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IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

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Kamdhenu Ltd. is doing an effort to give new heights to the development of infrastructure in the country with a better perspective. In its approach, the company has targeted to build collective development of the country. The goal of complete development is to provide a strong base to the country's infrastructure wherein Kamdhenu is continuously taking on successful steps for it. Asia's Most Promising Brand Award and Power Brand Award reflect company's potential. The third quarter results of the company, which were released, also reflect efficient leadership of the company.



ABLE LEADERSHIP, EXPANDING GROWTH

While the quality is incessantly maintained with efficient leadership, the scope of company's business in the Indian market is also increasing day by day. The company is ensuring the reach of its products to every region of the country on one hand and enhancing the confidence of dealers and distributors on the other. The efforts of all associated people have given better results to the company and it has registered a significant profit in the third quarter compared to that of last year. Talking about the third quarter, the company has raised a turnover of Rs. 305 crores, which was Rs. 270 crores in the second quarter.

The company's Managing Director have demonstrated best ability to upsurge solid growth like solid steel, produced schemes that are consumer-friendly as well as environment-friendly which defines the company's brand values. The company's very ambitious TMT products

Kamdhenu SS10000 & Kamdhenu NXT are the only products that established the company as a high quality steel manufacturing company in the country. At present, the company's TMT brand is one of the largest TMT brand in the country. In addition, the Colour Max has emerged as a major brand of colour coated sheets, which are pushing Smart Construction and Green Building Concept to a new height.

Mr. Satish Agarwal, CMD, feels excited by the third quarter results of the company and said, "It is a pleasure for us and for everyone associated that we are constantly developing. The confidence of customers is increasing in our products and it gives new energy to the entire Kamdhenu family. The number of our franchisees and dealers is increasing in India. As a result, we have performed brilliantly in this ninth month of fiscal year as compared to the last year's and I wish that we will continuously perform towards new heights."

Dealer Conference of Kamdhenu SS10000 Delhi & Haryana dealers concluded in Jim Corbett



Kamdhenu Limited, one of the leading infrastructure products manufacturing companies in the country, has brought TMT and steel business to new heights in India. Simultaneously, the company introduced the new business model of Steel Rebar and brought the affordable and high quality steel rebars to the latitudes and longitudes of the country. In this endeavor, Kamdhenu SS10000 has made new identity in the country with its quality and capability. It is one of the most suitable TMT products for the development of heavy and sustainable infrastructure in the country.

The company's dealers also gave their unprecedented contribution in ensuring the widespread reach Kamdhenu SS10000 in the country. Kamdhenu is known for its attempts to build inter-organizational relations between its dealers, distributors, associates etc. In this row, the company organized a special conference in Jim Corbett for its Delhi and Haryana dealers from 3rd January to 5th January 2018.

All the dealers and distributors actively took part in the conference organized at beautiful Resort Hridayesh, Jim Corbett, with the company officials. In this conference, the company's director Mr. Sachin Agarwal guided everyone and shared the needs of TMT in the country. He also encouraged increasing the use of Kamdhenu SS10000 in projects like Smart City Concept. Here, Mr. Sachin Agrawal said, "Kamdhenu SS10000 has made a special credibility in the Indian market. This is a big brand today; all this is due to the contribution of all the dealers. I hope and wish that our association continues to grow toward newer goals."



The officials motivated dealers and distributors and shared a basic idea to raise awareness about Kamdhenu SS10000, taught them about the managerial tricks and shared detailed information about the transition coming in the world of marketing TMT products in the country. In this meet, Mr. Rajiv Sharma (Senior GM) gave important tips for refining the capacity of dealers. Mr. Sharma also empowered all the dealers with his managerial experience. Other officers of the company included Shri Sunil Bhardwaj, AGM, Mr. Amit Surathia, Manager, Mr. Santosh Chauhan, Assistant Manager, Mr. Saurav Suman, Assistant Manager, Mr. Vijay Shankar Singh, Assistant Manager, Mr. Niranjan Maharishi, Assistant Manager.

Here the distributors of the company Mr. Maman Chand Goyal, Mr. Rajendra Garg, Mr. Arun Prakash Biyani, Mr. Dharam Pal Kheda, Mr. Sumit Arora, Mr. Deepak Mittal, Mr. Sanjay Mittal, Mr. Pankaj Garg, Mr. Ankit Sharda, Mr. Naresh Garg, Mr. Rajveer Garg, Shri Sanjay Garg, Mr. Sumit Goen, Mr. Pankaj Garg, Mr. Gulshan Gupta were also present. After the motivational program, dealers and distributors enjoyed Jim Corbett's jungle safari and also visited the famous Garjia Devi temple near River Kosi. With the ever-missing memories of untimely beauty and delightful scenes, all the dealers and distributors were set to achieve new targets to meet the newer goals.

