



# Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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**KAMDHENU** **NXT**  
DOUBLE RIB TMT BAR

## TAKES THE INFRASTRUCTURE INDUSTRY BY STORM



Since inception, Kamdhenu Limited has come a long way to become a name synonymous to innovation, perfection, quality and finesse. The company is consistently making efforts to raise the bar of infrastructure and development in the country by producing high quality TMT products. Kamdhenu NXT is one such feature-rich tool in Kamdhenu's arsenal, which is emerging as a widely popular product in the country. The consistently ascending graph of the product is backed by hard work and dedication of dealers of the company.

To applaud this persistence and hard work, Kamdhenu organized NXT Dealers Meet. Company keeps rewarding dealers every year for their exceptional work. To motivate dealers, Kamdhenu hosted a grand Annual Dealers Meet from 30th to 31st March in the luxury five star Hotel Lalit in Chandigarh. The event witnessed a footfall of more

than 300 dealers from Himachal Pradesh.

From Kamdhenu's side, Mr. Sunil Agarwal (Director) and various officials participated in the event. Addressing the dealers of Kamdhenu NXT, Mr. Sunil Agarwal said, "We highly praise your contribution in making Kamdhenu products the foremost choice of buyers. It's only because of your conspicuous efforts that Kamdhenu has registered a significant surge in its market share in Himachal Pradesh. Kamdhenu NXT is popularly demanded by the buyers of Himachal Pradesh. We hope to see you progressing in leaps and bounds and unlock new levels of success for Kamdhenu"

During this event, the officials of the company, Mr. Deepak Bhatia (AGM Himachal Pradesh), Mr.

Vivek Maheshwari and Mr. Amit Soni congratulated the dealers for successfully completing their targets and informed about new policies and initiatives. Kamdhenu team talked about the technical aspects of the products to enrich dealers' knowledge, which could further fuel in the increasing demand of the Kamdhenu NXT. That's not it, the team also shared the company's roadmap to increase the influx of Kamdhenu products in the government's ambitious smart city and heavy infrastructure projects. The dealers praised the company's affinity to business-friendly policies and assured to market the products in the best possible manner.

During the event, the dealers were also rewarded for their extensive contribution in boosting the market share of NXT in Himachal Pradesh with the 'Best Performing Dealer Award.'

## FABRICATORS MEET IN UTTARAKHAND

One of the major players of the infrastructure segment Kamdhenu Limited is known for their innovative concepts. The innovation is not only present in the product base but deeply seeped in their business concepts. The company is persistently trying to provide accurate information on the infrastructure sector to the concerned section of people. In accordance to this, the company organized a Fabricators Meet on 17<sup>th</sup> February in the state of Uttarakhand. The meet was conducted in Chahat Restaurant at Badrinath Marg.



50 Fabricators were in attendance at the meet. Here, the company officials educated them about modern requirements of the Infrastructure and Development sector. That's not all; they were also briefed about company's finest product Kamdhenu Colour Max Colour Coated Sheet, which is known as the complete roofing solution. Kamdhenu Colour Max Colour Coated Sheets are manufactured using the PPGI and PPGL technology which offers maximum performance and longevity. The meet was financed by Kamdhenu's franchise partner M/S Kunal Decors.

Highlighting one of the many features of Kamdhenu Sheets, dealer Vicky Agarwal said that "Kamdhenu Limited is offering high quality colour coated sheets at competitive prices. These sheets are readily available at all dealer stores."

## FABRICATORS MEET HERALDING THE BEGINNING OF DEVELOPMENT

Moving forward on the path of development, country's finest company Kamdhenu Limited is generously working towards enhancing the lives of people. The company is motivating the fabricators so they can efficiently contribute in the development. In order to achieve the same, the company organized a Fabricators Meet on 23<sup>rd</sup> February in Faridabad, Haryana.

Fabricators from Faridabad enthusiastically participated in the meet. More than 25 fabricators showed up at the meet and received technical insights about Kamdhenu Colour Max Colour Coated Sheets. All of them were highly impressed by the durability and superior quality of Kamdhenu sheets.

Addressing the fabricators, Mr. Bhaskar Chaudhary stated that, "We highly appreciate the contribution of dealers and distributors in the progress and development of the company. You play a pivotal role in the success of Kamdhenu. Your concentrated efforts can create a phenomenal rise in the demand of Kamdhenu Colour Max Colour Coated Sheets".

