



Website: www.kamdhenuispat.com E-mail: kamdhenu@kamdhenuispat.com

# Ispat Sandesh

Satyamev Jayate

April 09

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Issue: 1 Volume: 8 Price: Re 1

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

The 'Annual Dealers Meet' for the Punjab region dealers of Kamdhenu Ispat Limited took place in "Hotel Combermere" in Shimla. More than 250 dealers and distributors of Kamdhenu Steel from Punjab, Himachal Pradesh and Chandigarh participated in the Meet. This two day round event began on April, 22 by lighting lamps. The dignitaries of Kamdhenu Ispat Limited

Maheshwari, Ms. Neetu Kataria and Ms. Shivika Kapil along with Mr. Ramesh Goyal, Director, R.K. Industries, Mr. Ashwini Garg, Director, Vardhaman Aadarsh Ispat Pvt. Ltd. and Mr. Vinay Gupta, Director, A.K. Industries.

Addressing the audience at the Meet Mr. Sunil Agarwal said, "This Meet is organized with the objective to give a

no introduction. It is solely because the Kamdhenu brand products rightly fit the consumer parameters. The credit of easy availability and high reach of Kamdhenu merchandise in even remote areas making them popular among mass at large goes entirely to our group of dedicated dealers & distributors".

In this culturally colorful event, 11 dealers associated with Kamdhenu were

## Annual Dealers Meet of Kamdhenu Steel in Shimla

present at the occasion were Directors – Mr. Sunil Agarwal and Mr. Sachin Agarwal, President, Mr. Pankaj Agarwal, GM, Marketing, Mr. Vinod Kumar Gahlot, GM, Marketing Steel, Mr. Rakesh Misra, GM Cement, Mr. Sunil Singh, Mr. Amit Soni, Mr. Chandan Goswami, Mr. Vivek



Mr. Ashwini Garg, Director, Vardhaman Aadarsh Ispat Pvt. Ltd., Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited and Mr. Ramesh Goyal, Director, R.K. Industries and others during the Annual Dealers Meet



strong base to the developmental vision of Kamdhenu family. Since the last one and a half decades the dealers and distributors associated with Kamdhenu Steel are playing a significant role by incessantly taking the company towards new milestones of success. To establish a close-knit relation with the consumers our dealers and distributors strive in competition with one another".

Speaking on the popularity of Kamdhenu Steel, Mr. Vinod Kumar Gahlot said, "In the states of Punjab, Himachal Pradesh and Jammu & Kashmir the brand Kamdhenu needs

awarded for the 'Best Supporting Dealer 2008-09'. Also, the distributors of the company were felicitated with 'Award for Excellence in Distributionship' for the year 2008-09. The accolade were won by M/s Manohar Madanlal Iron Merchant (Abohar), M/s Goyal Iron Store (Moga), M/s Bhulowal Cement Corporation (Bhulowal), M/s Rajesh Enterprises (Janduzal), M/s Mittal Cement Store (Sangrur), M/s Maansa Steel Private Limited (Maansa) and M/s Gupta Iron Store (Bhatinda). Moreover, 22 other dealers were also honored with the title of 'Best Dealer'.



Mr. Sunil Agarwal, Director, Kamdhenu Ispat Limited honoring a dealer in the Dealers Meet in Thailand

### Kamdhenu Team Tours Thailand

off for the Capital of Thailand, Bangkok on 2nd April 09. In this team of 46 members the distributors of Kamdhenu Ispat Limited, Mr. Sunil Singhal, Mr. Manohar K e s h a r w a n i , Mr. Manish Saran, Mr. Mahendra

with the magnificent capital city of Bangkok and its famous MBK Mall. In the presence of Mr. Sunil Agarwal the team opened up their queries on the functioning of Kamdhenu to which Mr. Agarwal responded in the most amiable manner. To sum up, the Thailand tour will trip down the memory lane of these Kamdhenu dealers and distributors for ever.

Adding feathers to the achievement of Kamdhenu Ispat Limited (KIL) the dealers and distributors are the life force behind the company. Kamdhenu arranges foreign tours for them to appreciate their contribution. This time KIL in association with its franchisee unit, M/s Bakein Bihari Ispat Pvt. Ltd. organised such a pleasure trip to Thailand for the team of Uttarakhand dealers and distributors. Headed by Mr. Sunil Agarwal, Director, KIL, they took

Chawla and Mr. Dharampal Gupta were present. Director of M/s Bakein Bihari Ispat Private Limited, Mr. Deepak Goyal, Mr. Harsh Goyal, Mr. Harish B. Gautam and Mr. Rajeev Saxena also enjoyed the tour to Thailand. The team stayed in 'Hotel Amari Orchid' in the Pataya city of Thailand. In Pataya the members visited Walking Street, Pataya Beach, Al Kajer Coral Island, along



Uttarakhand dealers & distributors of Kamdhenu Ispat Limited during their tour to Thailand

## KAMDHENU STEEL DEALER MEET IN MAHABALESHWAR



Commonest of activities for Kamdhenu yet highly significant are the many dealers meet organized from time to time. These events are the means to bind the dealers with the company, acknowledge & appreciate their hard work, make them realize their role in the success of the company and infuse enthusiasm to work better. This time it was Kamdhenu Steel dealers of Maharashtra, who came together in the 'Kamdhenu Steel Dealers Meet' held in Mahabaleshwar on 4th April, 2009 in "Hotel Gautam".

