



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

Ispat Sandesh

October 2012

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Volume: 9 Issue: 5 Price: ₹ 1

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

Dear friends,

I wish you all a very happy and joyful Deepavali to all members of Kamdhenu family. Hope, this festival of lights fills zeal and prosperity in our lives.

Deepavali is the most august occasion that has traditional values as well as cultural significance. This is the time when we assess our past performance and make a fresh

start to the future with a new energy and enthusiasm.

The financial year 2011-12 proved to be very successful and encouraging for the Kamdhenu Ispat Limited. The company posted 42% growth in the net profit; whereas, our paint division Kamdhenu Paints registered 33% hike in the net profit in that financial year.

Although the overall outlook of the infrastructure

sector in the country is not very encouraging at present. In addition to that, the soaring cost, high interest rates and sluggish demands have dented economic scenario further. However Kamdhenu has handled every challenge successfully and emerged winner with its superlative performance. The financial results of the company clearly reflect our hard work and potential in

KAMDHENU WISHES A HAPPY & PROSPEROUS FESTIVAL OF LIGHTS

the construction industry.

Kamdhenu Ispat Limited is prepared to set a high growth trajectory with a new zeal. We are going to expand our steel business across the country through the efficacious franchisee licence model. The company is also widening the network of dealers and distributors in order to penetrate market deeply and make its products accessible across the interior regions in the country.

I request you to celebrate a safe and pollution free Deepavali. Kamdhenu has taken several initiatives towards protecting environment.

Every festival in India is celebrated in conformity with the culture value. These merriment occasions infuse some sorts of creative zeal within us so that we can face every difficulty of life cheerfully. I wish, this Deepavali brings a lot of creative energy and ecstasy to all the members of Kamdhenu family. Happy Deepavali once again !

Mr Satish Agarwal
CMD
Kamdhenu Ispat Limited



Kamdhneu Ispat Ltd. encourages masons in Karnataka & Goa

The leading manufacturer of construction materials, Kamdhneu Ispat Limited organised mason meets at Ankali, Chikodi and Shirguppi in Karnataka to encourage and appreciate its masons' efforts. At the meets, the company demonstrated its product quality and discussed marketing strategy extensively with the participants.



As much as 71 masons received a rousing reception at the Mason Meet of Kamdhneu Ispat Limited at Ankali in Belgaum. The event was held on

October 16, 2012 at Karhadkar Steel.

On the occasion, the company's senior officials interacted with masons. They discussed about the quality features of the Kamdhneu's products like TMT bars and structural steel. Masons also promised for their maximum support.



A grand Mason Meet organised by Kamdhneu Ispat Limited at Chikodi in Belgaum passed off successfully. The event held at

Revansiddheshwar Steel, a dealer of Kamdhneu steel in the region

The event witnessed the participation of about 50 masons. The company appreciated the hard work of masons. They were given some valuable tips for marketing and informed about the company's future plan.



In order to woo masons in Karnataka, Kamdhneu Ispat Limited organised a splendid Mason Meet on October

18, 2012, at Shirguppi in Belgaum district.

About 81 masons from the region attended the Meet which was held at Sunrise Steels, on this occasion, the company's officials described various quality features of its steel products. The company also honoured some best performing masons at the event.



Kamdhneu Ispat Limited organised a Mason Meet on October 9, 2012 at the beautiful site of Padmavati Sanitation, Zuaringar in Goa.

The event witnessed the participation of more than 50 masons and dealers.

The officials from Kamdhneu Ispat Ltd. interacted with the masons and discussed various quality features of the Kamdhneu's construction products like high-end TMT bars and structural steel and also talked about various marketing plans to the masons and encouraged them to work vigorously in order to tap more markets.



Kamdhenu launches exclusive Shoppe in Delhi



Kamdhenu Ispat Limited has unveiled its first brand outlet 'Kamdhenu Steel & Paint Shoppe' at M/s Paras Steel, East Krishna Nagar, opp. Swarn Cinema in New Delhi.

