



Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

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KAMDHENU ISPAT LTD RECORDS GROWTH

"It is a notable feature that considering gross sale increase of either steel or the paint segment of the company the growth is around 14%, testimonial to the fact that all segments are registering phenomenal growth financially and in market shares and this growth is balanced. The 19% growth in the net profit and more than 24% growth in the total sales revenue in the fourth quarter clearly indicate the growth potential we possess. We are strategically moving ahead in the market across the country, and now we have grabbed substantial market share quite successfully." Mr. Agarwal expressed.

Presently KIL is engaged in the manufacturing, marketing, branding and distribution of a broad spectrum of construction products including steel, paints, plywood etc with the overall brand turnover of more than Rs.6,000 crores. The company is having more than 50 franchisee-manufacturing units and 6000 dealers of paint division and 3500 dealers & distributors of steel, spread across the country. The solid market presence and steady growth of the company is indicative to its promising future ahead.

Taking this result as a shot in arm, KIL Chief Financial Officer, Mr. Harish Agarwal articulates about the potential of growth this result is unleashing. According to him, "good result year after year is testimonial to the proper planning and good execution. it is a vindication of past decisions and an indication of enhanced potentiality and opportunity to work upon." Elaborating on this Mr. Harish Agarwal sketch the prospect this result would bring forth as, "This result would go a long way to further the growth plan of the company in time to come.

With the announcement of Fourth-quarter and Annual Results for FY 2012-13 of Kamdhenu Ispat Limited (KIL), the facts about consistent growth of the company become official. Maintaining its legacy of perpetual vertical growth and balanced expansions, the company has posted a 35% growth with its net profit at Rs 163 lacs during the quarter ended on March 31, 2013, from Rs. 128 lacs of net profit posted in the corresponding quarter of 2011-12. The sales of the company achieved a considerable growth of 14% during the last financial year, which helps it to muster up the annual net profit of Rs 481 lacs in the financial year 2012-13 with the 19% growth from Rs 403 lacs recorded in 2011-12.

The company also records good boost in total annual income and more impressively in fourth quarter total income. The company's total income has gone up by more than 24% to Rs. 16665 lacs in the fourth quarter ended on March 31, 2013. While the annual total income has increased by more than 14% to Rs. 54755 lacs in the financial year 2012-13 as compared to Rs. 48151 lacs of total income registered in 2011-12.

Expressing over the quarter and annual results, Mr. Satish Kumar Agarwal, CMD of Kamdhenu Ispat Ltd, said that the company's growth is even more illustrative considering the market dynamism in the last FY. The other significant aspect of the growth story of Kamdhenu Ispat Ltd is the balanced and homogenized growth across its product portfolio.



KAMDHENU CAP MEET IN UJJAIN

To impart awareness about proper use of steel among Masons and contractors, Kamdhenu Ispat Limited has organized a Consumer Awareness Programme in Ingoria of Ujjain District, Madhya Pradesh.

With the help of Kamdhenu Dealer in Ingoria, M/S New Noble electric and building material supplier, the meet was organized and attended by over 200 Masons and contractors of Ingoria and adjoining area.

Speaking about Kamdhenu Products to Masons and contractors, Mr Avinash Kumar, Marketing Manager, KIL said that Kamdhenu never compromises on quality. Therefore, you can trust our quality wholeheartedly. Our objective is to make Kamdhenu products available even in remote areas.

Marketing Manager, Samir Gupta suggested that to ward off any inconvenience in future, Kamdhenu TMT should be used. Kamdhenu products gave complete satisfaction to the customers.

The Distributors of Kamdhenu, Mr Akash Gupta and Mr Hitesh Gupta were also present in the meet. Both of them elaborately explained about the highest quality of Kamdhenu products to participants Masons and contractors.

SUCCESS STORY



Happy environment yields success. That is exactly happening in Kamdhenu Family. The success achieved in the entrance exam for medical by Ms. Ashika Happy; daughter of Mr. Jitender Kumar, Manager Accounts, Kamdhenu Ispat Ltd. (Paint Division) is an indication to this.

Ashika competed in the CBSE- National Eligibility Cum Entrance Test with flying colors and earn right of admission in a reputed government Medical college to pursue her dream course, MBBS amidst a tough competition between Lakhs of candidates.

The entire Kamdhenu Family congratulates her for her achievement and gives her the heartiest blessings for future success.



