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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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Jubilation in Jaipur

Kamdhenu Ispat Ltd always plans trips for its dealers and Jalna Dealer's Meet in Jaipur was just in line with this. The Jalna dealer's dealer meet was not only to focus on market strategies but also had a well-planned tour of Jaipur for the Maharashtra distributors hosted by Kamdhenu Ispat Ltd.

The event held at Hotel Jaipur Green in Jaipur witnessed the participation of more than 50 dealers from Maharashtra. Mr. Sunil Agarwal (Director), Mr. Dilip Mehra (Senior GM, Business Dev.), Mr. Chandan Goswami, Senior Manager (Brand Promotion), Mr. Manoj Sharma (Asst. GM, Marketing) and Mr. Sachin Gupta, Distributor represented the company in the meet.

Director of Kamdhenu Ispat Limited, Mr. Sunil Agarwal while addressing the participant said, "you all are important associates of Kamdhenu Ispat Ltd and it is your duty to make the consumer of your area aware about the supreme quality of Kamdhenu products."

While interacting with dealers, Kamdhenu senior personnel promised to offer facilities needed to enhance market share. The company also presented awards to some dealers and distributors who have performed excellent over the last one year.

The Jaipur Dealer Meet of Kamdhenu Ispat Limited concluded with the promise to enhance company's network and facilitate better quality products and services to its customers throughout. The meet was very much successful in communicating the marketing strategies of Kamdhenu TMT with all its dealers who attended this event.



Solidarity with Uttarakhand disaster victims



The leading infrastructure sector company of the country, Kamdhenu Ispat Ltd has taken step to help Uttarakhand disaster victims according to its tradition of supporting social cause. In view of vast need of resources for the rehabilitation of disaster victims, all the staff, distributors and management of Kamdhenu Ispat Ltd came forward and contributed for donation.

The notable contribution in initiation and coordination of this humanitarian effort was provided by Mr. Harish Agarwal (CFO) and from Mr. Vineet Agarwal (GM, Finance & Accounts). The support this mission got from Mr. Dilip Mehra (Sr. GM, Business Development), Mr. Chandan Goswami (Sr. Manager, Brand promotion), Mr. Sushil Bharadwaj (AGM, Sales), Mr. Nitin Pratap Singh (Sr. Manager, Business Development) and Mr. Pankaj Azad (Manager) was praiseworthy. Every staff and associates of Kamdhenu Group contributed whole-heartedly for the disaster victims.

The collected amount of rupees 15 Lac was handed over to the Information Officer of Uttarakhand, Mr. Nitin Upadhyay at Uttarakhand House, New Delhi.

Fun-trip to Dubai



One of the leading Infrastructure sector company, Kamdhenu Ispat Limited is always believe in best relationship with all the stakeholders, be it the customers or associates- distributors, dealers and retailers.

To further increase the substantial market share of Kamdhenu products and enhance its reach to all the market across India, the company floats reward schemes for its dealers who achieve their target. Under one such scheme, recently over 125 qualified dealers availed a 5-days paid tour of Dubai.

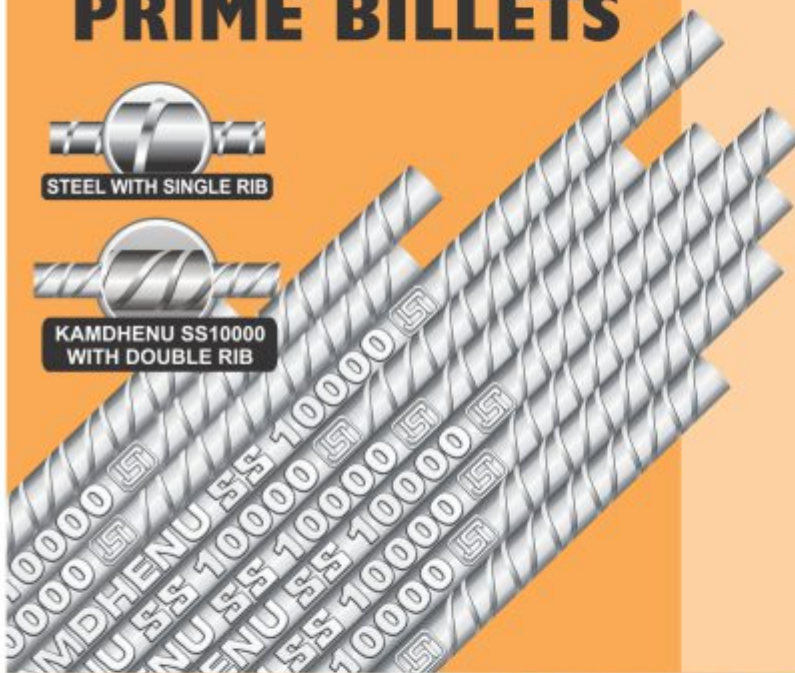
All the dealers, in two groups visited the famous gulf city in the month of June and the first group toured from 18th of the month to 22nd while the second group between 19 June and 23 June. These groups were accompanied with senior officials of the company including Mr. Yogesh Patel (Director, SIPL), Mr. Mukesh Patel (Director, SIPL), Mr. Sushil Chuadhary (GM, Marketing) and Mr. Kundan Kr Singh (Sr Manager Marketing).

