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How to Compete - Innovative Franchise Business Model Developed by Kamdhenu Ispat Limited

Mr. Harish Agarwal, through an interesting story, exemplifies the advantages of Franchise Business Model of Kamdhenu Ispat Limited.



Kamdhenu Group, with an overall brand turnover value of more than ₹ 5,000 crore, is one of the most prestigious business entities of the country. With over 50 manufacturing units and a huge marketing network of more than 8500 dealers spread across the country, Kamdhenu Ispat Limited is one of the pioneers to bring steel business into organised sector. The company has been the first Indian steel company to introduce Franchise Business Model in the country.

With a view to describe the advantages of Kamdhenu Ispat Limited's Franchise Association Model in a very simple and interesting way, Mr. Harish Agarwal, Chief Financial Officer, Kamdhenu Ispat Limited recites the famous motivational story of 'the Rabbit and the Tortoise'.

However, he adds some newer episodes to the story to convey his message effectively.

As the story goes, the slow and steady tortoise won the race by walking consistently. He proved that consistent efforts can surely fetch success, no matter how difficult the target might be.

Later, the rabbit asked the tortoise to run a race once again. This time the rabbit ran very fast throughout the track and won the race by huge margin. With this the rabbit established that speed is one of the most important elements of success.

The tortoise realised that swiftness is the strength of the rabbit and he would not be able to beat his speed. So the tortoise decided that he could beat the rabbit in a race only when he makes the optimum out of his own character. He convinced the rabbit to run a race once more and decided to run on a different track. The rabbit once again ran very fast but after reaching the midpoint, he found a river flowing on the way. He did not know swimming, so he stopped. After few moments the tortoise reached there and swam past the river and then he ran slowly and consistently to cross the winning line first. This proves that a minor change in the rules of the game can change the result in any direction.

Once again, both decided to run jointly and compete with others on the same track where the river was flowing. The rabbit carried the tortoise

on his back and ran very fast on the ground, and when the river came the tortoise swam past the river carrying the rabbit on his back, and then when they crossed the river, once again the rabbit carried the tortoise on his back and ran very fast on the ground. This is how they collaborated well to win the race.

Mr. Harish Agarwal says, "The moral of the story is that when they were competing with each other, there was only one winner, while the other was a loser. But when they clubbed their resources together, not only they performed well and won the race, but this time they both emerged as the winner and there was no loser."

He further elaborates, "Likewise is the Franchise Business Model of Kamdhenu Ispat Limited, where two companies of the same domain do not compete against each other but support each other to move ahead and achieve success. Our franchisee partners own the production facilities while we offer them our brand strength, well established distribution and marketing network, technical know-how and other brand & product awareness support. This way, together we ensure consistent and speedy supply of our products and ensure success by introducing the innovative Franchise Business Model in application. Thus, together we grow far better than as we could have independently. This also enables us to serve the ultimate consumer with the best products at best price."

Memorable Occasion for Kamdhenu Family - Shatul weds Prateek

The day of 8th December, 2010 brought immense joy for the entire Kamdhenu family. Mr. Sunil Agarwal's daughter Ms. Shatul Agarwal tied wedlock with her future life companion Mr. Prateek Agarwal among the traditional Mantra chants. Mr. Prateek Agarwal is Mr. Prem Agarwal's son, who belongs to Indore. They have business of Edible Oil. The wedding ceremony took place at Umrao Park, Delhi.

The entire Kamdhenu family was in the joyful mood on this occasion. The marriage venue was full of the family members, relatives and other well-wishers who came there to convey their best wishes to the newly married couple. The entire atmosphere was filled with blissful pleasure and delight.

It felt as if all eyes were staring at the very beautiful bride Ms. Shatul Agarwal, Mr. & Mrs. Sunil Agarwal's dear daughter and her prince like groom Mr. Prateek. From the welcome of the *Baarat* to the reception, and from *Phere* to *Vidai*, every programme was performed as per the traditional Vedic rituals. This symbolises how the company, famous worldwide for

applying ultra modern technology, is closely associated with its roots and traditional Indian culture.

The entire Kamdhenu family wishes its dear member Ms. Shatul Prateek Agarwal a happy married life.



