



Ispat Sandesh

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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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Kamdhenu is one of the leading names in the infrastructure industry. It is important for every company to maintain its goodwill in the industry, which cannot be achieved without forming a good rapport with the employees of the company. A cohesive work environment is the foundation of the success of the company. Kamdhenu Limited has always made efforts to form and maintain such work environment. The company has also worked on its sprawling logistics network widely stretched across the country and established a flawless communication network between Dealers, Distributors and Franchisee Partner. To enhance the same, company organised a grand Dealers Meet in hotel Maharaja Regency, Ludhiana.

More than 120 Kamdhenu Colour Max Dealers participated in the event. Here, the officials of Kamdhenu Limited praised the performance of the dealers and motivated them to perform better in the future. Looking at the enthusiasm of the dealers, the officials announced a new objective of increasing the market percentage of Kamdhenu Colour Max by 40 percent. The officials also educated dealers about the new safety features of Colour Max. These new safety features not only differentiate Kamdhenu Colour Max from other products but also win the buyers' satisfaction with its improved performance. Discussing many such facts and information, the officials motivated the dealers to share their contribution in the state infrastructural development. Moreover they also shared the new policies associated with Kamdhenu Colour Max. The company also appreciated and awarded the dealers for their exemplary performance.

Kamdhenu Colour Max is a stellar product of the company, which is widely



KAMDHENU COLOUR MAX DEALERS TO RAISE THE BAR

A NEW RESOLUTION IN LUDHIANA DEALERS MEET

preferred in most of the infrastructure requirements. Owing to its superior quality and features, Colour Max has become the first choice of buyers. Available at competitive prices, this product is easy to install which also supports fast paced infrastructure development. The rust-resistance ability and durability of Kamdhenu Colour Max defines its multifaceted use advantage over other products,

The dealers paid great attention to every policy and detail of Kamdhenu Colour Max during the meet and decided to move further with sheer zeal and enthusiasm. From Kamdhenu, Mr. V K Gehlot (Senior GM-Marketing), Mr. Bhaskar Chaudhari (GM-Marketing), Mr. Himanshu Sharma, Mr. Hem Chandra Bhatt, Mr. Sachin Thakur, Mr. Kamal Kumar and Mr. Udit Singh participated in the meet. With them, the Directors of M/S Chetak Industries, the franchise partners of Kamdhenu; Mr. Anish Goyal, Mr. Ambrish Goyal, Mr. Kamal Goyal, along with Directors of M/S Global Profiles and Alloy Mr. Sanjeev Saini & Ms. Jyoti Kansara also registered their presence during the meet.

During the meet, Mr. Bhaskar Chaudhari quoted, "No bigger objective can be achieved without continuous efforts and everyone's contribution. To scale new heights and help the business prosper, it's vital to maintain harmonious relationships within the organisation. Kamdhenu believes that dealers are one of the important members of the company. That is the reason, we ensure to reward and encourage you for all the good work you have contributed for the company. The way you have performed with excellence and achieved every goal, we believe our aim of reaching 40 % will be fulfilled in the next financial year."



KAMDHENU PAINTS PRESENTED COLOURS OF BALI



Kamdhenu Paints, one of the most favoured Paint brands of modern India, is achieving continuous success in every important market segment. Backed by exemplary leaders, visionary leadership, great achievements and team performance, Kamdhenu Paints leaves no stone unturned in keeping its dealers enthusiastic and motivated to accept and win over new challenges.

To motivate and maintain transparency in work by establishing a fair and direct communication between dealers and the company's officers, dealer's meets are regularly organized by the company. During these meets, Company also rewards the performing dealers for their contributions in the growth and expansion of the Brand.

Himachal is an important territory for Kamdhenu Paints. In the first and second quarters of the ongoing Financial Year, Himachal Pradesh territory has performed very well in terms of Sales of Kamdhenu Paints Products. With the objective to appreciate the contributions of Himachal Pradesh dealers in the growth of the company, Kamdhenu Paints conducted a Dealer's Meet in Bali.

More than 40 Dealers from Himachal territory including M/s. Kuldeep Kumar & Company, M/s. Delhi Stores, M/s. Hukumram Brothers, M/s. Nandlal & Sons and M/s. Bali Ram & Sons along with the Brand Head of Himachal Mr. Nihal Rapta went on this Trip. The Meet was organized in Hotel Harris Gallery Kuta.

On the first day of visit, all the dealers had their refreshments and meals in Indian restaurants and rested in the Hotel. The next day, the

dealers went to visit Celuk and Mas Village, Kintamani Highland for volcano view, Tirta Empul, the holy spring temple, the coffee plantations. In the afternoon, they went for shopping in Art market, Ubud. The next day was marked for Denpasar City Tour, which comprises visit to Bajra Sandhi, Bali Museum and Puputan Square. The group enjoyed the marvelous sunset sighting at Tanah Lot Temple. On the last day of the trip, the dealers had great fun at Tanjung Benoa while enjoying the water sport. The day ended with a visit to Uluwatu Temple.