Eminent members of Kamdhenu Ispat Limited present at the event were Mr. Anil Tandon, VP Marketing, Mr. Sushil Chowdhary, G.M. Marketing, Mr. Mayank Srivastava and Mr. Akundan

Singh. The Meet was testimonial to the participation of Mr. Mihir Bhai Shah & Mr. Hitesh Bhai Shah from M/s Chintan Steel along with distributors - Mr. Rakesh Bhai Patel from M/s. Shreeji Steel, Mr. Manoj Bhai Shah from M/s Kasish Enterprises among the presence of approximately 65 dealers associated with Kamdhenu Steels from the Maharashtra region.

Assembling the Kamdhenu Steel dealers of Maharashtra on a single platform is an attempt to establish a sense of belongingness among the

dealers towards the company. Only when a mutually beneficial relation grows between Kamdhenu and the members of its supply chain that the dealers will take interest in their work perform better and thereby gain mileage for the brand Kamdhenu and its products.



L to R Mr. Mihir Bhai Shah M/s Chintan Steel, Mr. Rakesh Bhai Patel M/s Shreeji Steel, Mr. Manoj Bhai Shah M/s Kasish Enterprises, Mr. Mayank Srivastava, Executive, Mr. Anil Tandon VP Mktg. & Mr. Sushil Chowdhary G.M. Mktg., of Kamdhenu Ispat Limited and Mr. Hitesh Bhai Shah M/s Chintan Steel during the Meet

## KAMDHENU MAKING NEW BOND



From L to R Mr. Mihir Bhai Shah, Chintan Steel, Mr. Kundan Kr. Singh & Mr. Ajay Srivastava, Kamdhenu Ispat Limited, Pragji Bhai N. Patel Dir. Balmukund Granite & Wire, Kapil K. Jani Dir. Kaaran Industries, Mr. Mukesh Bhai Patel & Rakesh Bhai Patel, Shreeji Steel during the first dispatch

of Kamdhenu Wirebond to the consumers of Gujarat and also prove advantageous to beat the competitor brands".


The agreement between the two companies took place in the presence of Mr. Pragji Bhai N. Patel Director, M/s Balmukund Granite & Wire and Mr. Kundan Kr. Singh, Mr. Ajay Srivastava and other eminent officials of Kamdhenu Ispat Limited. Other associates of Kamdhenu attending the event were Mr. Mihir Bhai Shah, Distibutor M/s Chintan Steel, Mr. Kapil K. Jani, Director M/s Kaaran Industries, Amreli, and Mr. Mukesh Bhai Patel & Rakesh Bhai Patel, Distributors M/s Shreeji Steel Supplier. Highly enthusiastic about the tieup M/s Balmukund Granite & Wire showed a brilliant performance by dispatching the first lot of Kamdhenu Wirebond on 1st April, 2009. On this Mr. Anil Tandon, VP Marketing, KIL said that Kamdhenu requires such active partners, for only then the company can spruce up sales and can progress with mutual benefit to greater heights of success.

Kamdhenu Ispat Limited has always been instrumental in forging new business connections. It enables to strengthen the presence of Kamdhenu across the nation in much efficient manner. Recently, the company entered in alliance with Balmukund Granite and Wire, Amreli to fortify the market of Kamdhenu Wirebond in the state of Gujarat.

This new franchisee unit of Kamdhenu Ispat Limited (KIL) would now be responsible for manufacturing Kamdhenu Wirebond in line with the quality standards of Kamdhenu. The plant at Balmukund Granite and Wire has the production capacity of 150 tonnes of 18 and 20 gauges Kamdhenu Wirebond per month. Speaking on tying this new bond Mr. Sachin Agarwal, Director KIL said, "Gujarat is a large state and to meet the increasing demand of Kamdhenu Wirebond in this region we have decided to add one more manufacturing facility. This will help easy availability




L to R Mr. Sushil Chowdhary, GM Mktg., KIL Mr. Kapil K. Jani Dir. Kaaran Industries & Mr. Sunil Agarwal, Dir. KIL, Mr. Paragjibhai Patel Dir. Balmukund Granite & Wire, Mr. Mukesh Bhai Patel Dist. Shreeji Steel & Ms. Aarti Nijhawan AGM BD, KIL during the agreement



**In Focus**

The nuptial knot between Mr. Vivek Maheshwari AGM, Business Development, KIL and Neha Maheshwari was solemnized on the auspicious day of 28th April '09. Their Grand Reception and Gala Dinner were held at Aribant Farms, Muzzafarnagar amidst the presence of kith and kin.



