



# Ispat Sandesh

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## KAMDHENU ISPAT VENTURES INTO ROOFING SOLUTION SECTOR



Foraying into the roofing solution industry, the renowned Indian infrastructure company Kamdhenu Ispat Limited has introduced Kamdhenu Sheets in the market. The company is confident to replicate the success story of TMT Steel into the new business venture.

Kamdhenu sheets will be available for the customers from 1st July 2012 onwards. Kamdhenu sheets are being manufactured in a plant at Himachal Pradesh under the franchise model. As of now, these sheets are available in the markets of Himachal Pradesh, Jammu & Kashmir and Punjab. Torrent Roofing System is the authorised franchise partner of Kamdhenu sheets under licence user agreement.

Expressing his pleasure over the new business venture Mr Satish Agarwal, CMD of Kamdhenu Ispat, said, "Kamdhenu has already proved its mettle in the sector of infrastructure development, so it was quite natural venturing into the segment of roofing products. We'll expand the business of Kamdhenu sheets in a phased manner."

The brand Kamdhenu Sheets is available in a variety of roofing products in which High-rib Profile Sheets, Tile Profile and Corrugated Sheets are the front ones. These products are tested to provide reliable protection to the buildings. They are rust-proof, well-designed, lightweight, environment-friendly and available at market

competitive prices.

There is a variety of colours in all three colour-coated Kamdhenu sheets available from 0.4 mm to 1.6 mm of thickness. The company is also offering corrugated sheets along with galvanised corrugated sheets and general galvanised steel sheets that are rust free.

The company's existing dealers and distributors in Himachal Pradesh, Punjab and Jammu & Kashmir will also sell these newly launched sheets. The efforts to rope in new dealers for Kamdhenu sheets are also on.

To know more about dealership, please contact  
**Mr Mohan Agarwal**  
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## Gujarat dealers of Kamdhenu Paints enjoyed a trip to Mount Abu



One of the renowned paint products manufacturers Kamdhenu Paints gave a fine treat to its dealers operating all across Gujarat with two-day incentive trip to Mount Abu, Rajasthan, during June 28-29, 2012. The company organised the trip to cherish the noteworthy performance of Gujarat dealers.

Some of the senior officials of Kamdhenu Paints who participated in the event include Mr Puneet Choudhary, Sr. DSM, Mr Ajay Bhavsar, ASM, and Mr Mani Shankar, AM. And there were total 35 dealers, in which major dealers were M/s Patel Vithal Dass & Brothers, M/s Shah Jitendra

Kumar & Brothers, M/s Memon Shabbir Hussain and M/s Shri Krishna Hardware Centre. The entire team stayed at Hotel Pahalanpur Palace in Mount Abu.

On the occasion, Mr Puneet Choudhary thanked its Gujarat Paint dealers for their cordial support to Kamdhenu. "Gujarat is one of the key markets for Kamdhenu and our dealers have been doing very well in the state. It is the result of honest efforts put by you that Kamdhenu has reached among the Top 6 Paints companies in the decorative segment in India. Now, we have been growing at an impressive rate and have held

substantial market share in this segment. The brand **Colour Dreamz** has become a household name because of its high quality and affordability. The company is offering a good product variety to cater the needs of various sections."

During the two-day trip, dealers visited several resorts of the city, participated in different playful games and enjoyed delicious cuisines. They also enjoyed boating and trekking in this beautiful landscape. Overall, Gujarat Paint dealers described the trip as an excellent treatment given by Kamdhenu Paints.

## Kamdhenu Ispat appreciated AP dealers at Annual Meet



Kamdhenu Ispat Limited, a renowned manufacturer and supplier of the superior quality steel bars, paint products and many other building items in India, gave a grand reception to its dealers and distributors operating across Andhra Pradesh at annual meet on July 1, 2012. The event was organised at Leonia Resort at Bommaraspet, Shameerpet, in Rangareddy district.

Some top officials of the company including Mr Sunil Agarwal, Director, Mr Sushil Choudhary, GM, Mr Vivek Maheshwari, AGM, Mr. Amit Soni, AGM (BP), Mr Mayank Srivastava, SM (Mktg.), Mr Rajnish Dubey, Mr. Anuj Tyagi, Mr. Ashish Rajdan along with Mr Sanjay Jain, Director of M/s Keshree Metallurgy Pvt. Ltd., and Mr Kishore Agarwal, Mr Shankar Agarwal, Directors

of M/s Salasar Iron and Steels Pvt. Ltd. attended the meet.

On the occasion, Mr Sunil Agarwal appreciated all dealers and distributors for delivering exemplary performance in the state. "Andhra Pradesh is one of the important markets for the Kamdhenu's products. The immense contribution of our dealers has earned huge accolade to the company all across the state. We are

manufacturing world-class TMT bars with the help of advanced machinery. This is one product that has carved a special niche in the market and ranked us in the league of elite group of steel manufacturers in India. Our dealers can take full advantage of our high quality steel products and attract more and more buyers," Mr Agarwal said in his appreciation.

Mr Sushil Choudhary also lauded the performance of the company's dealers and marketing personnel in the state. He elaborated various quality aspects of Kamdhenu's products that stand out in the market.

The annual meet also witnessed the participation of more than 150 dealers and distributors including Mr. Pradeep Agarwal, Mr. Pankaj Agarwal from M/s Ambika Steel & Iron Hyderabad Pvt. Ltd and Mr Mahesh Balbira from M/s V Balbira & Sons.



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## Kamdhenu adds two new franchisees to TMT bar segment in Punjab

In order to fulfil the increasing demands of TMT bars, Kamdhenu Ispat Limited, one of the leading infrastructure companies in India, has expanded its business purview in Punjab. The company has been producing the finest quality TMT bars in the country. Under its expansion plan, Kamdhenu has incorporated two new authorised manufacturers M/s Rasik Industries and M/s Anuj Steels Private Limited for the production of Kamdhenu brand TMT under user license agreement. The company's CMD Mr Satish Agarwal and Director Mr Sunil Agarwal formally flagged off the first consignments of both

franchisees on June 8, 2012. On the occasion, some senior officials including General Manager of Kamdhenu Ispat Ltd Mr V K Gehlot, Director of Rasik Industries Mr Ramesh Goyal, Mr Rasik Goyal, and from Anuj Steels Mr Anand Mittal, Mr Anuj Goyal and Mr

Rohit Mittal were present along with several other distributors from Punjab.

Mr Satish Agarwal said, "The addition of two new franchisee units will help to cater the soaring demands of Kamdhenu's products in a much better way. Rasik Industries will manufacture the best quality bars like FE 415, FE 500 and FE 500 D ranging from 8mm to 32mm of thicknesses."

"Anuj Steels Pvt. Ltd. will produce high quality special grade bars of 6mm thickness," Mr Sunil Agarwal informed at the event.

At present, Kamdhenu Ispat Limited is operating more than 50 franchisees located in different provinces across the country. The company possesses high expertise in the production of special TMT bars like FE 500 and FE 500 D. At the time, there are few such coveted companies having potential for the production of standard FE 500 and FE 500 D TMT bars in India.



A scintillating spectrum of ravishing colours to give your desires the royal look.



**Dreamz Colour**  
Dil Ke Rang Deewaron Pe