



Website: [www.kamdhenuispat.com](http://www.kamdhenuispat.com), [www.colourdreamz.com](http://www.colourdreamz.com)  
E-mail: [kamdhenu@kamdhenuispat.com](mailto:kamdhenu@kamdhenuispat.com)

# Ispat Sandesh

November 2012

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 10 Issue: 6 Price: ₹ 1

For any business query dial toll free Kamdhenu helpline - 1800 1800 545

One of the largest construction materials manufacturers in the country Kamdhenu Ispat Limited has once again posted an impressive financial growth in the recently announced result

## KAMDHENU ISPAT LTD REGISTERED REMARKABLE FINANCIAL GAIN

for the second quarter ended September 30, 2012. With this result, the company has proved its potential to steer ahead against all odds.

Kamdhenu Ispat Limited has registered net profit of Rs 195.62 lac in the first six months of the financial year 2012-13, which is 23 per cent higher than the net profit secured in the same period at Rs 159.09 lac of 2010-11. The total revenue of the company has also increased by 8 per cent to Rs 24658.52 lac in the same period.

Speaking over the result Mr Satish Agarwal, Chairman and Managing Director of Kamdhenu Ispat Ltd, said, "The company has been growing constantly and touching new heights year after year. We are working in the right direction in order to strengthen our position in the market. This is why we have been able to register good return and also provided to our shareholders."

Expressing his views over the condition of the contemporary world economy and performance of Kamdhenu Ispat Ltd, Mr Agarwal said, "Steel industry is passing through a wavering phase globally at present. Although there has been considerable demand in India, and we have prepared ourselves to face market problems with efficiency. Now, we are focusing more on the

timely delivery of the goods and services ensuring efficiency of our dealers and distributors."

Mr Saurabh Agarwal, Director of Kamdhenu Ispat Ltd, terms the financial results as expected. "The company has performed excellent in all the segments during the reviewed period. Among all, our Paint division has posted even better return," said Mr Saurabh Agarwal.



To explore new market space and innovation has been an inherent part of Kamdhenu's business strategy. That's why the company has catered products and services as per the requirements of the customers in the country. As a result the customers loyalty towards the company is intact.

Kamdhenu Ispat Ltd has been expanding its market base through franchisee business model too. The company is marketing its brands in association with several steel manufacturing plants in India that, in a way, has helped Kamdhenu in capturing larger market share.



## KAMDHENU MAKES IT SPECIAL FOR ENGINEERS AND ARCHITECTS

Kamdhenu Ispat Limited left its indelible mark on a day fully dedicated to the civil engineers and architects. The occasion was annual Engineers' Day which was organised by "The Surendranagar Civil Engineers' and Architects' Association" at Surendranagar in Gujarat.

Sponsored by the Kamdhenu Ispat Limited, the grand event witnessed the participation of several senior officials of the company including Mr Kundan Kumar Singh, Sr Manager (Marketing), Mr Jitendra S. Bisht, Executive Marketing (S&K), Mr Shailendra Upadhyay, Executive Marketing (N&C), Mr Mukesh Patel, Distributor (S&K), Mr Rakesh Patel, Distributor (S&K) and all 14 dealers of Surendranagar. About 350 people took part in the glittering event marking the contribution of civil engineers and architects to the company.

In his address, Mr Kundan Kumar Singh formally greeted all civil engineers and architects on the occasion. "Civil engineers and architects play a key role in the construction sector and their contribution is as important as the sector itself. Kamdhenu Ispat Ltd. has been manufacturing the high standard construction materials like TMT bars and structural steel as per the requirements of architects for

building modern and strong structures. We are trying to tap the huge market of Gujarat with our quality construction products," said Mr Singh at the event.

The company is focussing on the expansion of TMT market by strengthening brand positioning in Gujarat year-on-year basis. Kamdhenu's TMT is made from premium quality material using advanced technology that is acquired by very few companies in India. Other senior officials of Kamdhenu Ispat Limited also recognised the work of engineers and architects. The officials also emphasised on increasing the number of dealers in Surendranagar.



## Santosh Parikh fetches Maruti Wagon R



Kamdhenu Paints Limited, the paint division of the construction materials producer Kamdhenu Ispat Limited, offers various sales vouchers to its dealers and distributors. In this regard, Mr Santosh Parikh, proprietor of M/s Natraj Buildings Material from Ratangarh in Rajasthan, has bagged a brand new Maruti Wagon R for his performance.

