



ANNUAL REPORT 2009- 2010

Developing Binding Relations



K A M D H E N U I S P A T L I M I T E D



feel the freshness

KAMDHENU  
fresh  
the Freshness

KAMDHENU

Packaged Drinking Water

fresh

**BOARD OF DIRECTORS**

Mr. Satish Kumar Agarwal  
 Mr. Sunil Kumar Agarwal  
 Mr. Saurabh Agarwal  
 Mr. Sachin Agarwal  
 Mr. Purshottam Das Agarwal  
 Mr. M.K. Doogar  
 Mr. Parvesh Kumar Goel  
 Mr. R.K. Pandey

Chairman & Managing Director  
 Whole Time Director  
 Whole Time Director  
 Whole Time Director  
 Director  
 Director  
 Director  
 Director

**Chief Financial Officer**

Mr. Harish Kumar Agarwal

**Company Secretary**

Mr. Yogendra Dwivedi

**Auditors**

S. Singhal & Company, Chartered Accountants  
 E-127, Industrial Area, Bhiwadi-301 019, Rajasthan

**Registrar & Transfer Agent**

Karvy Computershare (P) Ltd. 17-24, Vittal Rao Nagar, Madhapur Hyderabad-500081, Andhra Pradesh, India  
 Tel: 91-40-23420815-20 Fax: 91-40-23420814

**Bankers**

State Bank of Bikaner & Jaipur  
 H D F C Bank Limited

**Registered Office**

L-311, Street No. 7, Mahipalpur Exention, New Delhi-110037

**Corporate Office**

2nd Floor, Tower-A, Building No. 9, DLF Cyber City, Phase-3  
 Gurgaon – 122 002 (Haryana), Ph : 0124-4604500, Fax: 0124-4218524  
 E-mail : kamdhenu@kamdhenuispat.com  
 Website : www.kamdhenuispat.com, www.colourdreamz.com

**Works**

STEEL : A-1114, RIICO Industrial Area Phase III, Bhiwadi, Dist. Alwar-301 019, Rajasthan.  
 Ph: 01493-302900, Fax: 01493-302928  
 PAINTS : E-538-539 A, Industrial Area, Chopanki, Distt. Alwar, Rajasthan.  
 Ph : 01493-306800, Fax: 01493-260224

**Audit Committee**

Mr. M.K. Doogar  
 Mr. Parvesh Kumar Goel  
 Mr. R.K. Pandey  
 Mr. Sunil Kumar Agarwal

**Investors' Grievance Committee**

Mr. M.K. Doogar  
 Mr. Parvesh Kumar Goel  
 Mr. Saurabh Agarwal

**Remuneration Committee**

Mr. M.K. Doogar  
 Mr. Purshottam Das Agarwal  
 Mr. Parvesh Kumar Goel

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PERSEVERANCE  
OPTIMISM  
STRATEGIES  
CONVICTION  
STRENGTH  
VISION



## BOARD OF DIRECTORS



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Chairman & Managing Director



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Whole Time Director



Mr. Saurabh Agarwal  
Whole Time Director



Mr. Sachin Agarwal  
Whole Time Director



Mr. Purshottam Das Agarwal  
Director



Mr. Parvesh Kumar Goel  
Director



Mr. M.K. Doogar  
Director



Mr. R.K. Pandey  
Director

## FROM CMD DESK

Dear Associates,

The Kamdhenu Annual Report has become an inseparable aspect of our overall communication protocol and gives us one more reason to be associated with you. I am overwhelmed on the opportunity to divulge that for the financial year 2009-10 our company's performance has been very gratifying. Even the hurdles of Infrastructure and Construction sector could not stop us from achieving our objectives and progressing towards new milestones of growth.

As you are already aware that the stream of global economic recession has swept away many countries and India's many sectors are also amongst most upsetting. As a result the Indian Infrastructure and Construction industry, that saw a promising growth of 12 per cent in last five years, witnessed an intense hold back. But, regardless of the downturn and depressing market scenario, Kamdhenu emerged victorious in all spheres it operates in. Today, when the tide is over, our objectives are looking more crystal-clear. We have been successful carving a niche for ourselves and own a wide customer base across every nook and corner of our nation. Our PAN India presence has also increased.

Targeting the numero uno spot in the market for the time to come, our company is marching forward with a farsighted approach and a futuristic perspective. To earn the wholesome advantage of the market Kamdhenu has looked beyond the steel segment and diversified into the manufacturing, marketing, branding and distribution of its variegated infrastructural product verticals apart from its primary and flagship product Steel.

To date, Kamdhenu Ispat Limited has added many feathers in its cap and is proud to own a variety of products satiating core consumer needs in diverse fields.