During the trip, the dealers get a chance to interact and know each other. This thoroughly enjoyable trip helped in better bonding between Himachal dealers and rejuvenated them to meet even bigger targets in days to come.

KAMDHENU FACILITATES LONDON LIKE INFRASTRUCTURES



Country's leading name in the infrastructure sector, Kamdhenu Limited always makes efforts to offer enticing incentives to the people associated with the company. These incentives instil energy and enthusiasm in the employees of the company, which in return enhanced their performance. In this way, dealers get due attention and reward for their efforts and contribution. The list of inspiring incentives includes Tour Packages, which is offered time and again. Under this, the dealers and distributors of the company get an opportunity to visit popular tourist destinations of the world.

Recently the company planned a London trip for the dealers of Bihar. Around 40 Dealers from Bihar were taken on a trip to London. During this five days trip, dealers visited every famous tourist destinations of London. Situated at the banks of the river Thames, London is as ancient as modern. The city is well-known for its beautiful and ancient infrastructure. The city is filled with several architectural masterpieces. The city's green building concept is an ideal construction model.

The dealers spent some moments of relaxation after reaching hotel and treaded for a heritage tour. They visited the world heritage sites of London like Tower of London, Westminster Palace, Kiu Garden and Royal Observatory Greenwich. All the dealers had their share of fun at every place and captured the moments in their cameras. The dealers also tasted the culinary delights of London and the London version of Indian food.

To motivate the dealers in this tour, Mr. Sunil Agarwal, Director of Kamdhenu Limited, other

company officials, Mr. Ramesh Gupta and Binay Singh from M/S Dadiji Steels Pvt. Ltd., a licensed agreement holder of Kamdhenu NXT. During this successful arrangement, the officials of Kamdhenu Limited addressed the dealers and shared, "Dealers are an irreplaceable part of Kamdhenu family, which is responsible for the company's growth. We make sure to incentivise our dealers' hard work and performance. We believe, our efforts motivate you all to work with better pace and scale greater heights. The motive of conducting these Tour Packages is to provide a closer look and introduce the dealers to the new and innovatively designed infrastructures of the world."





KAMDHENU
COLOUR MAX
COLOUR COATED METAL SHEETS

ENRICHED WITH ATTRACTIVE FEATURES

An interesting way to identify the original Colour Max

Kamdhenu Limited has carved a niche in the industry by manufacturing superior quality products to provide utmost satisfaction to its customers. This is why every product produced by Kamdhenu, earns popularity and becomes a brand in a less period of time. With this, every product adds ultimate strength and stability to an infrastructure. Encouraging fast-paced infrastructural development is also one of the objectives of Kamdhenu Limited. Kamdhenu Limited values people's trust in them and therefore, manufactures product, which successfully sustain for long.

Kamdhenu Colour Max Colour Coated Sheets is one of those products, which is the best available roofing solution. These sheets beautifully fulfill the industrial and domestic requirements. These sheets are protected guard with multi colour film to lend maximum protection and support to the sheets. With successful utilization of technology, this protection film can be tested at various parameters. The print code used in the sheets can be seen with a magnifying glass, which testifies the originality of the product. Besides this, the sheets can also be tested through Voice pen. On placing the pen at a particular place of the sheet, the in-built audio of the pen says,

This is the original Kamdhenu Sheet."

There are various other benefits of using this protection film. This protection film resists scratches and can be easily removed from the sheet. With this, it helps to protect the shine of the multi-colour film sheets. Kamdhenu Colour Max Colour Coated Sheets are a big brand in the country. Owing to their superior quality, their demand is increasing in the country. As a result of increasing demand, several people are selling other company's products in the name of Kamdhenu Colour Max. This Protection Film will help in identifying unoriginal products being sold by the name of Kamdhenu Colour Max.

Kamdhenu Colour Max Colour-coated Sheets offer the best roofing solution. Enriched with the characteristics like high-rib, tile profile, covered and standard design, these sheets are also available in various sizes and thickness. Kamdhenu Limited has applied advanced techniques, high quality raw material to prepare a superior and eco-friendly product, which requires least maintenance. These sheets offer superior performance in bad weather conditions. Painted with an attractive, long lasting paint coating not only supports in increasing in performance but also enhances the beauty of the product. This colour coating regulates the temperature of the room and keeps it cooler in comparison to an ordinary sheet.

Sri. Sunil Agarwal, Director, Kamdhenu Limited talked about the features of the products and said, "Kamdhenu Colour Max Colour Coated Sheets are one of the finest products of Kamdhenu, which has been laminated with the strength of multicolour protection film along with unique security code (first time in India). With this innovative step, we want to ensure the supply of genuine and high quality products to the customers. This is a new and one-of-a-kind initiative."



'Voice Pen' to check the security code

'Magnifying glass' to check the security printing point



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