



Ispat Sandesh

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KAMDHENU SS 10000 launched

New Delhi. Kamdhenu Ispat Limited, one of the leading infrastructure sector company in India introduced its latest product KAMDHENU SS 10000 in a media launch event held in hotel The Lalit, New Delhi on 18th June which was attended by many distinguished journalists from a number of reputed media houses. Speaking on this occasion Mr. Satish Agarwal CMD of KIL said, "KAMDHENU SS 10000 is India's first and the only product in its class featuring double ribs, double strength and double safety and aptly being hailed as a TMT bar with DO KA DUM meaning one TMT bar having the strength of two. It permits 254% more concrete grip resulting much stronger construction."

This pioneering product complies with BIS specifications as well as British Standards; BS-500 is designed and manufactured using technical know-how from Knightsbridge Resources Limited, UK. Owing to its very low carbon level, Sulfur & Phosphorus level of the product features excellent ductility, high bendability, better corrosion resistant, superior weldability and longevity.

"For its bond strength and physical properties, the product is a notch above than any other product in its class and is indispensable for high-rise buildings and all kind of constructions in earthquake prone areas" - Mr Satish Agarwal expressed.

Presently Kamdhenu SS 10000 is manufactured at company's Bhiwadi

plant and soon its franchisee business associates, subject to appropriate manufacturing facilities, would start the production. The Company intends to invest about working capital, promotion and up-production facilities. 10000, KIL hopes to 10,000-cr rupees in

While concluding his speech Mr Satish Agarwal said, "Today India has a need for a product like KAMDHENU SS 10000, and we are so very assured of its market potential. We are sure that Kamdhenu Ispat Limited as a company will be immensely benefited by introducing KAMDHENU SS 10000, but we are certainly no less happy with the benefit the product is offering to India and its citizens."

Earlier the event was started with the welcome address by Mr Sunil Agarwal- Director. At the end Mr Saurabh Agarwal- Director gave vote of thanks to all the distinguished guests and formally announced the completion of media launch event.



Rs.150-crores towards marketing infrastructure, brand gradation of technology & With the sales of Kamdhenu SS touch sales turnover close to the coming 3 years time.



Consumer Awareness Programme in Jammu



Kamdhenu Ispat Limited, a leading infrastructure sector company of India is always believed in reaching out to its dealers and end users and recently the company has increased its effort towards it by manifolds with launch of nationwide consumer awareness programme (CAP).

In this regard, a CAP meeting was held on the June 29, 2013 at Sai palace, Misriwala, Jammu. The main objective of this event was to propagate awareness about salient aspects of Quality and technology of the Kamdhenu Products.

The event was well received by Masons of the area and more than 60 people in all attended the event. The attendants include Mr. Krishan Dhar, Mr. Sushil Pandey, Mr. Shanti Ram and Mr. Sohan Lal. Mr. Ram Khjuria was graced the occasion as the Chief Guest.

During the event, Mr. Krishan Dhar has given insight about company and spoke about progress the company is making. Mr. Sohan Lal discussed about the Fe-415, 500 and other product and gave the quality details of each of the products. He told to the mason, "quality of Kamdhenu TMT bars is really good and best part of this is affordable to everyone." Mr. Bhadur khjuria use the occasion to start one dealer level policy.

Participating masons were expressed happiness over the hospitality given by Kamdhenu. Many of them found the interaction informative and inspiring and promised to promote Kamdhenu Products, so that the final consumer can get better and safer buildings.

With the purpose to go in to direct dialogue with dealers and masons in the different parts of India Kamdhenu Ispat Limited, a leading infrastructure sector company of India, has organized many consumer awareness programmes in the past couple of months in a number of states including Andhra Pradesh.

The latest event in the state has taken place on 26 June at Hotel Uma, Raichur. The event organized with the aim to promote Kamdhenu Brand among masons and dealers of Raichur, to take lead over competitive brands and increase sales. Participated by Kamdhenu Officials including Mr. Mayank Srivastava, Sr. Manager Marketing, Mr. Anuj Tyagi, Sr. Executive Marketing and Mr. Niranjn Kumar, Sr. Executive Quality; the event register an enthusiastic presence of over 150 people in all.

Mr. Mayank Srivastava has given insight about company and explained about its main product TMT bars and their availability across India. He also underlined the Kamdhenu TMT's edge over competitive brands regarding quality. Talking to participating masons, Mr. Niranjn Kumar added further by emphasizing on quality of Kamdhenu product. Meanwhile a video clips in local language; Telgu was played to cater better understanding of Kamdhenu and its products to masons.

