



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

Ispat Sandesh

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

KAMDHENU JEEVANDHARA MAKES IT ALWAYS FOR SOCIAL WELFARE

Kamdhenu Group takes pride in executing a number of social welfare programmes for the needy people that include poor and unprivileged children and disabled ones through its social wing Kamdhenu Jeevandhara. The organisation is fulfilling corporate social responsibility very well. Talking to Ispat Sandesh Smt. Radha Agarwal, Chairperson of Kamdhenu Jeevandhara, makes it clear that the company's social agenda is achieved unhindered and every member gives due contribution in the social cause.



Q. How would you differentiate between social interest and commercial interest of Kamdhenu Group?

Ans. The commercial interest is the domain of Kamdhenu Steel and Kamdhenu Paints (Paint division) that have been performing well and registering excellent financial return. Whereas, Kamdhenu Jeevandhara is purely dedicated to the social welfare which is executed through various welfare programmes, and certain fund share is allocated for that.

Q. What are the areas in which Kamdhenu Jeevandhara is contributing at present?

Ans. Our main contribution is in the area of Education. A lot of humanitarian support is given to unprivileged children to educate them. Apart from that, we provide artificial limbs to handicapped people in association with NGOs, organise Blood Donation Camps, participate in sapling programmes under Green India Campaign, work on drinking water programmes and women empowerment campaigns.

Q. How do you select beneficiaries?

Ans. The selection of beneficiaries is largely done by the NGOs and social groups. They do the necessary groundwork in order to find out needy ones. After that Kamdhenu Jeevandhara facilitates all possible help to serve them and uplift their life status.

Q. Do you ensure accountability of financial aids?

Ans. Of course, we have accounting/auditing professionals who take care of every spending and keep eye on the results. In case, the desired result is not achieved, we modify and restructure programmes to implement it in a better way. After all social work also requires a professional approach otherwise you support would go wayward.

Q. What's your future plan for the Kamdhenu Jeevandhara?

Ans. We are looking for working on more projects and roping in more NGOs to reach out a larger number of people. There are many unprivileged children in the country, we hope if our support could improve some of their lives.

VIZAG TRIP FOR WB DEALERS BY KAMDHENU PAINTS



Kamdhenu Ispat Limited's paint division Kamdhenu Paints has carved a special niche

in the market with its high quality paint products.

The company operates a wide network of dealers and distributors to penetrate deep into the market.

Recognising the contribution of its West Bengal dealers, Kamdhenu Paints organised a trip to Vishakhapatnam for them on January 23-25. The team of more than 50 dealers stayed at Hotel Fortune SreeKanya in the city. They visited several tourist places like Ram Krishna Beach, Submarine Museum, Kailash Giri, Simachalam temple and several exotic beaches. The senior officials of Kamdhenu Paints who visited Vizag included Mr. Gautam Chakravarty, DSM, Mr. Deepak Varma, Sr. ASM

(West Bengal) and Mr. Ranjan Roy, Sr. ASM (West Bengal).

Mr. Gautam Chakravarty appreciated the hard work and dedication of the dealers. "West Bengal is a very important market for the company where our market share has been growing continuously. Our well-known brand Colour Dreamz has delivered various editions in which Kamometallica, Sheen N Shine and Eco Fresh are in high demand because of their eco-friendly attributes. A huge credit goes to our dealers and distributors for making Kamdhenu the top most brand in the state," Mr. Chakravarty said.



Dealers and distributors of the prominent paints manufacturer Kamdhenu Paints, the paint division of Kamdhenu Ispat Limited, frequently get special treatments. The company organises trips and tours for the dealers to encourage them to perform better.

Kamdhenu Paints organised a one-day trip to Bhimtal on 5th January for more than 100 dealers selected from Ghaziabad, Haldwani and Agra

depot. Among senior officials of the company were Mr. Kamal Sharma, Marketing Head (West UP), Mr. Lovejeet Singh, Manager (Brand Promotion), Mr. Mayank Manglik, Branch Head (Haldwani) and Mr. Parmatma Saran, Branch Head (Agra). The ASMs Mr. Sanjay Singh, Mr. Tanveen Khan and Deepankar

Sharma from three leading depots M/s Shanti Agencies (Agra), M/s Kapoor Enterprises (Haldwani) and M/s Shri Chand Traders (Ghaziabad) respectively also took part in the visit.

A RENDEZVOUS BHIMTAL FOR KAMDHENU PAINTS DEALERS



All the members participated in Lucky Draw and other funny activities at Country Club, Bhimtal. Mr Kamal Sharma gave a warm welcome to the dealers and appreciated their cooperation. He also announced to provide the best possible market support to the dealers and distributors in order to enhance their performance. Kamdhenu Paints honoured some best performing dealers amid huge applause at the event.



The senior officials of Kamdhenu Paints included Mr. Rajkumar Srivastava, National Head (Marketing), Mr. Sandeep Taneja, DSM (Delhi) and Mr. Lovejeet Singh, Manager (Brand Promotion) who participated in the fun-filled trip along with dealers.

A fun trip for Delhi dealers

All the members made a fun with cricket, amusement park rides and water sports. They also celebrated Republic Day with enthusiasm and fanfare then they enjoyed a gala evening and DJ music adding more spice to the event.