## Channel Partners Meet of Kamdhenu Paint in Jammu

Journeying across Rajasthan, Haryana and Punjab the convoy of Channel Partners of Kamdhenu Paints "Colour Dreamz" now reached Jammu. On April, 12 this colorful event of Kamdhenu Paints was organized at "Hotel Asia" in Jammu Tawi. The dealers and distributors associated with Kamdhenu Paints were honored for their individual performances with attractive rewards. The award for highest value sales between October 2008 and March 2009 was given to M/s Jain Traders. The second position for maximum value sales during the same time span was received by M/s Nanda Builders while M/s Krishna Hardware Store, Jhansi Modh was third in the category. Again, M/s Jain Traders was awarded for making highest sales of Powder Paint and Premium Emulsion



During the Channel Partners Meet the Directors of Kamdhenu Ispat Limited, Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal

in the Jammu region during the same time duration. In the North Zone -1 award for the 'Best Sales Performer' during 2008-09 was given to Mr. Vinod Kumar, ASM, Jammu & Kashmir. This Channel Partners Meet of Kamdhenu Paints saw the participation of the Directors of Kamdhenu Ispat Limited, Mr. Sunil Agarwal, Mr. Saurabh Agarwal and Mr. Sachin Agarwal. In the event were also present Mr. R.K. Gupta, Director, Jhelum Industries (Steel), Mr. Anil Malhotra, Mr. Dipendra Singh,

Mr. Suresh Gupta and Mr. S. Ilyas Kazmi - Directors, M/s KCL Trading Corporation (Cement) among the Franchisee companies associated with Kamdhenu. More than 100 dealers associated with Kamdhenu Paint, 25 dealers of Kamdhenu Cement and more than 10 dealers and distributors of Kamdhenu Steel made presence in the Meet. Officials of Kamdhenu at the event included Mr. Subroto Upadhaya, DGM, Mr. Rajkumar Srivastava, CWM, Mr. Sanjeev Bajaj, CS, Mr. Arvind Kapoor, DSM, Mr. Vinod Kumar, ASM,

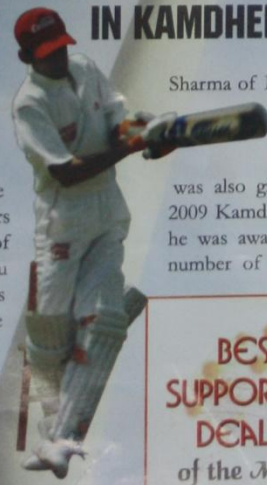


Artists entertaining the guests with colorful dance and song performances

Mr. Rakesh Misri, GM Steel, Mr. Sunil Singh, GM Cement, Mr. Aanand Katoch, Paint Project Sales - North India, Praveen, Sameer among others.

What a victory!...and the next match of Kamdhenu Cricket League 2009 was won by the Jammu Lions. Held on April, 12 at the premises of GGM Science College, Canal Road, Jammu this match was a close contest between the Corporate Challengers (Corporate Staff of Kamdhenu) and Jammu Lions (Paint Dealers of Jammu), where the Jammu Lions team beat the former by 30 runs.

The title for 'Man of the Match' was received by Mr. Sudhir



## JAMMU LIONS TRIUMPHS IN KAMDHENU CRICKET LEAGUE

Sharma of M/s Sharma Traders, Sainik Colony. For fabulous performance in the match this Kamdhenu Paint dealer was also given a free ticket for May 2009 Kamdhenu Paints Goa trip. Also, he was awarded for hitting maximum number of sixes in the match. Prize

for 'Best Batsman' was given to Mr. Rakesh Chopra, while Mr. Pankaj of M/s Aman Traders was rewarded as the 'Best Bowler'. Mr. Sanjay Sharma of the Kamdhenu Corporate Challengers was declared as the 'Best All Rounder'. The Winner's Trophy was presented to the Captain of Jammu Lions, Mr. Narendra Gupta (M/s S.k. Hardware Store) by Mr. Saurabh Agarwal, Director, Kamdhenu Ispat Limited.

**BEST SUPPORTING DEALER of the Month**

Mr. Vijay Behl  
M/s Vijay Traders  
Townydevi, Dist. Hamirpur  
Mob: 09418060080,  
09418664150

Mr. Vipin Chauhan  
M/s Hari Om Steels  
Shivalik Nagar, B.H.E.L  
Haridwar, Uttarakhand