



Website: [www.kamdhenulimited.com](http://www.kamdhenulimited.com), [www.kamdhenupaints.com](http://www.kamdhenupaints.com)  
Email: [info@kamdhenulimited.com](mailto:info@kamdhenulimited.com)

# Ispat Sandesh

[www.facebook.com/kamdhenulimited](https://www.facebook.com/kamdhenulimited)

January 2017

IN-HOUSE NEWSLETTER OF KAMDHENU LIMITED

Volume: 11 Issue: 12 Price: ₹ 1



## To all the **KAMDHENU FAMILY**

On this jovial and blissful occasion of the New Year 2017, it gives me enormous pleasure to express my best wishes for contentment, victory and prosperity in this new year and throughout life. As a new dawn is arising, I find this time very appropriate to pause and look back to the journey, see our achievements and shape the guidelines for the coming future and pledge to take our organization and our individual selves to newer heights.

The gone year has been a year of achieving new milestones where Kamdhenu has been awarded as the World's Best Brand 2015, Asia's Most Promising Brand 2016 and Indian Power Brand 2016. Kamdhenu Limited has always aimed to cater to the demands of all the sections of the society by providing most modern, superior quality products at reasonable cost. At Kamdhenu, we dream to create a world with boundless possibilities. We consider that dreams come true when they are amalgamated with hard work. Company's growth data provides an insight into our efforts to manufacture quality products. An action with vision can always create a win-win situation for the company.

Envisioned to provide transparency in our internal and external affairs, we believe in adopting highest standards of professionalism, honesty, integrity and ethical behavior. We have been diversifying our product portfolio and this is an integral part of our business development strategy.

The last decade of operation has actively reached out to the masses, while facilitating their requirements in almost all areas. Our growth story during this period, highlights a journey which shall always go higher. The continued growth in the last year is an indication to our organizational vivacity. Together, we work towards a single goal guided in the right direction; we move forward to scale new heights. We must keep on proceeding steadily with our foot on the ground and resolving every issue wisely that may come.

In our mission to make this world a better place to live, we put relentless efforts in providing education to underprivileged, motivate physically challenged and working on various environmental protection activities.

The era is of high-end technological advancements and rapid changes in every field and that's when we have to stay agile and pro-active for the future. Today, let us all pledge to create a sense of renewed commitment in fulfilling our customers' needs. Let us work hard to earn our customers' trust and add to the growth of the nation as a whole. Though this is challenging, I am confident that with the expert and resilient manpower along with abundant administrative skills available with us, we are in a position to set new standards of performance and push our organization to pinnacle of splendor. With all my luck to you, I, once again, wish you a very Happy New Year.



## Kamdhenu takes stringent action against double rib design infringement of TMT

**KAMDHENU ₹₹ 10000**

Kamdhenu Limited, one of the frontrunner companies of India in Steel and Paint segment is engaged in the manufacturing, marketing, branding and distribution of KAMDHENU brand products. The company is committed to provide quality products to the valuable consumers at cost-effective prices through its various channel partners including dealers, distributors and franchise associates.

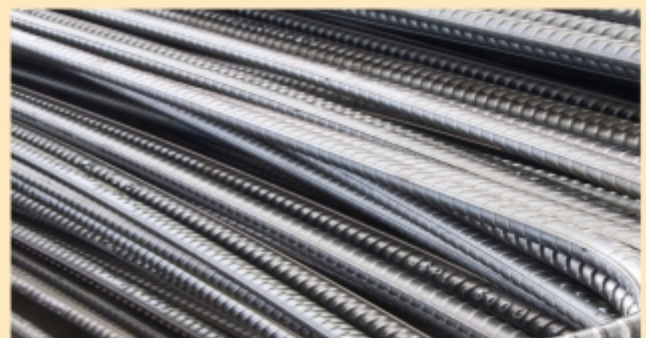
Kamdhenu Limited always takes stringent action against the persons involved in creating confusion in the market and public at large by introducing their product with deceptively similar names and designs of KAMDHENU. Recently, the Company came across the KAMAKSHI TMT having double rib design being manufactured and marketed by Him Steel Private Limited, Gwalthai, District Bilaspur, HP.

