

Ispat Sandesh

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Kamdhenu Paints Organised a Dealers Meet at Manali

The winners of previous year and current year's ATR scheme were rewarded



The paint brand of Kamdhenu Paints- **Colour Dreamz** today enjoys commendable popularity and ample availability in all parts of the country. The credit for this achievement of the company goes to PAN India network of self-motivated dealers and distributors of the company. Therefore, the company keeps running various schemes to encourage them to make better efforts and get their benefits. One such ATR Scheme was initiated by the company during the previous year in which the dealers participated with praiseworthy enthusiasm. The winners of the last year and current year's ATR scheme were declared in the dealers' meet organised on September 24, 2011 in Manali (Himachal Pradesh) at Aveda Hotel. The event witnessed the

presence of Mr Sachin Agarwal, Director, Kamdhenu Ispat Limited. From Kamdhenu Paints Mr Harbinder Singh, RSM; and Nihal Rapta, ASM were present there on this occasion.

Sharing the concerns of the company, Mr Sachin Agarwal said, "During the previous year, with your support, Kamdhenu Paints has performed really well. In the future our focus is to promote our eco-friendly range of paint products- **Eco Fresh**. Looking at the growing environmental concerns and health hazards associated with high VOC paints, we are expecting huge demand coming up for them. Apart from this, in the coming festive season we will also promote our designer paint range aggressively."

For last year ATR Scheme M/s Shiv Shiva Hardware Store, M/s Baldev Chand Gian Chand, and M/s Uppal Hardware Store received one Honda Activa each for their brilliant performance in the

scheme. For the current year M/s Amit Iron Store, Nurpur received the 1st prize for attaining the highest sales value followed by M/s Uppal Hardware Store, Bhuntur; and M/s Delhi Store, Rohru who received 2nd and 3rd prize respectively. For the highest sale of Emulsions M/s Baldev Chand Gian Chand, Ghumarvin; M/s K.C. Trading Company, Shimla; and M/s Rana Enterprises, Rehan respectively fetched 1st, 2nd and 3rd prize. A special prize was endowed to M/s Johari Lal Banshi Dhar, Solan for highest sale of Metelica range of Kamdhenu Paints.

On this occasion the dealers also shared their concerns and a healthy discussion took place to find out the most feasible solution of the problems.



Kamdhenu Ispat Limited Participated in Property and Lifestyle Fair, Assam

Customers' awareness increased regarding the products of the company



quality of the products of the company to the visitors.

Providing more information about the programme, Mr Rajib Deka said, "Participating in the event has been very beneficial for the company. A large number of visitors are coming at our stall due to which we are getting an opportunity to interact directly with more and more prospective customers. This way, we are also getting successful in making the customers aware of Kamdhenu Ispat Limited and its products. We are hopeful that it would prove to be really very beneficial in the coming future."

The company has received very positive response from this exhibition and awareness level of the customers regarding the company and its products has also increased.

With a view to interact directly with the customers in the state of Assam, Kamdhenu Ispat Limited participated in the Property and Lifestyle Fair organised at Maniram Diwan Trade Centre, Guwahati from September 9, 2011 to September 12, 2011. Also, the company was one of its co-sponsors along with Times of India, and Real Estate Bank of India. The fair was inaugurated by Mr Pradyut Bardaloi, Minister of Industries, Govt of Assam. Most of the reputed Builders & Developers, Nationalised Banks, and Steel Companies of North-East Region participated in the Fair. From Kamdhenu Mr Rajib Deka, Marketing Manager, and Mr Rituraj Borphukan, Senior Executive represented the company on this occasion. One of the eminent politicians and former Chief Minister of Assam Mr Prafulla Kumar Mahanta also visited

Kamdhenu Ispat Limited's stall during the fair.

Apart from builders & developers, common people from neighbouring region also visited the fair in huge numbers. The stall of Kamdhenu Ispat Limited was a centre of attraction for all the visitors. At these stalls the representatives of the company Mr Rajib Deka and Mr Rituraj Borphukan provided essential information about the excellent



Kamdhenu Paints Organised Painters' Meet at Haldwani

Painters were rewarded for their excellent performance in Painters' scheme



Aspiring to expand its customer-base in northern India, Kamdhenu Paints organised a painters' meet in Haldwani on September 26, 2011. The principal objective of the meeting was to reward the painters

who performed well in last year's Painters' scheme. With a view to spread awareness among the painters regarding new painting trends, designer finishes, and needs of eco-friendly paint products, Kamdhenu Paints also organised a special technical-training session for them. It will

help them in improving their output. Over 200 painters and contractors participated in the event. Mr Mayank Manglik of Neelam Enterprises, the CFA of

Kamdhenu Paints in western UP made appearance in the event. Mr Lovejeet Singh, Manager- Brand Promotion, Kamdhenu Ispat Limited was also present on this occasion as the representative of the company.