Exploring the full potential in other segments of construction Kamdhenu has grown from manufacturing steel bars to finishing products specially paints in form of a popular brand *Colour Dreamz*. More recently, the company also ventured into mineral water segment with the introduction of Kamdhenu *fresh*. To accomplish the unparallel heights and strengthening our current market position we are moving ahead with a clear focus. With the effective use of our 'Franchisee Association Business Model' we are hopeful to reach out for maximum customers by making our products easily available at every part across India. In a short span of time 'Franchisee Association Business Model' has converted Kamdhenu and its various products into well-known brands in every sphere of Indian market. We have also added more business associates and moved to have more than 60 franchisee units. Kamdhenu strengthened its supply chain network by adding more numbers of dealers and distributors which has been reached to more than 3500 in steel and 5000 in paint division. The credit for this much-needed development



goes to the 'Stockyard Business Model' that has helped Kamdhenu to meet its consumers' demands and proved beneficial for the overall business operations.

Kamdhenu Ispat Limited also ventured into paint products under the brand name *Colour Dreamz* "Dil ke rang deewaron pe". Kamdhenu Paints endeavours to satiate consumer demands with its exquisite architectural, decorative & designer range of Exterior & Interior Emulsions, Cement Paints, Synthetic & GP Enamels, Acrylic Distempers, Water based & Solvent based Primers, Wood Finishes, and Aluminum Finishes along with Textured & Designer Finishes. *Colour Dreamz* is manufactured from its state-of-the-art establishment at Bhiwadi, Rajasthan and marketed through 28 Sales Depot spread across India. Kamdhenu has also installed the new-age computerised 'Tinting Machine' that can distinguish minute colour saturations and is helpful in producing maximum colour options.

To create intense brand awareness and make Kamdhenu products familiar in every household across the nation, Kamdhenu has invested huge sums of money and efforts. Much of this investment is targeted for the market upgradation for *Colour Dreamz*. From print to electronic, Kamdhenu made maximum use of all communication media and the results are very gratifying. Kamdhenu products have found a place in the mind and heart of consumers.

In recent times Kamdhenu Ispat Limited has also moved forward from hardcore business deals to heartfelt social responsibilities. To serve the society at large Kamdhenu Ispat Limited's Corporate Social Responsibility body 'Kamdhenu Jeevandhara' commits itself to provide education to underprivileged children along with the learning kit and mid-day meals. 'Kamdhenu Jeevandhara' believes that deprived children also have a right to education and they should be treated well like other children of our nation. It also organizes free artificial limb and Polio calipers transplant camps for those who are physically challenged and cannot bear the expenses all by themselves. Moreover, it also arranges free blood donation camps for needy people from time to time. In another endeavour, that is our Green India Campaign, we continue to urge all our dealers and distributors to plant at least five saplings each to help Mother Earth combat climate change. This effort has been appreciated well from all quarters and we wish to take it to next level and find more solutions to make out planet greener.

The voyage in this financial year has been satisfactory as well as fruitful in every context of business. For the time to come we have our eyes set on targets. We hope to re-write the glory we have gathered in last fifteen years. In near future you will see Kamdhenu Ispat Limited reaching newer horizons not only in India but beyond our national boundaries. Kamdhenu products have already made their presence felt in the neighbouring country Nepal where the demand of these products is scaling new heights.

Concluding the interaction I would like to express my gratitude to all who have been beside us all this while. This road to success would have never been travelled so well, had we not got the association of our esteemed Stakeholders, Directors, Bankers, Financial Institutions, Dealers, Distributors, Franchisee Alliances, Employees and nonetheless our Customers. Once again I thank you all with the optimism that you will continue to support us with a promise that we will continue to fulfill each expectation you have in your heart and mind.

With warm regards,

Yours sincerely



Satish Kumar Agarwal

Chairman & Managing Director

Kamdhenu Ispat Limited

29th May 2010



**Honesty, Transparency,  
Quality Assurance, Commitment  
& Customer Satisfaction  
at all Levels**

With a crystal clear vision  
every goal can be achieved and  
nothing lies beyond reach.

Kamdhenu Ispat Limited envisions a peak position in the Indian Infrastructure and Construction segment to satiate every need of consumers under its umbrella of products. Moving ahead with this vision Kamdhenu Ispat Limited has ventured into many other construction-related segments and wish to diversify soon in more inter-related segments to reach out to

maximum customers and make use of its full potential.

