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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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A SPLENDID EVENING FULL OF **zeal & zest**



Mrs. & Mr. Satish Agarwal, CMD, Mr. Sunil Kumar Agarwal, Director and Mrs. & Mr. Saurabh Agarwal thanked Emraan Hashmi for being a part of the event *Badshah Ki Begum* and boost the enthusiasm of the channel partners



Kamdhenu Paints is nothing less than the amalgamation of colors, happiness and celebration. All the colors of Kamdhenu Paints inspire joy in one or more ways. These decorative paints beautify the walls of the houses on one hand and spread happiness through their vibrancy on the other. This tradition of spreading happiness and contentment reflects in the nature of the Company in how they treat their employees, channel partners etc. Kamdhenu Paints innovates new ways to bring their associated people together and for this, the company has further taken this celebration beyond the national boundaries.

Going further in this series, Kamdhenu organized 'Badshah Ki Begum' in the renowned resort Leonia Holistic, Hyderabad from 11th - 14th January 2018. Based upon the same theme as Target Ka Badshah, Badshah Ki Begum was also a starred evening full of B'town celebrities like Emraan Hashmi, Sanjeeda Sheikh, Neeti Mohan and Sunil Pal etc.

The event was a promising show of Kamdhenu's commitment as well. Yesteryear, in the previous event of 'Target Ka Badshah' held in Dubai Mr. Satish Agarwal, CMD, Kamdhenu Group promised to gift diamond rings to the wives of those channel partners who participated in Badshah Ki Begum along with their spouses. In this regard more than 160 diamond rings were distributed by Television diva Sanjeeda Sheikh. Sunil Pal entertained all the guests present in the event and the night ended in a very happy manner.

The event held for 4 days and in the gala, famous singer Neeti Mohan tightened the cords of the evening by the magic of her voice. To encourage the dealers, rewards were distributed to them through Lucky Draw. The gifts included 3 Diamond Necklaces, 3 Gold Chains, 4 Motorcycles and 7 Mobile Phones. All these were given away to the channel partners by Bollywood sensation Emraan Hashmi. Prince Dance Group and Bad Salsa Group performed with high energies to set the evening high on spirit of entertainment and laughter.

National Marketing Head Mr. Rajkumar Srivastava welcomed Sunil Pal and Sanjeeda Sheikh in the event 'Baadshah Ki Begum'



LUCKY WINNERS OF THE LUCKY DRAW

Diamond Necklace Winners



M/s New Jagmag Paints & Sanitary (Bihar), M/s Rizwan Paints & Rope Store (Baharaich), M/s Ranjeet Hardware (Bihar)

Gold Chain Winners



M/s Pradhan Ji Paint, Jewar (Ghaziabad), M/s Maa Laxmi Store (Bihar), M/s Baba Hardware (Kendrapada, Odisha)

Motorcycle Winners



M/s Deep Paint Store (Kundeshwari, Haldwani) 'Royal Enfield 350', M/s Agarwal Cement & Iron Store (Aurangabad, Ghaziabad), M/s Colour World (Baskhari)

Mobile Phone Winners



M/s Agarwal Paints & Plywood (Khurja, Ghaziabad Depo), Mr Gagan, M/s Gupta Paints, Mr. Sandeep M/s Himani Traders (Patna Depo), M/s Nanda Builders (Jammu), M/s Saluja Paint & Ply (Raipur)



Amidst the glittering evening, Television actress Sanjeeda Sheikh gifted Diamond ring to the winners



Neeti Mohan added to the charm of the evening by her magical voice.

TOP PERFORMER AWARD

M/s Adhine Enterprises (Ludhiana), M/s Agarwal Cement & Iron Store (Ghaziabad), M/s Anil Chhabra (Hanumangarh), M/s Baba Hardware & Paints (Kendrapada, Odisha), M/s Bansal Colour Pvt Ltd (New Delhi), M/s Bartwal Traders (Dehradun), M/s Chaudhary Hardware (Navalgarh), M/s Chiranji Lal (Kalka), M/s Chunni Lal Devraj (Haldwani), M/s Dalim Hardware (Kolkata), M/s Dhaniprem Builders (Haldwani), M/s Goyal Paint (Laxminagar, Delhi), M/s Jai Durga Traders (RS Pura, Jammu Depo), M/s Maa Laxmi Store (Bihar), M/s Munim Ji Paints (Ghaziabad), M/s Nanda Builders (Jammu), M/s Natraj Building Material (Ratangarh), M/s New Jagmag Paints & Sanitary (Bihar), M/s Pooja Hardware (Bada Dwar, Raipur Depo), M/s Punjab Hardware Paint Store (Raebareli), M/s Roshan Lime Store (Varanasi), M/s S.K. Trading (Dehradun), M/s Saluja Paint & Ply (Raipur), M/s Sumit Sales (Jaspur, Uttarakhand), M/s Unique Enterprises (Sultanpur), M/s Uppal Hardware Store (Parwanu Depo), M/s Vihaan Traders, M/s Vrindavan Marketing (Hissar)



Kamdhenu Paints rewarded its Himachal Pradesh dealers with a memorable Kerala trip

Kamdhenu Paints is synonymous to working with colours and vibrancy in their organizational environment and also, establishing a pulsating inter-organizational relationship among its channel partners. The company believes that it is the people and channel partners who add to the growth of any organization. So, it is essential to keep them elated and encouraged.

Recently, Kamdhenu Paints organized a fun-filled tour to Kerala for its Himachal Pradesh dealers along with their families. More than 50 dealers participated in this trip with full zeal and energy. This 4 night's long trip began from 8th February to 12th February 2018. Among

the people from Kamdhenu, Mr. Nihal Rapta - RSM Himachal, Mr. Rajkumar Srivastava - National Marketing Head were present in the trip.

Mr. Srivastava said during the trip, "I thank all of you for your keen participation in this tour with such excitement. I am sure your families must have enjoyed a lot during this trip. It is necessary that we all must participate in such activities as they boost our energies to work with full enthusiasm. I thank Kamdhenu for giving us opportunities to meet with each other and pave way for developing sound inter-organizational relationships that increase the growth of the company and an individual as well."



**BEST
SUPPORTING
DEALER
of the Month**

Mr. Ajit Kumar Sahoo
**M/s Baba Hardware
& Paint**
Tinimuhani Chhak, Kendrapada
Odisha-754211
Mob. 9437316746

Mr. Akshaya Kumar
M/s Bhagbati Iron Store
Durga Bazar At/Po-Daspalla,
Nayagada,
Odisha-752084
Mob. 9439492009

Mr. Sanjay Kumar Sahoo
**M/s Sahoo Hardware
(Angul)**
Near Dera Cinema Hall Dera
Talcher, Angul, Odisha-759122
Mob. 9438755800