The inauguration ceremony of the first Kamdhenu Shoppe held on October 29, 2012 amid huge fanfare and enthusiasm. This outlet is entirely dedicated for the Kamdhenu products such as TMT, structural steel, paint products (**Colour Dreamz**) and other construction materials.

Mr Saurabh Agarwal, Director of Kamdhenu Ispat Ltd, inaugurated Kamdhenu Shoppe in the presence of the several officials of the company including Mr Sachin Agarwal, Director, Mr Rajiv Sharma, SGM, Mr Sushil Bhardwaj, AGM, Mr Pankaj Azad, Manager (Marketing), Mr Lovejeet Singh, Manager (BP), along with Mr Sanjay Jain, proprietor of M/s Paras Steel, Distributors, Mr Mamanchand Goyal, Mr Gulshan Gupta, Mr Naresh Garg, Mr Rajan Dua, Mr Sanjay Mittal, Mr Deepak Mittal, Mr Anil Sharda and others including more than 100 dealers of Kamdhenu Steel.

Mr Saurabh Agarwal termed the first exclusive outlet of Kamdhenu Group as a good step towards providing access of all the Kamdhenu products under one roof. "This is just a beginning and we will introduce many more Kamdhenu Shoppes across the country in order to provide better accessibility of more customised products and services to the customers. Our Shoppe will insure the availability of all the Kamdhenu products without any hassles," said Mr Agarwal at the inauguration ceremony.



Bihar dealers rejuvenate at Bangkok

Kamdhenu Ispat Limited not only ensures the market best profit share to its dealers and distributors but also organises tours and trips in order to encourage them and enhance their efficiency. The recently ended Bangkok trip of Bihar dealers in association with M/s Dadiji Steels Limited, an authorised manufacturer of Kamdhenu brand TMT under license user agreement in Bihar was also a part of the company's marketing exercise.



Around 20 dealers who competed for the scheme offered by Kamdhenu Ispat Limited were bestowed a tour to



Pattaya, Bangkok. Mr Krishna Kumar Singh, led the entire team from start to finish of the week long tour. During the tour, Bihar dealers enjoyed several exotic resorts and beauty of the breathtaking beaches of this coastal city.

Mr Krishna Kumar Singh praised the proficiency of Bihar dealers and promised them to provide more marketing support in the future. "This trip is the result of our dealers' hard work," said Mr Singh.

Kamdhenu Ispat Ltd intends to make it big in Bihar

One of the leading manufacturers of construction companies in the country, Kamdhenu Ispat Limited has been continuously taking effective measures in order to expand the network of dealers and distributors across the country. In this row, the company organised mega Dealers Meets at Dehri-On-Sone, Aurangabad, Gaya and Rohtas in Bihar.

Around 125 dealers and distributors participated in these meets held on September 25-30, 2012. Mr Y R Pandita, GM (Marketing) of Kamdhenu Ispat Limited, Mr Krishna Kumar attended the meet along with Mr Anuj Gupta, Distributor.

At the event, dealers and distributors of the state



discussed various marketing issues with the senior officials. "Bihar is one of the key markets for the Kamdhenu Ispat Ltd. that has a huge number of customers. Since a number of infrastructure projects are taking place in the state, we have a good opportunity to make a mark with our products like TMT bars and structural steel," said Mr Pandita.

The company's officials also taught marketing strategy amid high market competition. "We have to attract customers towards our high quality products and ensure brand Kamdhenu reaches to them at market competitive price. We appreciate the meticulous effort and support of our dealers in this regard," added Mr Pandita while motivating dealers on the occasion.



Mr Anil Tripathi
M/s Shivam Enterprises
Karrahi Road, Kanpur
M. 9839272490

Mr Mohan Gogia
M/s Gogia Iron Traders
5/508A Govind Puri
Kalka Ji, New Delhi
M. 9810012429

Mr Bharat Bhulwani
M/s Om Prakash Iron Store
Galla Mandi Road
Narshingpur (M.P.)
M. 9424762669, 9713555096