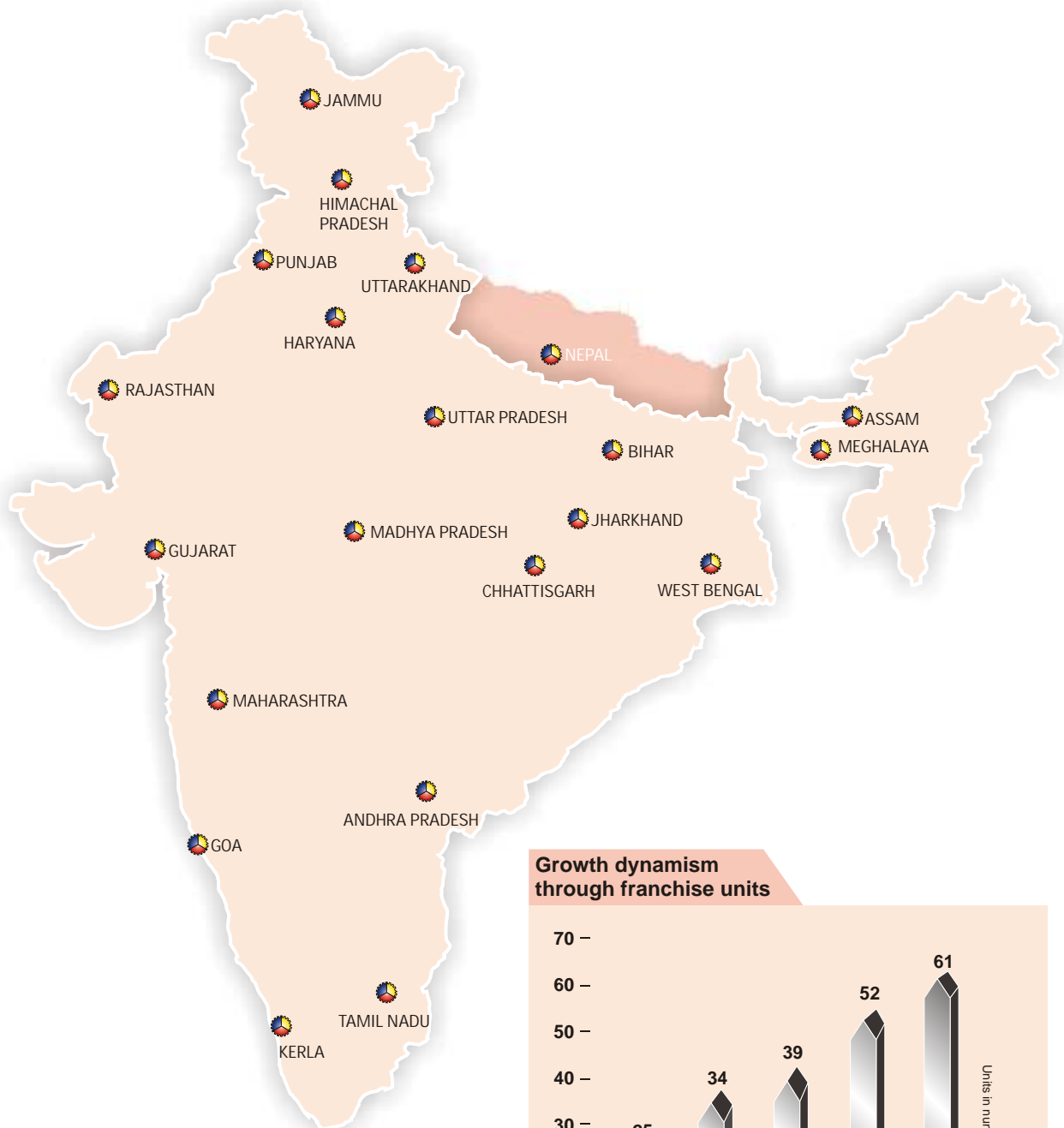
Our mission is to infuse rapid growth in our manufacturing, marketing, branding and distribution process, to eliminate the hurdles faced by our franchisee divisions and upgrade our technical specifications to the utmost. All this will eventually help Kamdhenu Ispat Limited to look for newer, untapped territories and broaden its

customer base.

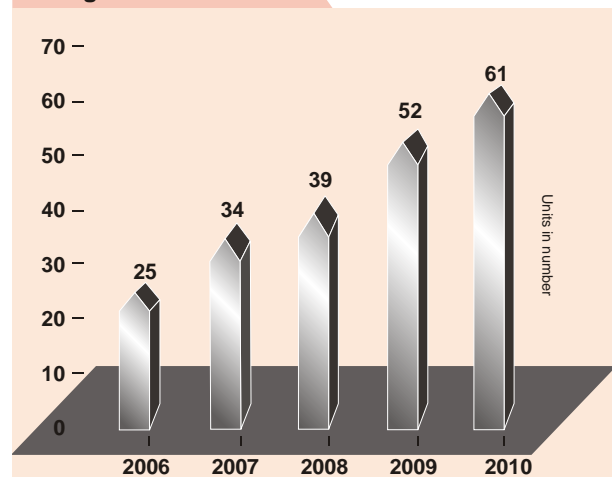
Kamdhenu Ispat Limited also endeavours to serve the society it operates in. In this regard we have taken many initiatives to fulfill the needs of underprivileged and deprived children and physically challenged people. In near future we aim to serve more needy people with more sincere efforts.



## Building a PAN-India presence



**Growth dynamism  
through franchise units**



Yet another  
TECHNOLOGICAL INNOVATION  
**KAMDHENU 500-D TMT**



**New Standards  
in Construction**

Kamdhenu aims to reach newer horizons also with franchisee production units across India.