Consumer Awareness Programme Organised in Junagarh to Gain Popularity for Kamdhenu TMT

Kadiya, Masons and Contractors of the region were invited to make the brand 'KAMDHENU' popular

Generating the top-of-the-mind recall is very important for a brand to gain popularity among the customers. It is not just the traditional media such as TV, Radio or Newspaper advertisements that makes a brand famous, but in a society like India, favourable word of mouth proves to be the best way a brand could reach out to its customers. A strong realisation of this fact is quite visible in the Consumer Awareness Programmes organised by one of the most admired Indian Brands-Kamdhenu Ispat Limited. The company has been organising such events in different parts of the country on regular intervals in which masons and contractors are invited to participate. It is the Kadiya, Masons and Contractors who ultimately bring the product in application, so their satisfaction is very important for establishing the products of the company in the market. These programmes target to increase the acceptability of various products of the company by making them aware of the quality measures used by Kamdhenu Ispat Limited.

With a view to strengthen the brand 'KAMDHENU' in the Western region of the country, the company on December 27, 2010 organised one such programme in Junagarh (Gujarat) at the President Hall.



Around 250 masons and contractors participated in the event to understand the scientific way of using the products, with a special focus on Kamdhenu TMT. They were also trained by the officials of the company namely Mr. Sushil Chaudhary, GM-Gujarat, Mr. Kundan Kr. Singh, Manager Marketing, and Mr. Manish Kumar about the application of advanced approach and technology. Apart from this, they were also informed about the benefits of getting associated with the company.

Addressing the event Mr. Sushil Chaudhry, General Manager (Gujarat), Kamdhenu Ispat Limited said "Kamdhenu Ispat Limited has strong foundations and we believe in our capability and responsibility to provide the best quality TMT steel. Awareness about our international standard quality measures among masons and contractors is very important for us because they bring our TMT steel in use. We are

enhancing our customer base in Gujarat region by improving our distribution network here. Gujarat, being one of the most prosperous states of the country, has a great growth potential for construction sector."

Kamdhenu Ispat Limited's distributors in the Saurashtra & Kutch region Mr. Rakesh Patel and Mr. Mukesh Patel and the dealer in Junagarh Mr. Dheerubhai of Shree Raghuvir Hardware Mart also attended the Consumer Awareness Programme.



Dealer Felicitation Programme Organised in Delhi

Dealers from Delhi and Haryana were felicitated for their excellent performance

With a view to felicitate the excellent performance of its dealers Kamdhenu Ispat Limited has recently organised a programme at its Corporate Office in Gurgaon. The company rewarded its dealers M/s A.R. Steel and M/s Haryana Cement & Steel of Delhi and Haryana region respectively. Mr. Pawan Agarwal from M/s A.R. Steel and Mr. Amit Saini from M/s Haryana Cement & Steel received LCD in prize. Mr. Satish Agarwal CMD, Kamdhenu Ispat Limited, Mr. Sachin Agarwal Director, Mr. Rajeev Sharma Sr.



G.M., company's Delhi region distributor Mr. Rajan Dua and Haryana region distributor Mr. Dharampal Khara were also present on this occasion. Felicitating the dealers Mr. Satish Agarwal deeply admired the efforts made by them and said that such performances motivate others to perform better.

Kamdhenu Paints Organised Dealers' Meet in Agra

Dealers of Western U.P. and Delhi Depots were felicitated



Kamdhenu Paints organised its first ever Dealers' Meet in the Western U.P. region. The two-day event, in which top 50 dealers from all parts of the region were invited, started on 5th December, 2010 at the Hotel Clarks Shiraz, Agra. Top 40 dealers of Delhi

region along with 150 local dealers from Agra also joined the meeting.

The top 5 performing dealers of both the regions were also felicitated there. Dealers rewarded from Western U.P. were namely Cargo Paint (Hathras), Mukesh Kumar Lokesh Kumar (Hapur), Anubhav Colour (Moradabad), Maa Durga Paint (Bulandshehr) & Siddhartha Paints (Ghaziabad) and the dealers from Delhi region were namely Goel Nirman Store (Badarpur), Mehta Paints & Hardware (Paharganj), Garg Traders (Dwarka), Deewan Chand & Co. and New Light & Paint House. Apart from this, Mr. Parmatma Saran, Branch Manager- Ghaziabad depot was awarded with the 1st prize for gaining the maximum sales of **Colour Dreamz Dil Ke Rang Deewaron Pe** in the entire country.



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