KAMDHENU ORGANIZED A TECHNICAL MEET OF **KAMDHENU NXT** THE NEXT GENERATION STEEL

Kamdhenu Limited is an ever ambitious, fast emerging steel manufacturer in the country. It is known for inventing world-class steel products based on cutting-edge technology. The expert team of industry veterans works with an attitude of conspicuous and sustainable growth which reflects in their policies. The company has always thought to build inter-organizational relationships among its people like dealers, distributors, associates, employees etc. For that, Kamdhenu rewards them for their efforts and excellence in working and plans regular meetings on different levels just to encourage them.

In one such attempt, the company organized a technical meeting for its revolutionary product Kamdhenu Nxt- the next generation steel on 3rd February 2018 at Hotel Dreamland Doors, Lataguri, Jalpaiguri. Among the people who attended the meet, from the company's side, Mr. Manoj Sharma - General Manager Marketing, Mr. Ramesh Periwal - General Manager Marketing (Alaknanda), Mr. Shuvendu Saha - A.G.M. (Marketing), Mr. Atin Biswas - A.G.M. (Project - Sales), Mr. Manoj Ghosh - Manager (Marketing), Mr. Rakesh Agarwal - Distributor were present. In total, around 65 people and 5 dealers attended the meet.

Kamdhenu Nxt has received overwhelming response from the dealers of all regions where it is already launched and it has also added to the Smart City development which will mark the transitional phase for foundation of development. Kamdhenu Nxt best fits for the needs due to its unique characteristics like the angular double rib design which makes it 2.5 times stronger than the ordinary TMT bars. The ductile strength, earthquake resistant qualities, anti-corrosion features etc. makes it superior to every other TMT bar.



Kamdhenu Limited rewarded its Delhi, Haryana & Rajasthan dealers with an astounding trip

Kamdhenu Limited is one of the top growing infrastructure and construction companies in India which is researching, recognizing and catering to the diversified needs of vast Indian market. It is in the business of manufacturing high end steel products used in new-age construction today. With its perennial attempts and efforts, Kamdhenu is adding to the development of steel sector in the country. The company is conspicuously touching the success pinnacle every year and winning the voyage in every sphere. This is due to the devoted hard work and high spirits of the people associated with the organization. Kamdhenu has always boosted the morale of its people by rewarding them with incentive trips etc.

Recently, Kamdhenu organized a fun filled and joyous trip for its Delhi, Haryana and Rajasthan dealers. The trip was to Jodhpur and Jaisalmer. The trip was divided in two groups; 1st from 24th Jan to 29th Jan 2018 and 2nd from 25th Jan to 30th Jan 2018. From Kamdhenu Limited's side, Mr. Amit Surothiya (Sr. Marketing Manager), Mr. Saurav Suman (Asst. Marketing Manager) and Mr. Vishal Sharma (Manager Sales) along with distributors Mr. Arun Biyani, Mr. Rajan Dua, Mr. Sumit Goyal were the part of

this amazingly organized trip. The accommodation of the groups was done in Hotel Desert Tulip and enroute to the hotel from airport, they saw the War Museum. On the second day, the groups headed for Jaisalmer Fort, Patwon Ki Haveli, Mandir Palace, Tanot Mata Mandir, Bada Bagh, Sand Dunes, Gadisar Lake & Folklore Museum and also did local shopping. In the evening of the same day, they enjoyed the experience of staying in the sand dunes in camps and camel safari. In the 4th day of the tour, the group visited Pokhran where the first nuclear test was done. The fourth day accommodation was arranged in Hotel Indana Palace which is one of the most luxurious hotels in Jodhpur. After that, they did the sightseeing of Mehrangarh Fort, Umaid Bhawan Palace, Mandore Gardens & Jaswant Thada Jodhpur.

The trip was an awesome retreat of fun, adventure, frolic, amusement and delight where all the people experienced a different kind of warmth with each other and for the company they are associated with. They were all set to begin a fresh start to new ambitions for the coming future with high morale and high spirits.



**BEST
SUPPORTING
DEALER
of the Month**

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