Dubai being a perfect destination for various kind of indulgence served the visiting groups of a total of 132 persons very well in distressing and also provided a chance to be together and spend quality time, which would surely go a long way in cementing the bonding between the company and its associates.

Hard work and dedication is not only the key to prosperity, these virtues also help you get good time in life. All the qualified dealers of Target based tour scheme of the company had well understood this fact after the Dubai trip and those who missed out this time around feel inspired and motivated to excel and win in the future.



KAMDHENU SS10000 Steel are made from PRIME BILLETS



KAMDHENU SS 10000

Everyone dreams about owning a house, a house, which provides his family immense comfort and complete safety... a home, which stays for centuries and shelters generation after generation. However, to make a dream true one needs knowledge and the right information. A safe and strong house can only be built by good quality material. The good quality TMT bars are very important for the strength of houses.

Keeping this in view, the leading infrastructure sector company, Kamdhenu Ispat Limited has ensure that only high grade prime billets are used to manufacture its premium product, Kamdhenu SS10000 steel, India's first rebar with double ribs and double strength.

Prime billets are straightway made of iron ore, thus its chemical and physical properties are adequately controlled during manufacturing. When these prime billets are used to manufacture Rebar, the quality of rebar thus obtained is best having necessary elasticity. The chances of formation of minute hollow piping in almost nonexistent in TMT bars made from prime billets, here this is important to know that due to piping TMT bars can crack at the time of twisting which put the construction in to the risk. Straightway made of iron ore produced prime billets, Kamdhenu SS10000 is essential for the strong constructions. These are made from high-grade prime billet using international technique. Kamdhenu SS10000 complies with not only Indian quality standards but also international standards. Kamdhenu SS10000 yields more than 200% strength to concrete and is very effective for earthquake resistance.

One of the oldest and most reputed technical institutes of India, IIT Roorkee had found in the process of quality testing of Kamdhenu SS10000 that the product exhibited 254% more load bearing capacity than the ordinary TMT bars. In the test, it was found that 16 mm Kamdhenu SS10000 Steel was exhibiting the load bearing capacity equivalent to 4500 kg, where as ordinary TMT exhibited a much lower capacity of 1783 kg. The quantity of carbon, sulfur, phosphorus, manganese and silicon in the Kamdhenu SS10000 was found way better than the standard norms. The product was proved to be of best quality in the test conducted by IIT Roorkee.

The heavy demand of Kamdhenu SS10000, within a short span of launch in the market, indicates that present day consumers are an aware and intelligent lot and they understand quality.



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KAMDHENU PAINTS adds Colours To SHIMLA



Kamdhenu Paints, one among top six paint companies of India, added to the grandeur of scenic Shimla, by holding its annual meeting of the dealers of Himachal Pradesh at this picturesque place.

The event, organized on 23 and 24 June 2013 at Hotel Koti Resort close to Kufri in Shimla, was attended by senior officials of Kamdhenu Paints and Kamdhenu Ispat Limited along with more than 100 dealers of Himachal Pradesh.

Mr. Rajkumar Shrivastava, National Marketing Head, Kamdhenu Paints, had explained to participating dealers at length about the achievements and new plans of the company. He stated that Kamdhenu Paints had become one among the 6-biggest paint companies of the country and it is one of the fastest growing Paint companies.

Mr. Shrivastava said that the performance of Kamdhenu Paint is continuously getting better. In the financial year 2012-13, the sales of Kamdhenu Paints have increased more than 15% in comparison to previous financial year sales. He thanked all the dealers for the commendable performance of Kamdhenu Paints.

Mr. Harbinder Singh, DGM, Kamdhenu Paints, pointed out that the company is continuously expanding its production capacity. Company is specially focusing on the production of eco-friendly paints.

The event was graced with the presence of Mr. Rakesh Misri, Mr. Mohan Aggrawal and Mr. Vikram Ji, which helped in boosting the confidence of dealers.

In this annual meeting of dealers of Himachal Pradesh, better performing dealers were felicitated. Uppal Hardware Store, Bhuntur emerged as top dealer while Rising Star industries, Rajari stranded second. Dilli Store, Rohru came at third place. Officials of the company had distributed gift vouchers among the dealers as per the scheme.

Through this meeting, Kamdhenu Paints has emphasized on increasing the reach of its product in Himachal Pradesh. Mr. Rajkumar Shrivastava has said, "Himachal Pradesh is vital for the company. Company aspires to ensure the availability of its products to every corner of the state."

The dealers of Himachal enjoyed as lot in this two-day event. During the event, they were told about new sales schemes of Kamdhenu Paints. Dealers had given assurance to work hardest to expand the reach of Kamdhenu Paints into every corner of the state.

