of troupes invited and rocked the stage themselves with the foot-taping DJ numbers.

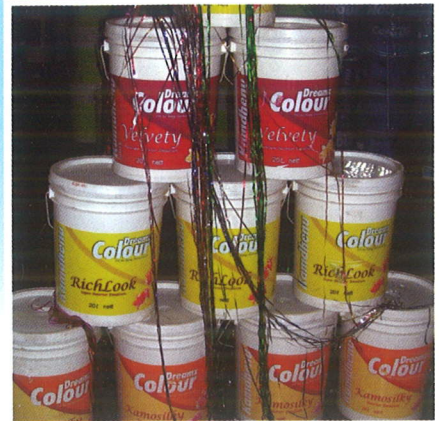
KAMDHENU PAINT'S PUNE DEPOT STARTS OPERATION IN FULL SWING

One of the most thriving business verticals of Kamdhenu Ispat Limited (KIL) is Kamdhenu Paints that manufactures and markets its products under the brand name 'Colour Dreamz'. A significant reason for the success of Kamdhenu Paints both in terms of sales and popularity is the easy and ample availability of 'Colour Dreamz' products to its end-consumers. Likewise, to make Kamdhenu Paints gain a firm foothold in Pune, the already-in-place Kamdhenu Paints depot in the state has been made functional in full swing.

In a formal ceremony held on June 7, 2009, the Kamdhenu Paints Depot in Pune 'Kamlesh Paints and Hardware' was announced to commence full-

fledged operation. At this occasion many prominent dealers and contractors of the region were present along with representatives from Kamdhenu. To bring good luck to the depot and the business, rituals were performed and later there was lunch arrangement for the guests.

This Kamdhenu Paints depot would stock the extensive product range of 'Colour Dreamz' that are available in both Dry Powder Paints and Liquid Paints variety, namely Kamdhenu Exterior & Interior Emulsions, Cement Paints, Water based Primers, Acrylic Distempers, Synthetic & GP Enamel, Solvent based Primers, Wood Finishes, Aluminum Paints and Textured &



Designer Finishes.

With this stock depot Kamdhenu Paints would certainly be able to capture the market of Pune and its adjacent areas. When there is abundant supply of 'Colour Dreamz' products, it would undoubtedly become easy to flood the market and seize the opportunity of any shortage of supply created by some other brand.



Kamdhenu Felicitates its Best Dealers

You have done great! The pat of encouragement came to the best performing dealers of Kamdhenu Ispat Limited in the form of felicitation. In a formal occasion held on June 11 in the corporate office of Kamdhenu in Gurgaon, all the dealers who could fulfill a certain set sales target in the month of May were honored with 'Award for Excellence'. The distinguished officials of Kamdhenu Ispat Limited present at the award distribution ceremony were the Directors Mr. Sunil Agarwal & Mr. Sachin Agarwal, Senior GM Mr. Rajeev Sharma, Marketing Manager-Delhi Mr. Sushil Bharadwaj and Sales Officer Mr. Pankaj Azad.

In the occasion significant dealers of South Delhi were especially invited that included Distributors, namely Mr. Rajeev



Felicitated dealers with Kamdhenu Ispat Limited Directors, Mr. Sunil Agarwal & Mr. Sachin Agarwal, Sr. GM Mr. Rajeev Sharma and Mktg. Manager Mr. Sushil Bharadwaj during the honoring ceremony

Dang M/s Anupam Steel, Mr. Vikas Jangir M/s Geeta Trading Company, Mr. Mohan Gogia M/s Gogia Iron Traders, Mr. Gulshan Chawla M/s Chawla Steel, Mr. Bharat Chug M/s Janta Steel, Mr. Sheesh Pal M/s Krishna Sanitary Emporium and Mr. Ashok Gupta M/s Kedarnath & Company.

Commenting on the performance of the dealers Mr. Sunil Agarwal said, "Challenges always inspire to achieve more than ordinary and the dealers we are rewarding here have undoubtedly accomplished something great. Being winners who never look back, we are

confident that they will transcend their present limit of performance. With Kamdhenu Ispat Limited we want to see every member associated with it as a leader in his own terms."

Congratulating the winning dealers, Mr. Sachin Agarwal addresses them with the words, "It is the dealers and distributors who are the greatest strength of Kamdhenu Ispat Limited. Only on the reliable foundation you laid, we have dared to venture successfully in varied business verticals and today Kamdhenu evolved as a name without whom the story of the Infrastructure & Construction sector is incomplete."



KAMDHENU STEEL'S STOCKYARD IN JAIPUR

The stockyard model of Kamdhenu Ispat Limited (KIL) has been a proven method of their successful business. From time to time the company has added new depots for their different products to facilitate business operation.