Fabricators meet registered the presence of several officials of the company, which included Mr. Ravi Shankar (Assistant Manager), Mr. Hem Chandra Bhatt (Marketing Coordinator) and Mr. Pramod Garg (Dealer). Here, Mr. Ravi Shankar threw some light on the technical specifications and quality assurance of Colour Max Sheets. After this, Mr. Hem Chandra highlighted company's objectives, features of Colour Max and gave marketing tips on skyrocketing sales of the company. The Fabricators Meet was organized by the distributors Puran Chand and Sons.

The meet was successfully concluded by Mr. Pramod Garg who stated that "Kamdhenu Colour Max Colour Coated Sheets are available in competitive prices at your nearest dealer in several options."





## KAMDHENU SHRESHTH GC SHEET: THE EXCEPTIONAL ROOFING SOLUTION

Kamdhenu Limited has always maintained stringent quality control measures to produce products with a higher shelf life. Owing to their exemplary efforts, the company has registered its name amongst the reputed brands of the country in a short span of time. A multitude of awards and accolades registered under the name of Kamdhenu certify excellence and superior performance of their products. The company has always paid utmost attention to extensive research and development, high quality and durability standards.



Taking forth the promise of brilliance, Kamdhenu recently launched GC Sheets, the best roofing solutions in Hotel Panache, Bihar. The launch event marked the presence of Mr. Sunil Agarwal (Director Kamdhenu), several Channel Partners, and the major distributors, dealers of the state Bihar. While launching Kamdhenu GC Sheets, Mr. Sunil Agarwal said, "It gives me immense pleasure to say that with the launch of Kamdhenu GC Sheets, we are moving towards complete roofing solutions. Kamdhenu GC Sheets is a superior quality product, which offers

the best roofing solution in a much affordable price range. To keep our promise of supplying high quality products at every corner of the state, we will continue to take such prompt decisions that are supportive in speedy and sustainable development. We are developing and supplying the two versions; GC Sheets and colour-coated Sheets in huge numbers."

The event saw the presence of many senior officials; Mr. S.C Sharma (Senior General Manager), Mr. Bhaskar Chaudhary (General Manager - Marketing) and Mr. Santosh Singh (Senior Marketing Manager). While addressing the dealers and distributors, Mr. Bhaskar Chaudhary said that Kamdhenu Shreshth GC Sheets are not only competitively priced but effectively designed to fulfill the buyers' requirements.

Mr. Basudev (Managing Director - M/S Saraf Real Infra the manufacturer of Kamdhenu Shreshth GC Sheets and Colour Max Colour Coated Sheets) shared features, uses, marketing concepts and policies behind the production of Kamdhenu sheets.



# KAMDHENU PAINTS PLANNED A REFRESHING TRIP FOR ITS PROMISING DEALERS



Kamdhenу Paints is one of the fast paced growing brands in the Indian decorative paints industry. Empowered by an equipped team, best performing tools, the company is catering to the diverse needs of the vast Indian market. With its persistent efforts, Kamdhenу is significantly adding to the infrastructure and development sector of India. The company is evidently reaching the apex of success every year and embarking on the chariot of transformation. This is due to the devotion, hard work, determination and soaring spirits of the people associated with Kamdhenу. Kamdhenу has always incetivised its employees by organising relaxing of sites and trips.

Lately, Kamdhenу Paints, Haldwani, organised an exciting, fun-filled trip for its promising dealers. Dealers from all across the country were invited to be a part of the trip. The trip was hosted in the hotel, "The Golden Tusk" at Jim Corbett National Park, Ramnagar. All dealers along with their family members participated and enjoyed thoroughly in this amazingly planned trip. To magnify the excitement and add to the fun, a special gala night was also organized. The Gala

Night sparked off with rounds of enthralling dance and music activities, followed by a highly entertaining show by the anchor.

An encouraging number of 50 Paints Dealers from across the region contributed to make this meet, a successful event.

Apart from dealers, officials from Kamdhenу Limited; Mr. Kamal Sharma (Marketing Head - Western UP, Uttarakhand, Haryana), Mayank Manglik (Branch Head - Uttarakhand) added to the fun and enjoyment with their presence. Gracing the moment, Mr. Kamal Sharma thanked the dealers of the Haldwani branch for their unstinted commitment and valuable contribution to the company, which has made Kamdhenу Paints carve a niche position among the top 7 paint companies of the country.

Such trips work wonders in developing a positive influence in the minds of people. These breaks from the regular mundane of life helps people to reboot themselves with new energy, enthusiasm and dedication towards their work

This trip proved to be one such joyride of adventure, amusement, fun, frolic and delight for the dealers. During the trip, everyone experienced a sense of warmth for each other and the organization they are working for. Post the trip, all of the dealers were well-prepared to set new goals, ambitions and fulfill them with great vigor and high spirits.



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