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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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Kamdhenu Limited: Hallmark of development, growth & prosperity



Kamdhenu Limited, a leading infrastructure company of the country has indeed assimilated the basic notions of development. The company's robust earnings have increased even during the challenging period with efficient workforce and effective policies. Also, this growth has come forth as an overall development of the company. On one hand, the company accumulates the international standard products; on the other, the company's distributor channels are rapidly ascending. The policy makers of

Kamdhenu Limited consider this endeavor as the growing prosperity of the company.

The company's financial results have also forecasted company's endeavors. For instance, the company has recorded 45% of profits in the first quarter of the current financial year. According to it, the company's first quarterly income acknowledged in the current financial year is Rs. 276 lakhs, whereas the total income of the first quarter of the previous financial year was Rs. 191 lakhs. The company's increasing partnership in the Stock Market proves that it has recorded the growth of 22% in April-June. As of now, the total net worth of the company is Rs. 236 crore whereas in previous year, it was Rs. 192 crore.

The fundamental reason behind the growth of the company is its ambitions and people. The company has planned to increase the manufacturing of products as per the current requirements of the country. The company is initiating new objectives with a plan to join hands with the nation's ambitious schemes like Smart City and PMAY (Pradhan Mantri Awas Yojana). The forthcoming 5 years of these schemes would require approximately 10-15 crore metric ton TMT Bar and other products. The company foresees these schemes as a vital opportunity.

After the extraordinary quarterly income of the company, the CMD of Kamdhenu Limited, Mr. Satish Agarwal says, "Our managerial efficiency has curved the oncoming obstacles of the market into the growth prospects of the company which is why we are regularly growing in the Indian market. Also, in the following 5 years, we will increase our production capacity of 25 lakh metric ton to 50 lakh metric ton." Mr. Agarwal then said that with a quick decision making process and innovative technology we are arising as the leaders in the market of TMT and the maximum credit for it goes to our dealers. At present, we have 6500 dealers, distributors and 69 franchise partners. The numbers will be going to increase in these years and we are optimistic and sure to achieve it.

KAMDHENU LTD

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Kamdhenu's initiative ensures a better solution for every construction



Consumer Awareness Programme organized under a mason meet at Kanpur and Unnao

Kamdhenu Limited's initiative endeavors to give a next level to the country's development at large. The company organized a contractor and mason meet in the vastly emerging industrial parts of the Uttar Pradesh: Kanpur and Unnao. Both the programmes were organized on 2nd and 5th August. More than 45 contractors took part in this contractor meet. Kamdhenu offered new information to the contractors on the construction of building as well as a profound understanding on the advanced quality product of the company, Kamdhenu Next. The company's Raebareli dealers also took part in this meet that was organized by Mr. Ram Chandra Nishad from M/s Avdhesh Steel Traders, Kanpur.

On the other day, a CAP was organized in Mohaddipur, Unnao to provide better solutions to every worker in the industrial sector. This programme offered an extensive understanding on technological changes in the sector and passed this to the stone masons as well. Also, they were offered information on the safe and secure construction of the high-rise buildings with quality materials and state-of-the-art technology. Under this programme, they got a great opportunity to understand the

innovative and quality products of Kamdhenu Ltd. After the information on Kamdhenu Next, masons and contractors turned very optimistic towards the usage of the product. Among the chief person who attended the event were Mr. Santosh Shukla (AGM), Kamdhenu Ltd. and Mr. Virendra (M/s Richa Enterprises, Mohadinpur, Unnao).

Mr. Dharendra Sahu (Sr. Executive), Kamdhenu Ltd. and Mr. Prem Jaiswal (Distributor) were also present in the event. Approximately 60 stone masons participated in the event with great delight.



Kamdhenu Limited Organized a Dealer Meet for “Kamdhenu Colour Max” in Punjab

Kamdhenu Limited is a full-scale, one stop building material solutions company of India. To strengthen the bond between the company and its dealers, Kamdhenu organized a dealer meet for “Kamdhenu Colour Max” which is a high quality range of colour coated sheets. During the meet, dealers came forward with suggestions and interacted with company’s senior management. Also, dealers with strong performance were felicitated by the eminent guests and the event concluded with an entertaining evening.

In the event held at Hotel Maharaja Regency, Ludhiana, Mr. VK Gahlaut (Sr. GM, Marketing), Mr. Bhaskar Chaudhary (GM Marketing, Colour Max Division), Mr. Himanshu Sharma, Mr. Puneet Singh Arora, Mr. Sachin Thakur, Mr. Sahil Pratap Sahi were present on the behalf of Kamdhenu Limited. More than 150 dealers and distributors of the state attended the event. According to Mr. Bhaskar Chaudhary (GM Marketing, Colour Max Division), “We appreciate our dealers for their diligent efforts and strong performance. We are planning to strengthen our presence in the region

support in its endeavor to expand its footprints further.” Distributor Mr. Naseeb Gargi from M/s GNC Store played a vital role in organizing the event and encouraged the people associated with the brand.

