

Kamdhenu Paint makes marketing strategy for FY 2012-13 at Manesar meet



Kamdhenu Paint, the paint manufacturing entity of Kamdhenu Ispat Limited, has demarcated the new marketing strategy to achieve a new record of sales in the current financial year. In this regard, the company had organised a two-day annual sales meeting under its well-known brand **Colour Dreamz** on April 7-9, 2012, at Best Western Resort Country Club in Manesar (Gurgaon).

At the meet, the senior officials of Kamdhenu Paint chalked out a comprehensive marketing strategy to boost-up sales in the financial year 2012-13. They also reviewed the company's performance over the last years. The senior officials of Kamdhenu Ispat who participated in the event include Mr Satish Agarwal, CMD, Directors Mr Sunil Agarwal, Mr Saurabh Agarwal, Mr Sachin Agarwal, and Mr Harish Agarwal, Mr Rajkumar Srivastava, Mr Vinit

Agarwal, and the 250 employees of marketing and technical team of Kamdhenu Paint along with sales team from all its 31 depots also participated in the meet.

On the occasion, Mr Satish Agarwal informed that the company has registered 32% sales growth at Rs 155 crore in all products of **Colour Dreamz** during the financial year 2011-12 as compared to the sales value recorded during 2010-11. Mr Agarwal appreciated sales team for achieving such a high sales growth to the company.

"It is the hard work of our employees that won us such a remarkable accolade. We have not just performed well but also provided that best

quality products and services to our customers. Now, the company has set a target of 40% sales growth for the current financial year," Mr Agarwal said. He also claimed that Kamdhenu Paint has potential to grow at fast pace to achieve high growth rate in future.

Drawing attention towards the growth prospective in Kamdhenu Paint Mr Saurabh Agarwal said that the company has installed advanced technology and machinery for the

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Kamdhenu Ispat appreciates engineers for excellence at Khammam (AP) meet

Kamdhenu Ispat Limited, a renowned structural steel and TMT bars manufacturing company in India, has formally honoured its engineers for producing high quality products at the Engineer's Meet held on 25th April 2012 at Budget Hotel, Khammam.

The meet was attended by senior officials of Kamdhenu including Mr Mayank Srivastava, Manager (Marketing), Mr Anuj Tyagi, Mr Rajneesh Dubey and Mr Ashish Razdan along with more than 50 engineers and four major dealers- Mr Ram Kumar (Kamdhenu Steel Syndicate, Khammam), Raghu (Balaji Steel, Nakrikal), Mrs Kiran (Maruti Steel, Kodad) and Mr Upendar (Raghvendra Steel, Suryapet).

Mr Mayank Srivastava appreciated the hard work of Kamdhenu's engineers and dealers for producing and



supplying high standards TMT bars. "We take pride for having such a large pool of talented engineers and hard working dealers. Kamdhenu TMT bars and other infrastructure products are of global standards. So, our customers are highly benefitted at a very cost competitive price in the market," Mr Srivastava said.

Earlier, Mr Mayank Srivastava honoured Mr Mahesh Balaviria, distributor for Telangana region, and dealers on the occasion. The Kamdhenu officials also presented the vision of the company at the event.



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production of high quality paints. "We are producing and supplying best quality products for our customers belonging to general section to higher income level who love to have luxury items. Our professional team has sketched effective marketing plan to achieve higher growth rate in future," Mr Saurabh Agarwal said.

While sharing his views Mr Sachin Agarwal said, "Customers take interest in such products promising high quality at reasonable price. Since the prices of Kamdhenu products are competitive

enough, our dealers can easily compete in the market." He also encouraged sales team members of the company to perform better than expected and guided them to explore untapped market in order to increase sales volume.

Kamdhenu Paint distributed awards to some high performing employees.

M/s Anil Chhabra bagged "**Highest Value Sales Dealer**" award for registering highest sales across the country, while **M/s Nanda Builders** fetched the second award in the same

category. Kamdhenu Paint also decided to carry out awareness programs among dealers, distributors and contractors.