Recently, Kamdhenu Ispat Limited has set up its stockyard – 'Ganapati Steel Corporation' in Jaipur. In a formal ceremony on 25th June' 09 this warehouse of KIL was declared open amidst the presence of Kamdhenu's Chairman, Mr. Satish Kumar Agarwal, GM, Mr. H.N. Modi and other eminent members. The inventory at Ganapati Steel Corporation would include every type of Kamdhenu Steel Bars ranging from Reinforcement Steel Bars (TMT/HSD) and Structural Steel (Angle, Beam, Channel and Flat).

Rajasthan has always been the

fundamentally significant spot especially for Kamdhenu Steel products, for the company established its first Reinforcement Steel Bar manufacturing division in Bhiwadi and its paint production plant at Chopanki. Jaipur being the capital of the state serves as the centre of trade activities and the

Jaipur, there is a substantial rise in demand of steel bars over the recent years. This Kamdhenu Steel depot in Jaipur would enable to meet the huge surge in requirement and also enable easy availability of Kamdhenu steel products to the consumers of the region".

Assuring of a better service, Mr. Prem Agarwal, Proprietor Ganapati Steel Corporation' said "Certainly, we would be able to cater to a greater number of consumers, deliver in minimum time, provide good service as well as save on huge transportation cost." Mr. H.N. Modi too emphasized the need of a stockyard of Kamdhenu Steel in

Jaipur saying that this would provide more opportunities to capture as well as create more brand visibility in the expanding market of Jaipur and its surrounding areas.



Mr. Prem Agarwal, Proprietor Ganapati Steel Corporation, Mr. H.N. Modi GM Kamdhenu Ispat Ltd. & others at the inauguration of Kamdhenu's Steel stockyard in Jaipur

Kamdhenu Steel Stock depot stands strategically vital from this point of view.

Justifying on what prompted Kamdhenu Ispat to open a stockyard in Jaipur Mr. Satish Kumar Agarwal said, "With the increase in infrastructural activities in and around

HAPPY BIRTHDAY!!!

In focus

On the 7th of July the birthday of Mr. Satish Kumar Agarwal, CMD Kamdhenu Ispat Limited was celebrated with much gaiety at the corporate office of the company in Gurgaon. In the presence of significant company officials along with his wife Mrs. Radha Agarwal, Mr. Agarwal performed the cake cutting ceremony and enjoyed the day with his friends & Kamdhenu family.

Wish you good luck and success!



GUJARAT DEALERS MEET AT CHAIL



L-R Mr. Pradeep Garg Distributor Punjab, Mr. Manojbhai Shah Distributor South Gujarat, Mr. Hiteshbhai Shah M/s Chintan Steel (North Central Gujarat), Mr. Sunil Agrawal Director Kamdhenu, Mr. Anshum Goyal Director Aashiana Rolling Mills, Mr. Mohan Distributor H.P. and Mr. Sushil Chaudhary GM Marketing KIL

The state of Gujarat stole all the limelight at the very onset of the month of July. 'Gujarat Dealers Meet' was held in a grand manner over a span of around five days that lasted from 2nd to 6th July. This convene was arranged specifically for the North Central Gujarat dealers of Kamdhenu Ispat Limited (KIL).

The first phase of the Meet took place at Hotel Sunset Inn in Ahmedabad where around 85 dealers made their participation that included distinguished officials from Kamdhenu, namely Mrs. Aarti Sarkar AGM-Business Development, Mr. Vivek Tyagi Sr. Manager Marketing, Mr. Mayank Srivastava AM- Marketing, Mr. Kundan Kr. Singh AM- Marketing and distributors like Mr. Hiteshbhai Shah, Mr. Mihirbhai Shah, Mr. Mohan Singh & Mr. Kirtibhai M/s Chintan Steel (North Central Gujarat) and Mr. Manojbhai Shah (Dist.- South Gujarat). A brief presentation and



gift distribution ceremony took place, which was followed by dinner.

Spending a day in Delhi when the entire team grooved on the dance floor and enjoyed a variety of cocktails, the final phase of the Gujarat Dealers Meet shifted venue to Chail, Shimla. A conference was arranged here in Tarika Re-treat Resort, where the Kamdhenu Steel dealers of the North Central Gujarat along with eminent members of KIL made an enthusiastic participation.

The entire programme was hosted by Mr. Shushil Chaudhary GM-Marketing KIL. During the event Mr. Pradeep Garg Distributor - Punjab & Mr. Mohan Distributor - Himanchal Pradesh along with Mr. Rakesh Mishri GM-Marketing, HP, KIL honored every member present there with the traditional Shawl and Cap of Shimla as token of reverence. On the occasion Mr. Sunil Agrawal, Director KIL, Mr. Anshuman Goyal, Director Aashiana Rolling Mills Ltd., Mr. Hiteshbhai Shah, and Mr. Pradeep Garg addressed the dealers one by one. The common message reflected in their speech was the sincere endeavor of the dealers that made Kamdhenu Steel a popular brand in the market of Gujarat. Also, the dealers were encouraged to skip over their limits of performance to create new benchmarks of excellence.

**BEST
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DEALER
of the Month**

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