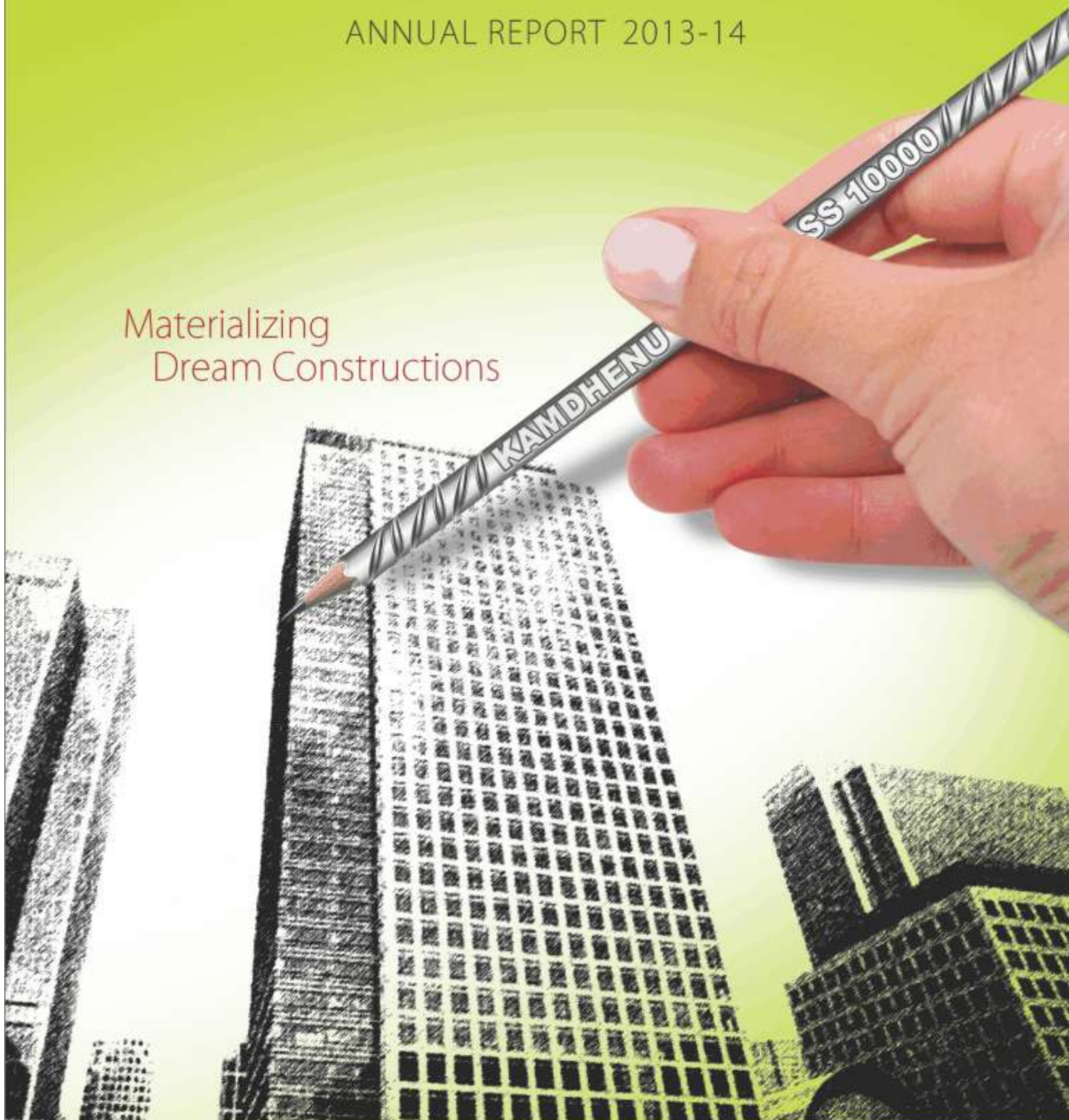


ANNUAL REPORT 2013-14

Materializing
Dream Constructions



KAMDHENU ISPAT LIMITED



2 KAA DUM

- DOUBLE RIB
- DOUBLE STRENGTH
- DOUBLE SAFETY

KAMDHENU
SS 10000



STEEL WITH SINGLE RIB



KAMDHENU SS10000
WITH DOUBLE RIB

- India's first Double ribs steel bar Kamdhenu SS 10000
- Made from advanced technology of UK
- 254% stronger for concrete steel bond strength
- Achieve high performance concrete up to 10000 Psi with right mixture of concrete
- Highly Recommended for Buildings in Earthquake Zone

BOARD OF DIRECTORS

Mr. Satish Kumar Agarwal
Mr. Sunil Kumar Agarwal
Mr. Saurabh Agarwal
Mr. Sachin Agarwal
Mr. Purshottam Das Agarwal
Mr. Mahendra Kumar Doogar
Mr. Radha Krishna Pandey
Mr. Ramesh Chand Surana