According to the company, Mr Parikh has performed on the expected line therefore he is bestowed with this prize. Mr Ajay Sharma, ASM of Kamdhenu Paints Ltd., formally handed over keys of Maruti Wagon R to Mr Santosh Parikh.

Mr Parikh thanked Kamdhenu Paints and promised to work harder in future too.

Kamdhenu Paints Ltd wants to establish its brand **Colour Dreamz** firmly in every nook and corner of the country. For that, the company has continuously been encouraging all its dealers and distributors with the best possible sales promotion packages.

Mr Saurabh Agarwal  
Director, Kamdhenu  
Ispat Limited

## Kamdhenu family celebrates Diwali with enthusiasm

Kamdhenu family has a long tradition to celebrate every festival with fervour and gaiety. The company finds it a suitable occasion to interact with its members closely and rejuvenate them in order to face future challenges with a new zeal.

In this row, Kamdhenu Ispat Limited celebrated Diwali festival amid huge fanfare on 10th November this year. Mr Satish Agarwal, Chairman and Managing Director of Kamdhenu Ispat Limited, along with Mr Sunil Agarwal, Director, Mr Harish Agarwal, CFO, and other senior officials of the company greeted all the company's members at the event.

Speaking on the occasion, Mr Satish Agarwal said, "I wish a very happy and prosperous Diwali to all of you. The occasion like this fills a new and creative energy within us so that we can move forward with resolve and determination. Now, Kamdhenu Ispat Ltd. is poised to counter the market challenges with its inherent potential."



## Kamdhenu CAP in Narshingpur

In a concerted effort to attract more contractors and masons towards its products and services, Kamdhenu Ispat Limited organised a grand Consumer Awareness Programme (C.A.P.) on 28th October at Narshingpur district in Madhya Pradesh.

Mr Vishal Agarwal, Manager (Marketing) of Kamdhenu Ispat Limited, convened the programme efficiently. Kamdhenu's distributor Mr Satish Gupta from M/s Shri Shakti Steel Traders, and dealer Mr Bharat Bhulvali from M/s Om Adesh Iron Store also attended the event. There were more than 50 contractors and masons present in the C.A.P.

Addressing to the gathering Mr Vishal Agarwal highlighted several attributes of the products manufactured by the Kamdhenu Ispat Limited. "The company's construction products like TMT bars and structural steel are certified by ISI so our masons and contractors are assured of good quality. I also advise our customers to check the correct weight per unit as



promised by the company before purchasing," Mr Agarwal said.

## Bangkok trip to Bihar dealers



Kamdhen  
I s p a t  
L i m i t e d  
f r e q u e n t l y  
o r g a n i s e s  
t o u r s  
a n d  
t r i p s  
f o r  
i t s

Kamdhen  
u n d e r  
l i c e n s e  
u s e r  
a g r e e m e n t  
i n  
B i h a r .  
D u r i n g  
t h e  
t o u r ,  
B i h a r  
d e a l e r s  
v i s i t e d  
P a t t a y a ,  
P h u k i t  
a n d  
c o u p l e  
o f  
o t h e r  
e x o t i c  
p l a c e s  
i n  
t h e  
c i t y .



dealers in order to encourage and rejuvenate them. In this row, the company organised a Bangkok trip for the Bihar dealers in October this year.

The dealers team visited various tourist resorts in Bangkok under the supervision of Mr Akhilesh Singh, Manager (Marketing) of Dadiji Steels Limited, an authorised manufacturer of



### Correction & Clarification

We apologise for placing wrong picture of Bihar dealers of another team who visited Bangkok in October edition of Ispat Sandesh. This is the correct picture showing Bihar dealers on a visit to Bangkok.



Mr. Darshan Kumar  
Mr. Ankit Gupta  
M/s Ankit-D Steel  
& Electrical Store  
GT Road, Sujapur,  
Distt- Gurdaspur  
Ph: 0186-2244211, 2241211  
M. 98152-53311, 9888145102

Mr Narender Dalal, Mr Narender Deshwal,  
Mr. Subhash Kapoor  
M/S Buniyaad Builders  
Sonipat Road, Sheela Bypass  
NR Railway crossing, Rohtak (Haryana)  
M. 09416352611  
09355670036, 09315880781

Mr Sachin Mangla  
M/s Chunni Lal Ram Kishore  
U 69 B, Lampur Road, Narela, Delhi  
M. 9891067929, 9212567929