Speaking about the eco-friendly products range of the company, Mr Sachin Agarwal, Director, Kamdhenu Ispat Limited says, "Using paints containing high quantity of Lead and Asbestos, can lead to serious diseases like Cancer and Asbestosis. **Colour Dreamz's** Eco Fresh line of low VOC (Volatile Organic Compound) is one of the best options available."

Andhra Pradesh Dealers Tour Bangkok

A step by the company to inspire its South Indian dealers for better performance

Taking a step towards strengthening its base in South India, Kamdhenu Ispat Limited organised a trip to Bangkok for its dealers in Andhra Pradesh. The principal objective of the tour was to reward their excellent performance in the past, and motivate them to continue their good show. The 3 nights and 4 days long tour began on September 19, 2011 when they caught flight for Bangkok from Rajiv Gandhi International Airport, Hyderabad. The group visited some of the most famous tourists' destinations

including Pataya Beach, Coral Island, and Buddha Temples. There they enjoyed exciting activities like paragliding, under-water Coral view, swimming and other water sports apart from Safari. They also attended Alcazar Show, and Gems and Jewellery Show. Overall, it was a unforgettable journey for all of them.

The group returned from Bangkok on September 23, 2011. All the dealers

enjoyed the journey very much, and thanked the company for the arrangements.



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Kamdhenu Ispat Limited Organised Dealers' Meet at Rajgir (Bihar)

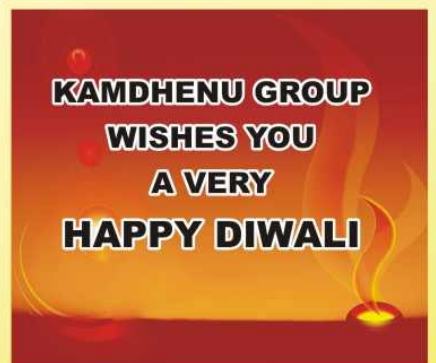
The company put up canopies for promoting its comprehensive range of products



to continue our progress in future too, we are strengthening our distribution network in the entire country other than introducing our new product Fe 500D in different markets. We are receiving very encouraging response from the customers for these products."

Appreciating the sales policies of the company, Mr Sunil Kumar said, "It is an honour for us to work with a reputed organization like Kamdhenu Ispat Limited. Customers across country have faith in brand 'KAMDHENU'. Also, the support that we receive from the company is really commendable."

On this occasion well performing dealers and distributors were felicitated under various categories. This meeting has been very useful for the company, and it has made the company very optimistic about increase in its sales.



The dealers of Kamdhenu Ispat Limited have contributed significantly towards the success of the company. With an aim to strengthen its distribution network in Nalanda, Nawada, and Patna region of Bihar, Kamdhenu Ispat Limited organised a dealers' meeting on September 4, 2011 in Rajgir. The principal objective of the programme was to analyse the past performance of the dealers and making them aware of the future policies of the company. Mr Sunil Kumar and Mr Sushil Kumar of A.K. Enterprises, the distributor of the company in the area played an important role in organising the event. From Kamdhenu Ispat Limited Mr Y.R. Pandita, GM was present there along with Mr Shishir Agarwal and Mr Harsh Agarwal, Directors,

Dadiji Steel Limited, the authorised license user of Kamdhenu brand TMT in Bihar. Among other officials present there from Dadiji Steel Limited were Mr Akhilesh Kumar Singh, Mr Vipin Singh, Mr Mukund Sahay, and Mr Shravan Mishra.

Addressing the dealers Mr Shishir Agarwal said, "On behalf of Kamdhenu Ispat Limited, I appreciate all your support wholeheartedly. Today we enjoy high demand for our products in the state due to the excellent quality of our products and dedicated efforts of our dealers. Now, it is the time when we fuel new energy in our efforts and move forward on the path of success."

Making the dealers aware of the future policies of the company, Mr Y.R. Pandita said, "With a view



A scintillating spectrum of ravishing colours to give your desires the royal look.



Dreamz
Colour
Dil Ke Rang Deewaron Pe