

# Ispat Sandesh

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## BUDGET & THE BIG BOSS

With the Union Budget presented by the Finance Minister, Mr. Pranav Mukherjee for the fiscal 2010-11 on February 26, 2010, the negative sentiments spread across the corporate world have subsided to a certain extent. The most significant thing about the budget is the provision of Rs. 1.73

Lac Crore for the development of infrastructure sector. Also, the Finance Minister has stated to bring

economic growth rate up to 9 percent by the next year and thereafter 10 percent in subsequent years, which would help in keeping the economic growth momentum going. Emphasizing on improving the rural and urban fundamental infrastructure, increasing the allocation for urban development by 75 percent, doubling the allotment towards energy sector, commitment of constructing 20 km of national highway every day, increasing budget for Railway by Rs.950 crore and taking it to Rs. 16,752 crore are some of the important moves that the Finance Minister has taken towards the direction of 'Bharat Nirman'.

Looking at it from the corporate world's point of view, the Finance Minister has taken a positive initiative to confront the economic slowdown.

However, hiking the rate of Minimum Alternative Tax to 18 percent from 15 percent mounted the tensions of business community. Moreover, by increasing the prices of petrol and diesel

immediately after the budget, the Government has disappointed the common man of the country.

Last financial year's fall in CRR and Repo Rate along with reduction in home loan rates were some of the steps which helped the Real Estate and Infrastructure industry during the period of economic slowdown. Taking into account the income-expenditure statement of the citizens of the country Real Estate sector has adopted the concept of affordable housing and now in favorable-turning conditions the Real Estate sector can search for relief options.

Kamdhenu Ispat Limited had this belief that this time the Finance Minister would have an eye on the development of the fundamental structure of the country and we would move towards building up a brighter India. Although, the Finance Minister has laid emphasis on social and rural development, but the picture of 'Bharat Nirman' that the Big Boss of Kamdhenu Ispat Limited Mr. Satish Agarwal CMD of the company had into his imagination has to wait long to be fulfilled. Yes, to a certain extent it has shown a ray of hope in the environment of despair & disappointment.



## FIRST SUCCESSFUL DISPATCH FROM KAMDHENU'S NEW STEEL PLANT AT NAGPUR

Maharashtra is one of the most thriving steel markets in the western part of the country. Having realized the huge potential of this state Kamdhenu Ispat Limited has recently tied up with Ujjwal Ispat Pvt. Ltd. at Nagpur. It now acts as one of the primary centers for Kamdhenu Structural Steel products for the entire region of Maharashtra.

Ujjwal Ispat Pvt. Ltd. involves in the manufacturing of various structural steel merchandise that includes Square, Round Gate Channel and Flats. On the 4th



of February the first truck loaded with Kamdhenu Structural Steel products was dispatched from this production facility of Nagpur.

At this occasion of dispatch the official present were Mr. Suresh Chandani, Director Ujjwal Ispat

Pvt. Ltd., Mr. Bhaskar Chaudhuri G.M. Marketing, Mr. T. K. Pandey A.G.M. Marketing, Mr. Rahul Hadole Manager Marketing and Mr. Avinish Quality Incharge from Kamdhenu Ispat Limited.

Both Kamdhenu as well as M/s Ujjwal Ispat Pvt. Ltd. expressed their happiness with the association. Mr. Suresh Chandani said, "We are extremely confident about Kamdhenu Steel products and are sure that their easy and huge availability to meet the increasing demand will get them firm standing in the market".

## KAMDHENU PAINTS PARTICIPATES IN THE U.P. PAINTS TRADE COMMUNITY ANNUAL MEET



On 23rd February the 6th Annual Meet of Uttar Pradesh Paints Trade Community was held at Tivoli Habitat Centre in Greater Noida. Representing Kamdhenu Paints Mr. Sunil Agarwal, Mr. Saurabh Agarwal, Director Kamdhenu Ispat Limited made his presence at this occasion. Numerous officials and businessmen from the paints association of U.P., Uttarakhnad, Rajasthan, Haryana, Delhi and other adjacent regions participated in the Meet.

In the first phase of the Meet, the traders expressed grievance against the dissimilarity of VAT in different regions, as this disparity destroys the

very objective of equal taxation. In the second phase, the major paint companies in India Kamdhenu Ispat Limited (Paints Division), Grasim Industries, Asian Paints, Kansai Nerolac, Berger Paint, Shalimar, Genson Nickelson and others shared advanced technical information to the dealers.

The Meet was attended by the Minister for State Government of U.P, Dr. Jaswant Singh as the Chief



Guest. The Guest of Honor included Mr. Sunil Agarwal, Mr. Saurabh Agarwal, Director Kamdhenu Ispat Ltd., Vice Chairman of Birla White Cement Mr. Avnesh Kumar, MP of



Gautam Buddha Nagar Mr. Surendra Singh Nagar, MLA of Noida, Mr. Satvir Singh Gujjar, along with other hi-ranked officials of the Indian paint companies.

Presided over by the Chairman for the State Mr. Rajeev Kumar Gupta the Meet was coordinated by the Director Mr. Sanjay Gupta, Vice Chairman Mr. Pradeep Gupta and Finance Secretary Mr. Ashok Kumar Maheshwari. In making the Meet successful the Noida – Greater Noida Paint Dealers Association Chairman Mr. Gyanchand Mittal, Vice Chairman Mr. Mahesh Sharma, Finance Secretary Mr. Deepak Rajvanshi, Directors Mr. Umesh Sharma & Jauli Modi, Secretary Mr. Girish Jindal and others members of the committee made a significant contribution.



