



# Ispat Sandesh

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## Kamdhenu appreciates West Bengal & Jharkhand dealers at Kolkata Meet



The prominent construction materials manufacturer in India, Kamdhenu Ispat Limited digs it deep in order to enhance its market share. It also provides timely support and encouragement to the dealers and distributors operating in almost all states in the country. West Bengal is one such state where the company is looking for increasing the market presence.

In this regard, Kamdhenu Ispat Limited held a grand Channel Partner Meet Programme on 22nd December at Kolkata. Director Mr Sunil Agarwal, Mr. S.B. Sharma, SGM, Mr. Amit Soni, AGM (BP) and Mr. V K Srivastava, GM (Mktg. West Bengal & Jharkhand) represented Kamdhenu Ispat Limited at the event that was organised in association with M/s Alaknanda Sponge Iron Limited, an authorised manufacturer of Kamdhenu TMT under user licence agreement, represented by the Directors Mr. Anand Saraogi, Mr. Vishal Saraogi and Mr. Mukesh Bharuka. There were more than 200 dealers and distributors from the West Bengal and Jharkhand participated in the event.

The company awarded Tata Nano, bike, refrigerator and washing machines to the best distributors of West Bengal.

Speaking on the occasion, Mr Sunil Agarwal said, "Kamdhenu has occupied a respectable position in both West Bengal and Jharkhand and the popularity of our brand has been rising constantly. We have earned considerable market share in the states and now we are going to enhance our production in order to meet increasing demands."

Mr Anand Saraogi highlighted the success achieved by the association, which also marked its fourth anniversary. "We are producing world-class construction materials as per the quality standards of Kamdhenu Ispat Limited for years. Now, Kamdhenu has become No. 1 brand in both the states and is serving best customer services," Mr Saraogi expressed.

Mr Ashok Sharma of M/s Binyachal Iron, one of the distributors from West Bengal, and Mr Sanjay Khetan of M/s Pankaj Enterprises, one of the distributors of Jharkhand were honoured as "Best Distributors".



## Kamdhenu organised mason meet in Bihar



One of the leading construction materials manufacturers in the country, Kamdhenu Ispat limited frequently organises meets and programmes to spread awareness among engineers, contractors, masons and consumers. In this row, the company held a

grand mason meet on 3rd December at Samastipur in Bihar.

At the event, Mr Y R Pandita, GM (Marketing) represented Kamdhenu Ispat Limited. Some other senior officials included Mr Akhilesh Singh, Manager, and Mr Krishna Kumar, Marketing official; both represented M/s Dadiji Steels Ltd., an authorised manufacturer of Kamdhenu steel products under user licence agreement. There were more than 250 participants comprising masons, engineers, contractors, dealers and sub-dealers in the meet.

Addressing to the meet Mr Y R Pandita said, "Kamdhenu Ispat Limited has carved a special niche in the market with its high quality construction products and has been enlisted among the top most manufacturers in Bihar. The company is thinking about increasing its production volume in order to meet high demand in the state."

Mr Akhilesh Singh, Manager of M/s Dadiji Steels Ltd., stressed to assure high-grade quality in Kamdhenu products for the customers. Whereas some other officials talked about the right application of bars and other products that play an important role in the building construction.

Mr Anil Surekha, proprietor of M/s Surekha Traders, was bestowed with the prize of best supporting dealer in Bihar.



## Awareness programme in Himachal by Kamdhenu



Solan is one of the progressive cities situated in the breathtaking landscape of Himachal Pradesh. Since the city is witnessing a number of public and private building projects, it has been attracting many construction companies.

In an effort to enhance its market presence in Solan, Kamdhenu Ispat Limited organised a grand Contractor and Engineers Awareness Programme on 17th November here.

On behalf of Kamdhenu Ispat Limited the programme witnessed the participation of Mr Rakesh Misri, GM (Marketing), Mr Sunil Sen, Senior Manager (Marketing), and Mr Atul, Quality In-charge. The authorised distributors of Kamdhenu

Ispat limited in Solan Mr Mohan Agarwal and Mr Balwant Choudhri took part in the meet along with more than 50 masons, contractors and engineers from Solan and adjoining areas.

Speaking on the occasion, Mr Rakesh Misri said, "Kamdhenu is one the elite companies in India which manufacture high standard TMT steel bars like Fe 415, 500 and 500-D. They are suitably used in various infrastructure projects."

"At present, the Kamdhenu products are available in every nook and corner of the country. We are operating with more than 50 franchisees and a wide network of over 8,500 dealer-distributors in India," said Mr Sunil Sen at the event.