KAMDHENU GAINS GROUND IN BIHAR

Dealers meet under Jehanabad Distributor

Bihar is fast becoming a priority area for Kamdhenu Ispat Limited (KIL), one of the leading names in Indian Infrastructure sector. In recent time the company has recorded a good sales growth in the State and registered a steady rise in market share. To augment on the good market leaning and positive customer response, KIL is putting more effort in enhancing efficiency of its dealers and distribution network.

With the purpose of encouraging the dealers to perform even better a dealers meet was held at state capitol Patna under KIL Distributor M/S Sinha steel, Jahanabad. The meet was attended by all the dealers of Jahanabad District and adjacent areas along with other officers and policymakers.

The event, arranged perfectly, owing to the meticulous effort by Mr Sharwan Mishra along with the distributor Mr Yogendar Kumar Sinha, was graced with the presence of Mr Shishir Agrawal, Director- Dadiji Steels Ltd. (Authorized manufacturer of Kamdhenu TMT under license user agreement in Bihar) and Mr Vipul Singh.

The officials, of Kamdhenu Ispat Limited and Dadiji Steels Ltd. informed the dealers about the new products, schemes and policies of the company.

"Kamdhenu is fast becoming a well-known and preferred brand in Bihar. Company understands the business potential in our area and soon it would go for a big expansion in Bihar. All of you dealers have to play a very significant role in this" - Mr Yogendar Kumar Sinha said to the dealers.

Mr Shishir Agrawal, expressed resolve to increase to reach of Kamdhenu Products in the market and subsequently the market share. Mr Vipul Singh also addressed the dealers and motivate them to work hard to get benefitted from the apparent construction and infrastructure boom in Bihar.

Dealers participated with utmost enthusiasm in the event and presented their query and concerns across. All the questions were patiently received and satisfactorily replied by the officials. As the event approaches to its end, all the dealers were felicitated with gifts and mementos.

The meet was successful in generating renewed sense of zeal and purpose. Many of the dealers were heard voicing their determination to put forth all the capacity to increase the market share of Kamdhenu Products.



Mr. Goutam Daripa
M/s. Madan Mohan Daripa
Noongola Road,
Bankura-722101
West Bengal
M. 9434438476

Mr. Ashok Mondal
M/s Puja Traders
PO-Khantura,
Gobardanga-743273
West Bengal
M. 9434344457

Mr Suresh Katoch
M/S New Katoch Hardware
Rikong Piyo
District- Kinnaur
Himachal Pradesh
Mobile: 09418023697

Kamdhenu Outreaches to Andhra Pradesh Consumer Awareness Programme in Karimnagar



During the event Mr. Mayank Srivastava, Sr Manager, Marketing has given insight about company and elaborated upon the technology and quality standard Kamdhenu Ispat Limited offers. 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 success of Kamdhenu brand across India is a proof of this fact."- Mr. Mayank Srivastava further added.

To cater better understanding about Kamdhenu Ispat Limited and its products a video clip in the local language, Telgu was played during the event and participating masons were found the clip very useful and interesting.

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).

With the purpose to go in to direct dialogue with dealers and masons in the different parts of India Kamdhenu has organized many consumer awareness programmes in the month of May in many states like, Haryana, HP and Andhra Pradesh.

In Andhra Pradesh the event has taken place on the May 10th 2013 at Swagath Function hall, Kothapally road, Karimnagar. The main objective of this event was to propagate awareness about salient aspects of Quality and technology of the Kamdhenu Products. The purpose of the event included the promotion of Kamdhenu brand among Mason & Dealer of Karimnagar with the motive to increase sale. The event was planned meticulously keeping in mind the competitor Brands in Karimnagar market like Jairaj.

The event was well received by dealers and Masons of Karimnagar and neighboring areas and 310 people in all attended the event. The attendants include Mr. Mayank Srivastava -Sr. Manager and Mr. Rajnish Chandra Dubey -Sr. Executive of Marketing Division of KIL along with President and Secretary of Centring Mason Association, Karimnagar, Mr. Satyanarayana and Mr. Alka Raju respectively. The distributor of Kamdhenu of the area Mr. Rakesh Gupta of M/S V. Balaveeriah Sons and all dealers of Karimnagar was present in the event.

Mr. Rakesh Gupta, distributor Kamdhenu Ispat Ltd. spoke about the Company and the quality of Kamdhenu TMT bars. Present day pan-India presence and preference was also voiced by him.

Mr. Satyanarayana (President, Centring Mason Association) told "quality of Kamdhenu TMT bars is really good and best part of this is affordable to everyone." He promised to give full support to Kamdhenu in promoting brand to final customer.

Participating masons and dealers 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.