Mason Meet in Raichur for better understanding



KAMDHENU SS 10000



A TMT FOR TIME TO COME.

The latest product from the house of leading Infrastructure Company of India, Kamdhenu Ispat limited is making waves just within days of its launch. The unprecedented demand and trade enquiries for this product, Kamdhenu SS 10000 TMT bar are the reflection of the products strength and its market potential.

Designed and manufactured using the latest, UK based technology with international quality standards; Kamdhenu SS 10000 has the unique design double-rib pattern. Kamdhenu SS 10000 has greater rib depth/height and closer rib spacing at different angles. The CNC notch cutting m/c ensures uniform rib pattern which allows uniform bonding with concrete for the whole structure. Due to uniformity & critically designed ribs, fatigue strength & ductility of Kamdhenu SS 10000 is much superior to ordinary rebars. Owing to these unique features, Kamdhenu SS 10000 TMT bars provide the strongest bond and permit best concrete grip.

Kamdhenu SS 10000 complies with the quality standards according to BIS specifications as well as British Standards, BS-500. Its carbon level maintained at much lower than the specification enables it with excellent ductility, high bendability,

better corrosion resistant & superior weldability. The other undesirable impurities like Sulfur & Phosphorus that impair the overall longevity of rebars inside construction are also maintained at much lower than specification. These features help Kamdhenu SS 10000 to permit its strength and make it the best suited TMT re-bar for constructions pertaining under high seismic zone as well as heavy infrastructures like skyscrapers, flyovers, metro etc.

Best suited for earthquake prone areas, Kamdhenu SS 10000 reveals superior seismic resistance properties during stimulated earthquake conditions. Its capacity to retain more than 80% of its ambient temperature yield strength at 300 degree and 40% at 500 degree Celsius, makes us the most robust TMT to endure eventualities.

Currently Kamdhenu SS 10000 rebars are available in the various sizes (8, 10, 12, 16, 20 & 25mm) at retail/distribution network across India in consumer centric packaging. These are available in a fixed length of 12-meter ensuring minimized wastage during fabrication and no hassle of weighing in pre-packed bundles to be sold at Recommended Consumer Price (RCP) displayed at all dealers' outlets for better transparency.



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MAHBUBNAGAR ENGINEER MEET

Under the aegis of Kamdhenu Ispat Limited, a leading infrastructure sector company of India, a grand meet was organized with the purpose to go in to direct dialogue with engineers and dealers of Andhra Pradesh. The event has taken place on the June 18, 2013 at Shalimar garden function hall, New town, Mahbubnagar.

The main objective of this event was to promote the brand among engineers and dealers as well as to establish a stronger bond with dealers of Mahbubnagar and neighbouring areas. The purpose of the event included the awareness creation about Quality and Technology of the Kamdhenu Products, with the motive to increase sale. The event was planned meticulously keeping in mind the competitor Brands in local market like Jairaj and other.

The event was well received and attended by 65 engineers and dealers. Mr. Mayank Srivastava - Sr. Manager, Mr. Rajnish Chandra Dubey - Sr. Executive and Mr. Ashish Razdan - Executive of Marketing Division of KIL along with Mr. Mahesh Balaviriah, of M/S.V. Balaviriah Sons the distributor of Kamdhenu were among the participants.

During the event, Mr. Mayank Srivastava, Senior Manager, Marketing has given insight about company and explained the technology and quality standard of Kamdhenu products. Explaining the main features of Kamdhenu TMT bars, he emphasized the role of TMT bar in ensuring safety and durability of a construction. "The quality of Kamdhenu TMT is distinctly better than other brands available. The acceptably of Kamdhenu brand across India is a proof of this fact." - Mr. Mayank Srivastava further added. In the end, he thanked all participants for their support.

To cater better understanding about Kamdhenu products, Mr. Ashish Razdan gave a ppt presentation explaining manufacturing of TMT and briefed the participants about other products too.

Mr. Mahesh Balaviriah, distributor Kamdhenu spoke about the company and the quality of Kamdhenu TMT bars. Kamdhenu products pan-India presence and preference was also voiced by him. Mr. Balviriah emphasized the role of engineers in making Kamdhenu successful.

The dealers of the area namely, Mr. C Govardan and Mr. C Rajeshwar from C Bhaskar Cement and traders, Mahbubnagar, Mr. M Srinivasulu Gupta from MRG steels, Shadnagar and Mr. Damodar from Pragati Steels, Kothakota along with many engineers pointed out the importance of the meet in building rapport and relationship. Many participants found the event informative and at the same time interesting.