Moreover, the company will organise such programs in the several remote areas with the aim to enhance its market share.



Kamdhenu Paint motivated Rajasthan dealers at Mount Abu meet



The Rajasthan dealers of Kamdhenu Paint, one of the leading manufacturers and suppliers of paints in India, received a memorable treat at an event organised by the company on May 6, 2012, at Hotel Pahalanpur Palace in Mount Abu. This grand affair marked as one night trip was specially held to felicitate Top Dealers of Kamdhenu operating across the state. In a way, the company also tried to strengthen its roots in the Rajasthan by encouraging these dealers.

More than 50 dealers of Kamdhenu participated in the event in the presence of many senior officials like Mr Rajkumar Srivastava, Kamdhenu Paint's Marketing Head (all India), Mr Ajay Sharma, Mr V S Choudhary and Mr Jai Singh Shekhawat-Area Sales Managers, and Mr. Lovejeet Singh, Manager (Brand Promotions). Two major dealers such as M/s. Anil Chabhra & Company from Hanumangarh and M/s. Fine Colour Point from Jaipur also took part in the affair.

Mr Rajkumar Srivastava formally thanked Rajasthan dealers for putting outstanding efforts. "This is a proud moment for

Kamdhenu to announce that the company has been listed among the top 10 paint manufacturing companies in India. Our dealers in Rajasthan have set good example by achieving the sales target successfully. Our well known paint brand Colour Dreamz has made an excellent mark in the state and we appreciated the hard work of our dealers for this remarkable achievement," Mr Srivastava said. He also presented awards to some high performing dealers of Rajasthan over the last one year.

Highlighting the success story of Kamdhenu Paint Mr Lovejeet Singh said, "In the last couple of years, the Rajasthan market has shown very good results. And we have a lot of potential to perform better and better in the future."

The officials of Kamdhenu also discussed the marketing strategies of the company with the channel partners. The company also introduced its new marketing as well as sales policies on the occasion. Overall, dealers got good motivation in consultation with the Kamdhenu officials and they unanimously promised to work better in the days to come.



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Kamdhenu Ispat vows to enhance market in Himachal Pradesh

One of the leading infrastructure sector companies Kamdhenu Ispat Limited has decided to enhance and strengthen its dealer network in Himachal Pradesh. At the same time the company has promised to make available superior quality products and services for the customers at the two-day Himachal Pradesh Dealers Meet.

The senior officials of Kamdhenu Ispat who participated in the meet encouraged its dealers who are operating across the state. They also discussed the marketing strategy to boost-up sales in the current financial year.

The Director of Kamdhenu Ispat Mr Sunil Agarwal headed the meet which was

participated by Mr A K Agarwal and Mr S K Sharma, Directors of Him Alliance Pvt Ltd and Radiant Casting Pvt Ltd respectively (both companies are manufacturer of Kamdhenu TMT under licence agreement in Himachal Pradesh), and more than 170 dealers. Kamdhenu Ispat Limited's authorised distributors Mr Mohan Agarwal, Mr Vikram Jain, Mr Ajay Puri, Mr Anuj Garg and Mr Sanjay Gupta were also present on the occasion.

In his address Mr Sunil Agarwal mainly focussed on the growth opportunity available in the state. "Himachal Pradesh is full of opportunities for our dealers. There are many regions where we have not accessed yet. Since Kamdhenu offers best

quality products at competitive prices, our dealers can easily compete with the competitors in the market," Mr Agarwal addressed. He also expressed confidence that the company's strong dealers' network can be handy for supplying its products to the target customers belonging to interior areas.

During interaction the senior officials of Kamdhenu assured dealers to provide all necessary support needed to enhance market share in the state. The company also awarded some high performing dealers and distributors. On the other hand, all dealers promised to perform better in Himachal Pradesh in order expand of Kamdhenu's business.