Conforming to international standards, Kamdhenu Colour Max provides aesthetic solutions for roofing and cladding solutions in residential and industrial projects. These lightweight sheets are easy to install and help in faster construction of any project. Kamdhenu Colour Max is available in different thickness and in three design options - High-rib Profile, Tile Profile, Corrugated Profile, & Clip Lock Profile. Kamdhenu Colour Max is a pre painted product offering wide spectrum of appealing colors for selection. To ensure customization as per customers requirement, ‘Kamdhenu Colour Max’

range also offers allied accessories such as- rain water system, rain gutter, crimping curve, Self Tapping Screw, Poly Carbonate Sheets (for natural light in the building), etc.

A unique coating on the multiple layers of high-quality steel alloy enables Kamdhenu Colour Max to resist cracking and peeling, even during extreme weather conditions and heavy construction operations. Due to this, these sheets are completely rust-free and waterproof. It also keeps the interior cool in summers and warm in winters creating an insulating effect. This eco-friendly product befits the green building concept minimizing the carbon foot print of the building. Kamdhenu has utilized its strong expertise and strong technical know-how of steel manufacturing from



by promoting ‘Kamdhenu Colour Max’ even in the remotest markets of the area.”

Addressing the dealers on the occasion, Mr. VK Gahlaut, Sr. General Manager (Marketing), Kamdhenu Ltd. said, “We recognize the contributions of dealers who have played a major role in boosting the sales of ‘Kamdhenu Colour Max’. We are looking forward to a formidable and beneficial association with our dealers which should be a win-win for both.”

Among the major franchise partners present, Mr. Atul Mittal, Mr. Anish Goel, Director, from M/S Chetak Industries, Mr. Anand Mittal and Mr. Kamal Goel (Distributor) along with Mr. Jyoti Kansra, Mr. Sanjeev Saini from Global Profiles and Allows were also present in the event. Mr Atul Mittal shared his thoughts and said, “The brand Kamdhenu is a preferred choice among customers. We are privileged to associate with Kamdhenu as its brand salience translates into fruitful business for us. We are hopeful that ‘Kamdhenu Colour Max’ will witness an overwhelming response in the deeper markets as well.”

Further in the event, Mr. Jyoti Kansara from Global Profiles and Alloys, said, “We have collaborated with Kamdhenu for years and are extremely proud of all that we have accomplished together. ‘Kamdhenu Colour Max’ symbolizes high-quality colour coated sheets and has been received very well by customers. We are committed to extend all



choosing the finest raw material to deploy the best technology and processes to deliver best-in-class quality product. The product has undergone stringent quality checks and ensured high performance in all-weather conditions.

KAMDHENU STEEL GUJARAT

Dealers Rewarded with South Africa Tour



In the prospect to support infrastructural development in the nation, Kamdhenu Limited is conspicuously working towards building a stronger foundation for the nation. It has earned various accolades and awards for providing internationally acclaimed products to the Indian consumers catering to their transitioning needs. Kamdhenu's dealers and distributors are the pillars of growth for the company and therefore, it keeps on bringing new schemes so that it can better craft the inter-organizational relations between the people associated with Kamdhenu. Incentive tours and trips are one of those schemes.

This time, Kamdhenu rewarded its dealers and distributors with a rejuvenating and motivating South Africa experience. All the dealers are encouraged to accomplish their targets so as to win these attractive perks. Kamdhenu's schemes teaches the dealers a theory of overall development so that dealers could understand the theme of stable world-class development and are aware about the root of Smart City and Green Building Concept, for South Africa is a country that has efficiently used natural resources for its development. There was so much to see, observe and learn from the infrastructural growth of the company.

There were approximately 50 dealers from Gujarat who got the chance to enjoy this memorable tour. In this nine day tour all of them explored a host of famous tourist places of South Africa. There was a successful role of M/s Someshwar Ispat Pvt. Ltd. and M/s Agarwal TMT Industries Pvt. Ltd. in completion of this tour. Dealers were thrilled to see the vivacious culture and traditions of South Africa. This understanding helped the dealers to develop a new vision on Kamdhenu's internationally acclaimed products. This will support Kamdhenu NXT to enlarge their share in the Indian market.

Franchise partners like Mr. Yogesh Patel, Director, M/s Someshwar Ispat Pvt. Ltd., Mr. Rajan Agarwal and Mr. Pradeep Agarwal, Director, M/s Agarwal TMT Industries Pvt. Ltd. and Kamdhenu's officials Mr. Kundan Singh (Sr. Manager, Marketing), Mr. Hitesh Shah, Distributor (M/s Chintan Steel), Mr. Akshya Phulera (M/s Polymer Corp.), Mr. Manoj Shah, Distributor (M/s Kashish Enterprises) were some of the main dignitaries who were the part of this tour meant to motivate the dealers to work with high verve and enthusiasm and achieve new and widened goals in the forth coming future.



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