The Company approached Hon'ble court at New Delhi to protect its registered trademark KAMDHENU and double rib design of TMT and Hon'ble court accepted the plea of the company and passed necessary orders restraining Him Steel Private Limited, Gwalthai, District Bilaspur, HP, from using the double rib design of KAMAKSHI TMT. The court also appointed local commissioners to inspect and seize the TMT materials of KAMAKSHI TMT having double rib design.

On the direction of Hon'ble Court at New Delhi, local commissioner executed its order and seized the

KAMAKSHI TMT bar having double rib design already registered in the name of Kamdhenu Limited. By virtue of the Court's order, M/s Him Steel Private Limited along with its employees, associates, agents, distributors, stockists, franchisees and representatives and any other acting for and on their behalf are hereby restrained from using, selling, soliciting, exporting, displaying, advertising the KAMAKSHI TMT bar having double rib design or any other design which are deceptively similar to KAMDHENU double rib design of the TMT. Tons of materials were seized in the plant of Him Steel Private Limited, Gwalthai, District Bilaspur, HP and also dealers' place in Delhi, by the local commissioners appointed by the Hon'ble court.

This step on behalf of Kamdhenu Limited has further thrown an impact on the safety against any infringement in copyright clause of any organization.





Kamdhenu Limited is one of the preeminent organizations dealing with the manufacturing, marketing, branding and distribution of a wide range of construction materials like Steel, Wirebond, TMT/HSD Bars and Paints among an assortment of other things. To serve a broader segment of customers across the nation, the company has always guided its people for promoting the core values of firm determination, trust and integrity among the company personnel.

In a step further in strengthening the bond between the company and people associated with it, Kamdhenu organized a tour to Sikkim for his dealers and distributors of Delhi, Haryana and Rajasthan.

The tour was divided into two groups. The first group went on their trip on 2nd December to 6th December 2016 while the second group went from 13th December to 17th December 2016. Among the staff of Kamdhenu Limited, Manager Mr. Pankaj Azad, AGM Mr. Sushil Kumar Bhardwaj

## Dealers and distributors of Kamdhenu toured Sikkim

and Asst. Manager Mr. Sahil Verma along with the distributors Sanjay Garg, Arun Praksh Biyani, Maman Chand Goyal, Ravinder Singhal and dealers were the part of the tour.

Sikkim is the land of extremely beautiful natural beauty and it has also been declared as the complete organic state of India. It has enormous untouched beauty, pristine ambience and the breathtaking views of snow-clad mountains. On the trip, along with the local sightseeing and relaxing amidst natural environment, the groups visited Directorate of Handicraft where they got to know about various arts and crafts of Sikkim like handloom weaving, Thangka painting, wood carving, carpet weaving and Tanga design, cave and bamboo craft, wooden mask, hand-made paper and Angora shawls etc. Another location was the famous Tshangu Lake and Baba mandir.

This trip to north-eastern province proved to be the one enhancing knowledge about the diversity in our country. One of the best parts of this tour was that all the people were elated with the pattern of eco-farming and organic cultivation keeping in mind sustainable development of the nation at large. All the trip-mates brought back warmth with exhilaration and lot of socio-cultural knowledge.

## Kamdhenu's dealers and distributors trip to Hong Kong & Macau

Kamdhenu Limited, a leading infrastructure company of India is always keen to encourage and reward its distributors which is an important growth factor of their business. In a new step forward, Kamdhenu rewarded its **SS 10000** distributors, sales promoter and dealers of Haryana, Delhi and Rajasthan with a fun-packed Hong Kong and Macau trip.

This was a five days tour to the Asia's world city- Hong Kong and Macau. The trip was organized from 6th November to 11th November 2016 which consisted of 40 people i.e. Kamdhenu's personnel, distributors and dealers. The first group consisted of Mr. Santosh Singh Chauhan (Asst. Sales Manager) and Mr. Manish Gautam from M/s. Ashiana Manufacturing Limited along with distributor Mr. Satish Garg.