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

Chief Financial Officer

Mr. Harish Kumar Agarwal

Auditors

S. Singhal & Company, Chartered Accountants
E-127, Industrial Area, Bhiwadi-301 019, Rajasthan, Tel.: 91-1493-220218, Fax: 91-1493-221933

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
Allahabad Bank

Registered Office

L-311, Street No. 7, Mahipalpur Extension, New Delhi-110037. Tel.: 91-11-65493417, Fax: 91-11-26784596

Corporate Office

2nd Floor, Tower-A, Building No. 9, DLF Cyber City, Phase-3
Gurgaon – 122 002 (Haryana), Tel.: 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
Tel.: 01493-520401- 430, Fax: 01493-520428
PAINTS : E-538-539 A, Industrial Area, Chopanki, Distt. Alwar, Rajasthan
Tel.: 01493-306800, Fax: 01493-306810

Audit Committee

Mr. Mahendra Kumar Doogar
Mr. Purshottam Das Agarwal
Mr. Radha Krishna Pandey
Mr. Sunil Kumar Agarwal

Stakeholders Relationship Committee

Mr. Mahendra Kumar Doogar
Mr. Ramesh Chand Surana
Mr. Saurabh Agarwal

Nomination and Remuneration Committee

Mr. Mahendra Kumar Doogar
Mr. Purshottam Das Agarwal
Mr. Ramesh Chand Surana

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The league of
extraordinary gentlemen
outlining an extraordinary
growth story, relentlessly...

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Chairman & Managing Director



Mr. Sunil Kumar Agarwal
Whole Time Director



Mr. Saurabh Agarwal
Whole Time Director



Mr. Sachin Agarwal
Whole Time Director



Mr. Purshottam Das Agarwal
Director



Mr. Mahendra Kumar Doogar
Director



Mr. Radha Krishna Pandey
Director



Mr. Ramesh Chand Surana
Director

CFO



Mr. Harish Kumar Agarwal
CFO

FROM THE CMD DESK

I am pleased to share the Annual Report of Kamdhenu Ispat Limited for the financial year 2013-14 with you all. This is a moment of joy, satisfaction and firm hope to all of us, as the company has not only achieved the target set for the financial year but also created a niche for itself by presenting the world-class construction materials suitable for contemporary market need and futuristic trends. Apart from our remarkable success in registering a phenomenal high growth rate, we also emerge as a leader in the sector convincingly and conclusively. The final statistics at the year-end have added up to the promises of yet another level of new heights in coming times.

The financial Year 2013-14 was a testing time. It was the time when market was snail paced and particularly Indian construction sector was not performing to its potential. It was a time of hedging our interest, it was a time of consolidation; but in a slowly but steadily improving economy, it was also the time full of opportunities. With changing paradigm in the sector and emerging need for world-class construction material for large scale infrastructures, it was also a time to innovate. Kamdhenu Ispat Limited has aptly adapted to this changing market scenario and its flexible manufacturing process and efficient distribution system have been operating very efficiently to create opportunities amidst then prevailing market dynamics.

The Company puts a remarkable show in the year 2013-14 with an increase of 24% in net profit as well as an increase of 63% in turnover as compared to the previous year. Our commitment to superior quality, innovative solutions, better delivery and efficient service helped us to improve our market position as well as revenues. We also owe our growth to commitment to our Government and entrepreneurs towards nation-building, which fueled the growth of the country with purpose and resulted in increasing the rate of infrastructural development of the country substantially.

Kamdhenu Ispat Limited has an unflinching commitment towards its customers to provide most contemporary products at reasonable cost. This commitment is being realized by the continuously evolving multilayered mechanism of manufacturing, marketing, branding and distribution. This year Kamdhenu Ispat Limited achieved an illustrious feat by becoming the first and only company of India to present its premium product KAMDHENU SS 10000 with double ribs, double strength and double safety features conforming to international quality

standard besides Indian standard. This latest product added more value to our creditable product portfolio containing a range of steel products comprising Reinforcement Steel Bars (TMT), Structural Steel (Angle, Beam, Channel and Flat) and Binding Wire. The company has carved a niche in India by introducing advanced varieties of TMT products namely 500D, Fe-500 and Fe-550.

The Paint Division of the company, presently manufacturing and marketing a basket choice of decorative paints catering to the requirements and aspirations of every consumer profile, has consolidated its position as one of the top six companies of the



country in decorative paints segment. To respond to the changing market with enhanced awareness and concern towards environment, the company has also expanded the production of Eco-friendly items in its existing range of Architectural, Decorative and Designer paint products that includes Exterior & Interior Emulsions, Synthetic & GP Enamels, Acrylic Distempers, Water Based & Solvent based Primers, Wood Finishes, Aluminium Finishes and Textured & Designer Finishes. After registering remarkable success in the paint division across the country, its market share is likely to improve further in the forthcoming years as well.