## Kamdhenu brings a glittering Bhajan Sandhya



"Corporate success is a long term process that engages both financial gain as well as social gain in every phase, and Kamdhenu Ispat Limited has done excellent at every front especially over the last two decades. Not to forget the blessings of God that every

entrepreneur needs to succeed. So, let's come and dedicated this evening in the praise of that almighty," these were the words expressed by Mr Satish Agarwal, CMD of Kamdhenu Ispat Ltd., on the occasion of Bhajan Sandhya organised by the company on 28th December at the holy place of Lord Krishna Vrindavan in Uttar Pradesh.

The recital programme titled 'Ras Barse- Ek Shaam Priya Pritam Ke Naam' unleashed a vibe of melody and hymn by the musical troupe led by the noted bhajan singer Shri Vinod Agarwal Ji. The musical event formally started

with the illumination of lamp by Mr Sunil Agarwal, Director of Kamdhenu Ispat Limited, along with other senior officials from the regional franchisees.

There were more than one thousand members of the Kamdhenu Ispat Ltd. including dealers, distributors, contractors, masons and customers. Mr Satish Agarwal greeted chief vocalist and his associates by garlanding them. After that, Shri Vinod Agarwal Ji set the tone of programme by reciting a number of verses from Kunj Bihari Shri Haridas that mesmerised audience and hold everyone spellbound for hours.

Mr. Amit Soni, Mr. Chandan Goswami along with other senior officials of Kamdhenu Steel and Kamdhenu Paints thanked every performer for showering some hunting melody in the praise of almighty. They also praise the company's staff members for making the programme successful.

**Kamdhenu Ispat  
Limited**

**Wishes a  
Prosperous & Successful  
Year 2013  
to all its members, dealers,  
distributors and customers.**



**BEST  
SUPPORTING  
DEALER  
of the Month**

Mr Sishram Gora  
M/s Balaji Hardware  
Demthring, Jowai Road,  
Shillong, Meghalaya  
Ph. 0364-2231202  
M. 9436104971

Mr Ajit Ji Patni  
M/s A N Steel  
Thangal Bazar,  
Imphal, Manipur  
Ph. 0385-2451261  
M. 9436036040

Mr Inder Gattani  
M/s Mahesh Hardware Stores  
A T Road, Jorhat Town,  
Dist- Jorhat, Assam  
Ph. 0376- 2321861  
M. 9401662768



opportunities. We have improved our production technology significantly in order to enhance our production volume when need be.

Kamdhenu Ispat Limited's paint division Kamdhenu Paints has performed very well amid highly volatile economic condition last year. By registering 33% revenue growth during that period, the business of our Paint division has touched new height.

Under its well-known brand **Colour Dreamz**, Kamdhenu Paints has launched several premium

## New Year brings new energy to deal with new challenges

Dear friends,

First of all, I wish a warm and happy new year to all the members of the Kamdhenu family. I hope the Year 2013 would bring prosperity and success to all the dealers and distributors as well as customers of the Kamdhenu Ispat and Kamdhenu Paints.

**“Kamdhenu has the best technology to enhance production as per the market demand.”**

Hopefully, the new year would enthuse new zeal and energy to take up new challenges and to avail new opportunities throughout the year. Let's set new targets this year and make a pledge to achieve them altogether.

As far as economic scenario is concerned, the last year was not very encouraging and proved to be very challenging for almost all the sectors. In 2012, the GDP growth rate slumped to its lowest over the last 9 years. Although the latest report of the finance ministry suggests that the economy is passing through its worst phase, but it is set to revive in the coming days. The demand is expected to rise along with the growth of industrial sector. Therefore, Kamdhenu Ispat Limited has to be fully prepared to take advantage of the future

quality paints like Sheen N Shine, Eco Fresh and Kamometallica. These paints can suitably fulfil the requirements of customers from every section. Moreover, Kamdhenu Paints is planning to introduce some new editions this year with more emphasis on eco-friendly ingredients. We are also assessing various alternatives in order to enhance our presence in the paint market.

Kamdhenu Paints will strengthen its dealer-distributor network in the new year. At present, we have more than 6000 dealers operating across the country. We are looking for adding more dealers to the network so that we can penetrate deep into the market.

Now, Kamdhenu Paints is enlisted among the Top-6 paint companies in India. The credit for this remarkable achievement largely goes to our invaluable dealers and distributors. We have been providing the excellent incentive packages to our dealers for years, and it will continue in the new year too. In addition, there will be some special packages for the best supporting dealers.

I am confident that Kamdhenu Group will successfully grow high in the new year to its potential.

With best wishes,

**Saurabh Agarwal**  
Director, Kamdhenu Ispat Limited