Mr. Rajkumar Srivastava formally thanked all Delhi dealers for their great cooperation. He appreciated them for performing exceptionally well in the entire NCR. "Kamdhenu Paints has registered high revenue growth over the last few financial years and our performance is much better than our competitors. We have gathered here to enjoy the moment of our success journey with full gusto and reenergise ourselves for future task," Mr Srivastava said in appreciation.

The well-established paint division of Kamdhenu Ispat Limited, Kamdhenu Paints frequently organises incentive trips and picnics for its dealers in order to encourage them and enhance their performance. The recently held two-day trip to Platinum Resort, Bahadurgarh on January 26-27 was a yet another treatment by the company for more than 50 dealers from New Delhi.

KAMDHENU PAINTS REJUVENATES RAJASTHAN DEALERS

One of the leading paints manufacturers in the country, Kamdhenu Paints is not only registering high revenue growth year-after-year but also enjoying good support of its dealers and distributors all over India. The company encourages its dealers by providing them best return and incentive support in the market.

Kamdhenu Paints took a day out for its more than 40 dealers from Rajasthan and

organised a fun-filled trip to Jaisalmer on 12th December 2012. The dealers were qualified from Hanumangarh, Sri Ganganagar and Sikar in the state. All members enjoyed camel safari, camel cart riding and Rajasthan's popular folk dance 'Kalbeliya'. They also visited Jaisalgarh fort and a musical show was organised for them.

Mr. Anil Chhabra (Authorised Distributor), Mr. Ajay Kumar Sharma, ASM, Mr. Shiv Yadav, SO, and other senior officials of Kamdhenu Paints thanked dealers for extending their support in the company's growth. The senior officials expressed satisfaction over the performance of dealers and motivated them to work harder in order to enhance Kamdhenu's market share.



Kamdhenu Ispat Limited makes it all to spread awareness about its products and services. The company frequently organises Consumer Awareness Programme (C.A.P.) and Mason meets in order to expand its market reach.

Allahabad C.A.P. organised by the Kamdhenu Ispat Ltd. was very much successful in spreading information among a large number of raj mistri, black smith and contractors. From Kamdhenu Ispat Ltd. Mr. Santosh Sukla, Sr. Manager and Mr. R. N. Tiwari along with 90 persons attended the

Kamdhenu reaches closer to customers



programme held at M/s Shukla Iron & Steel Co. at Naini, Allahabad.

Mr. Santosh Sukla motivated and appreciated the contribution of the participants. He said, "Kamdhenu is witnessing good response from every region in the eastern part of the state. Our relationship with the contractors, engineers, architects and mechanics has been growing strength by strength. Kamdhenu has successfully been expanding its market presence in the region. Hats off to you people,"

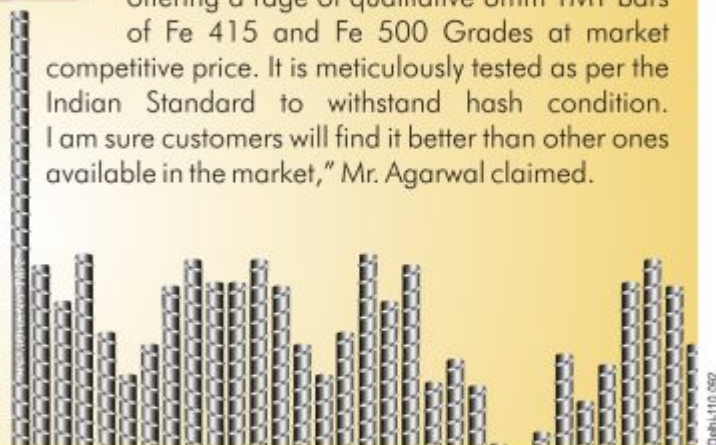
Kamdhenu TMT on Market Expansion

In order to strengthen its position in the south and middle India, Kamdhenu Ispat Limited has expanded the market presence of 6mm TMT bars. The company distributes these bars through its Jalna depot in Maharashtra.

Manufactured as per the global standards Kamdhenu TMT bars are widely used in all types of constructions. This TMT is best suited for earthquake zones due to its premium mechanical and chemical properties. With this introduction, the company is looking to enhance its market share across

Maharashtra, Andhra Pradesh, Karnataka and Madhya Pradesh.

Mr. Sunil Agarwal, Director of Kamdhenu Ispat Limited, describes it as a significant achievement for the company. "We are offering a rage of qualitative 6mm TMT bars of Fe 415 and Fe 500 Grades at market competitive price. It is meticulously tested as per the Indian Standard to withstand hash condition. I am sure customers will find it better than other ones available in the market," Mr. Agarwal claimed.



Mr. SISHRAM GORA
M/s BALAJI HARDWARE
Demthring, Jowai Road,
Shillong, Meghalaya.
Ph. 0364-2231202
M. 09436104971

Mr. INDER GATTANI
M/s MAHESH HARDWARE STORES
A.T.Road, Jorhat Town,
Dist: Jorhat, Assam.
Ph. 0376- 2321861
M. 09401662768

Mr. AJIT JI PATNI
M/s A.N STEEL
Thangal Bazar,
Imphal, Manipur.
Ph. 0385-2451261
M. 09436036040