Kamdhenu Super Cement today enjoys a brand status countrywide and to maintain this highly earned position the company keeps motivating its dealer's network spread across India time to time. With a view to motivate its dealers, Kamdhenu Super Cement in association with its Franchisee Associate in the region M/s. Shri Gopal Concrete Pvt. Ltd., organized a Dealers

present on this occasion include Mr. Sunil Singh GM, Kamdhenu Super Cement, Mr. V.K Srivastava GM, Kamdhenu Ispat Ltd., Mr. Amit Soni, Mr. Nitin Pratap and Mr. Pawan Kumar Jha.

Encouraging the dealers for their superb performance Mr. Sunil Agarwal said, "Our

this market".

In this event Kamdhenu felicitated many of its dealers in this region for their outstanding performance. Mr. Sharwan Chowdhury and Mr. Yogesh Chowdhury of Chowdhury Enterprises of Dist. Birbhum (W.B.) received an Alto as prize for being elected

## Kamdhenu Super Cement Organizes Dealers Meet in Digha



Meet on 20th February at the seaside resort town- Digha of West Bengal. In the meeting held at Hotel Nest of Shankarpur (Digha) Mr. Sunil Agarwal Director, Kamdhenu Ispat Ltd. was the chief guest while from Shri Gopal Concrete Pvt. Ltd. Mr. Ram Kumar Sarda CMD, Mr. Vishal Sarda & Mr. Shiv Kumar Sarda both MD were among the guests of honor. Other prominent officials of the company who were

network of dealers and distributors spread across the entire country is the strongest strength of the company. Kamdhenu is deeply thankful to all its dealers in West Bengal for enabling us perform excellent in this region of India. West Bengal and its adjoining states have a great growth potential for construction sector and we will have to work really hard with a sense of togetherness to capture

Best Sales Promoter of the year, whereas, Mr. Anupam Basak of M/s. Kartik Basak was chosen Best Active Sales Promoter of the year and Mr. Mohd. Olillulah of Malita Hardware was awarded as Best Dealer of the year for which he receives 45 gm gold in reward from Kamdhenu. The company also felicitated 45 other dealers who collectively got approx 500 gm gold as reward.

Mr. Amar Bharadia Director Marketing from Shri Gopal Concrete Pvt. Ltd. was also present in this meeting. Around 300 dealers from W.B. region attended the Dealers Meet in Digha. After this meeting they all were highly motivated.

# KAMDHENU COLORS UP THIS HOLI

Keeping harmony with the traditions all the members of Kamdhenu family celebrated Holi at Subroto Park, Air Force Auditorium in New Delhi on 27th February. Officials, employees and other associates smeared each other with different shades of gulal,



greeted with sweets and hugged everyone with affection.

Celebration of Holi at Kamdhenu was symbolic of miniature India. Holding one another in arms was indicative of the love & warmth that Indians are known for. Spirit of happiness

flowed during the celebration reflected the message of peace & brotherhood that India sends out to the world. Forgetting the professional hierarchy the Kamdhenu family members mingled with each other and rejoiced on the occasion.

Making the festival more enjoyable various competitions were held like balancing ball on spoon and soft drink gobbling. Everybody came forward & participated in these games with great enthusiasm and showed high sportsman spirit.

## PUNE TO AMRITSAR ... TRAVEL WITH KAMDHENU

Besides the traditional mediums of communication Kamdhenu has chosen train to travel to customers at destinations far and wide in an innovative manner. This not-so-common way of exposure of Kamdhenu products is done as a strategy to promote the brand 'Kamdhenu' and its products that make it a one-roof solution provider in the construction sector.

The train chosen for the purpose covers the entire north western part of India. This train with the number 9312/9311 travels from Indore every Tuesday, Friday & Saturday and reaches Pune next day and also runs from Pune every Monday, Thursday and Friday and reaches Indore the next morning. The train with the number 9325/9326 again starts every Tuesday at 5.40 in the evening and touches Amritsar on Wednesday at 8.40 in the evening. The same train then starts from

Amritsar on every Thursday at 4.45

a.m and reaches Indore on Friday at 5.20 in the morning. In this entire journey the train covers some of the major cities namely Gwalior, Mathura, Delhi, Ghaziabad, Meerut, Muzzafarnagar, Ambala, Jalandhar, Amritsar, Ludhiana, Ujjain, Baroda, Surat, Ratlam, Kalyan, and Lonawala. Infact, these cities are the significant stations in 8 prominent states of the region – Maharashtra, Madhya Pradesh, Gujarat, Haryana, Punjab, New Delhi and Uttar Pradesh.

Kamdhenu officials present on the first day of the train's journey were Mr. Chandan Goswami Sr. Manager Brand Promotions, Mr. Pawan Sharma DSM and Mr. Johar Murrabi CNF from Kamdhenu Paints, steel distributors Mr. Sanjay Gupta, Mr. Ashok Gupta, Mr. Hitesh Gupta, Mr. Aakash



Gupta, and Mr. Ajay Khandelwal. From the Western Railway Mr. Jagdish Purohit ACM and Mr. Bansal Indore Head (WR) marked their presence at the occasion.

All the products of Kamdhenu were attractively painted on all the bogies of the train. "Kamdhenu truly gets a better mileage from this train branding and we would continue to engage in such innovate modes of promotion" said Mr. Satish Agarwal CMD Kamdhenu Ispat Limited.



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