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Ispat Sandesh

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KAMDHENU ISPAT LTD. DISPLAYED STRENGTH AT AGM

One of the prominent building companies in India, Kamdhenu Ispat Limited organised its 18th Annual General Meeting (AGM) on September 27, 2012, at Vasant Vihar in New Delhi. The annual event was attended by most of the senior officials, staff members, shareholders, franchisees and other associates of the Kamdhenu Group.

Kamdhenu Ispat Ltd. gave a detailed overview of its performance, upcoming ventures, product variety, marketing plans and key achievements over the last one year. The company's net profit rose 42% in the financial year 2011-12 as compared to the net profit of previous financial year. Whereas the paints division Kamdhenu Paints posted 33% increment in the net profit in the same period.

Mr Satish Agarwal, Chairman of Kamdhenu Ispat Ltd, expressed satisfaction over the performance of the company. "Kamdhenu has set a new benchmark in all segments. We are providing the best possible products and services to our customers across the country," said Mr Satish Agarwal who has also been reappointed as Managing Director of the company.

Mr Saurabh Agarwal, Director of Kamdhenu Ispat



Limited, also gave a thumping speech at the annual affair. "The company has registered an unflinching success through franchisee license model, and now we are on expansion path of steel, paint and other product segments. Kamdhenu Paints is all set to

introduce a range of new products of high quality in the market that will cater needs of various sections. We are especially emphasising on eco-friendly products in this segment," Mr Saurabh Agarwal reiterated.

Kamdhenu Paints is also planning to set up an alkyd resin plant in the near future. "The talks are on over various alternatives including private equity to generate 100 crore rupees for the project," Mr Saurabh Agarwal told.

The company also vowed to expand the network of dealers and distributors. On the occasion, Kamdhenu Ispat Ltd announced to provide a dividend of Rs 0.50 (5%) per share containing face value of Rs 10 for the financial year 2011-12, as per the recommendation of the Board of Directors.

Mr Sunil Agarwal, Mr Saurabh Agarwal and Mr Sachin Agarwal were reappointed as Whole Time Director of the company.

KAMDHENU ISPAT LTD. ORGANISES C.A.P. ACROSS PUNJAB, UP AND HIMACHAL PRADESH

One of the India's fastest emerging building companies, Kamdhenu Ispat Limited has intensified the consumer awareness campaign in several states like Punjab, Uttar Pradesh and Himachal Pradesh.



In order to educate people about its products and services, Kamdhenu Ispat Limited recently organised consumer awareness programme (C.A.P.) at Begowal and Bholath in Punjab. The company's senior officials including Mr V K Gehlot, GM (Marketing), Mr Himanshu Sharma, Assistant Manager, Mr Punit Kapil, Marketing Executive, and others attended the event. M/s Fauji Iron Store and a dealer of Kamdhenu played key role in organising the programme that witnessed the participation of over 50 contractors, engineers and target customers. Mr Dinesh Rathi, the authorised distributor of Kamdhenu Ispat Ltd. in the area, convened the C.A.P. where the company honoured several contractors.

Kamdhenu Ispat Ltd. held a consumer awareness programme (C.A.P.) at Krrahi Road, Kanpur, in Uttar Pradesh. More than hundred engineers, blacksmiths and contractors attended the event. The Sr marketing Manager of the company, Mr Santosh Shukla described the quality features and appropriate applications of the Kamdhenu's products to the participants. Organised with the help of Sivam Enterprises, the event was also attended by Mr Naveen Jain and Mr Vijay Jakhodia, Director of Shri Radhe Radhe Ispat Pvt. Ltd., an authorised producer of Kamdhenu steel under license user agreement, and Mr Prem Jaiswal, authorised distributor of South Kanpur zone.

A consumer awareness programme (C.A.P.) of Kamdhenu Ispat Ltd at Una in Himachal Pradesh witnessed participation of more than 80 engineers and 20 contractors. The senior officials of Kamdhenu Ispat Ltd. including Mr Rakesh Mistri, General Manager (Marketing), Mr Anuj Garg, Distributor (Una) and Mr Abhishek Srivastava, Marketing manager, were present on the occasion.

In another consumer awareness programme (C.A.P.), organised in Raipur, of the company attracted a large number of target customers and contractors. At the event, participants interacted with the company's officials and discussed various matters regarding Kamdhenu's products and services.





Kamdhenu Paints admires Rajasthan painters and contractors

It was yet another exciting moment for the painters and contractors of Kamdhenu Paints, the paints division of the prominent building company Kamdhenu Ispat Limited, when the company recognised their works at a glittering mega meet of contractors/painters, held at Hanumangarh in Rajasthan.

Apart from company's staff members, the mega meet witnessed the participation of more than 400 painters and contractors who are operating across the Rajasthan. Mr Ajay Sharma, ASM, and other senior officials of Kamdhenu Paints appreciated the support of painters and contractors. Mr Anil Chhabra from M/s Anil Chhabra & Company, authorised distributor of Kamdhenu Paints in the region, was also present on the occasion.

Mr Ajay Sharma gave a wide presentation taking a number of characteristics of decorative products manufactured by Kamdhenu Paints. In his address, Mr Sharma said, "We have carved a special niche in the market by delivering premium quality paints as per the requirements of different sections. Our recently launched paints under brand **Colour Dreamz** like Sheen N Shine, Replica and Eco Fresh are in the high demand in many parts of the country. These paints provide stain-free interior emulsion with silane effects. Moreover, they are eco-friendly and

have water repellent properties and low VOC to extract perfect sheen on the wall."

"Now, Kamdhenu Paints is bracketed among the top 6 paint companies in India, which is an incredible achievement for us. The company's total turnover has been increasing at a fast pace year after year," Mr Sharma told.

Painters and contractors were also motivated by the company to perform better in the forthcoming festive season. At the event, Kamdhenu Paints distributed several gifts that were qualified by the contractors and painters. The variety of gifts included laptops, refrigerator, television, washing machine, bicycles, LCD TV, microwave oven, silver coins etc.



Kamdhenu Jeevan Dhara organised free aid camp to differently-abled

The well-known social wing of Kamdhenu Ispat Limited, one of the leading building companies in India, Kamdhenu Jeevan Dhara led a three-day social welfare camp for the differently-abled at New Horizon School, Hazrat Nizamuddin (East) New Delhi.

Held on 30th September to 2nd October 2012, the camp benefitted some 550 physically handicapped people by providing them artificial limbs (Jaipur Foot) and calipers free of cost.

Moreover, free eye checkups were done to more than 800 people. The beneficiaries were from Dwarika, Madanpur Khadar in Delhi and Bulandsheher, Sahaspur and Rampur areas of Uttar Pradesh.



It was third such annual camp organised by Kamdhenu Jeevan Dhara in association with Manav Kalyan Foundation, an NGO. The foundation had already identified beneficiaries by screening in the Delhi and adjoining areas.

All the beneficiaries along with one attendant were brought to the camp and provided free to and fro transport, lodging and boarding facilities.

The Artificial Leg (Jaipur Foot) and Calipers transplant camp held under the visionary guidance of Mrs Radha Agarwal, Chairperson of Kamdhenu Jeevan Dhara. "Kamdhenu Group has been leading its corporate social responsibility for years and we organise social welfare camps frequently. The artificial limbs transplant camp like this will certainly make a big difference in the lives of differently-abled and physically changed people. Some more social initiatives are also in the offing in the near future," Mrs Agarwal said on the occasion.

Mr. M K Doogar, Prompter Trustee of Manav Kalyan Foundation, thanked Kamdhenu Jeevan Dhara for rendering support to organising the camp successfully.



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