Hong Kong is an eclectic mix of modern skyscrapers, colonial buildings and temples. It is also an example of finest urban infrastructure. The other location was Macau located near Hong Kong on the southeast coast of China. It is a blend of the cultures from Eastern and Western parts of the globe. It is a natural place which is only 29.9 sq-km wide and has a population of less than 6 lakh people.

The group's accommodation at Hong Kong and Macau was arranged in Marriott's Hotel Courtyard and The Venetian Macao respectively. During the tour, they visited Tram and trick eye museum, Disneyland, Dancing Water show etc. along

with the sightseeing of both the cities. Venetian is an independent tourist hub which was an important point of attraction.

The group had an overwhelming experience in these cities in terms of hospitality, adventure, shopping, food and frolic. The motive of the trip was to make the people familiar about some of the best urban settlements of the world and know about their Smart City concept.

All the tour participants took home a bouquet of unforgettable memories and practical understanding of life beyond Indian subcontinent.



## Primary Sales backed up with Secondary Sales Support An Ultimate Strategy Combo



Kamdhenu Paints is one of the ambitious pillars of growth story and diversified business interests of Kamdhenu Limited. Brand loyalty, continuous innovation, high level of research and development strategies, cost effective products are the sustainable competitive advantages of Kamdhenu Paints, targeting every strata of the society.

In another progressive attempt to increase the demand and boost their sales, Kamdhenu Paints launched a scheme for its dealers by the name 'Target Ka Baadshah'. This has been a successful initiative due to its uniqueness in the related sector.

In this scheme, dealers have to buy and sell a range of Kamdhenu's premium paints products over a period of 5-6 months and qualify for an exciting Gala event having musical concert with celebrities like Sonu Nigam, Sunidhi Chauhan, Neha Kakkar etc. and they can also have photoshoots with Bollywood stars like Bipasha Basu, Karishma Kapoor, Kangana Ranaut, Preeti Zinta to name a few. Also, the top performing dealers are awarded trophies in the presence of Kamdhenu's top management.

For the last three years, four events took place and now for the first time in May 2017, 'Target Ka Baadshah' is to be held internationally. The gala will be hosted in Dubai where the winning dealers will have three-four days' of never before thrill and enjoyment.

Secondly, to educate and update the painting contractors about the various product categories and the new offers launched, Kamdhenu Paints has taken an initiative to establish its own full-fledged secondary sales service centre for boosting the secondary sales. They have also enabled a **Toll Free No. 18001022676** for the ease of painting contractors.

The company has the registered data of 20,000 painters across the country which proves to be a scope. In accordance to the immediate benefit of this step, the offers and schemes reach the painting contractors in a short span of time with zero error. After two or three days' duration, follow ups are started to confirm whether the painter has bought any material.

As a quick impact, as soon as the painter gets the information about the schemes, the painter will go to the dealer shop to buy Kamdhenu's paint product. This will enable the dealer to keep the sufficient stocks at his shop. Therefore, this will directly amplify the secondary sales of these products through the painting contractors as the dealer thinks and experiences that Kamdhenu Paint Product's demand is coming from market.

This will be one of its kind measures of secondary sales promotion which has sure results. Kamdhenu Paints always devises ground rooted methods of all kinds which add to the market requirement along with escalating the company returns as well.



Mr. Priyanshu Morya  
**M/s Aadinax Enterprises**  
Guru Nanak Market Bye Pass Road,  
Kohli Chowk, Apra Bazaar, Mohali  
Mob. 7009353646

Mr. Butta Singh  
**M/s Jindal Enterprises**  
Grain Market, Nihalsinghwa  
Mob. 9855364067

Mr. Anish  
**M/s Vihan Traders**  
Near Foujhi Tailor Ward No 6,  
Bariwala Distt.muksar  
Mob. 9463106200