Kamdhenu Ispat Limited is a harbinger of industrial innovation from the time of its inception. We not only explore new business verticals but also keep upgrading the existing product range to provide the best possible products to our customers. The Company's R&D activities concentrated on development of new products and applications, efficient use of resources and improving quality of products.

It is the result of extensive research and development that made KAMDHENU SS 10000 TMT bar a possibility. KAMDHENU SS 10000 gives 254% more strength to the bonding of concrete and steel and is indispensable for high rise buildings and all kind of constructions in high seismic earthquake zones. Received by the market very enthusiastically, KAMDHENU SS 10000 has been very successful in the entire north India comprising of National Capital region of Delhi and Haryana, Rajasthan, Punjab, Jammu & Kashmir, Himanchal Pradesh etc.

The Company in the past has not only introduced the water based enamel which is eco-friendly and known for its longevity as compared to the conventional oil based paints but also developed a special painting system called Renaissance Replica - a European styled designer paints. The Company is also undertaking Research & Development activity for the reduction of cost of water based paints.

Supreme Quality is the mark of every product of Kamdhenu Ispat Limited and high appreciation from the customers is testimonial to our success in reaching out to the end-users. We value this trust as the most valued assets and our long-existing as well as latest products adhere to the expectations of customers about their superior quality.

Kamdhenu Ispat has pioneered the branded steel products in India. The company has integrated independent producers through efficacious 'Franchisee Association Business Model' and streamlined the steel sector into organised sector. This business model ensures high benefit to all our independent producers using our brand name and helps our products find wide accessibility to the different parts of the country at faster pace. Our association with more business associates has increased our production strength to more than 50 units.

Making all our products available in every nook and corner of the country is a priority to us. Presently the company enjoys a strong distribution network comprising more than 3500 dealers and distributors for the marketing of steel products; while over 4000 dealers and distributors are involved in the marketing of paint products. In addition, there are over 32 sales depots operating across the country to enhance our market share of paint products.

Establishing and sustaining a brand name in market needs a meticulous planning and precise implementation of advertising and marketing interventions and Kamdhenu Ispat Limited respect market realities. We invest substantial funds into the promotion, advertising and marketing communication activities to generate required brand recognition and retention and project a preferable brand identity. Our company also participates in various social and cultural activities apart from regular multimedia campaigns throughout the year to be in touch with our valuable customers.

The social wing of the company, Kamdhenu Jeevandhara strives relentlessly towards bring perceptible changes in the life of marginalized population. This initiative has been contributing significantly towards facilitating quality education to the underprivileged children and helping people with disabilities for self-reliance. It also looks after the Green India Campaign that tries to mitigate the severity of global warming by promoting plantation with the help of Kamdhenu's dealers and distributors across the country.

Once again, I would like to thank all our esteemed Stakeholders, Directors, Bankers, Financial Institutions, Dealers, Distributors, Franchisee Alliances, Employees and most of all to our Customers for consistently extending their support and trust in our abilities and making Kamdhenu Ispat Limited one of the leading sources of steel & paint products for the construction and infrastructure companies in India. I hope your association with the company will continue and together we set new benchmarks of achievements.

With warm regards,
Yours sincerely



Satish Kumar Agarwal
Chairman & Managing Director
Kamdhenu Ispat Limited

29th May 2014

Vision & Mission

**UNFLINCHING COMMITMENT
TO SERVE WITH THE SUPREME QUALITY,
INNOVATION AND INTEGRATED ACTION**



Kamdhenu Ispat Limited
aims to make a solid mark
and firm its leadership
position in the market by
providing most
contemporary, superior
quality products at
reasonable cost.

Kamdhenu Ispat Limited aims to make a solid mark and firm its leadership position in the market by providing most contemporary, superior quality products at reasonable cost.

Kamdhenu Ispat Limited aims to set a high benchmark of quality, commitment and care in serving its customers, environment and society. Kamdhenu Ispat Limited aims to evolve with time with Product portfolio diversification to provide for wide categories of customers and varied range of requirements.

Our mission is to intensify the growth process in the area of manufacturing, marketing, branding and distribution while maintaining the smooth functioning in all the franchisee units. Kamdhenu Ispat Limited is equipped with the modern and advanced technologies and a pool of highly talented professionals, which definitely give us an edge in present market. Capitalizing the positives, the strategic changes and exploring of untapped markets add more customers to the company's credentials.

The service of society has always been a primary concern for the Kamdhenu. We take it as a pious duty to send direct benefits to the underprivileged, deprived and those who live in penury through our social initiatives. The company is all set to increase its social spending and mode of engagements to reach out to more needy persons.

Building a PAN-India presence



KAMDHENU 500-D TMT
STRENGTH THAT EMERGES

HIGH QUALITY MAKES
THE
DIFFERENCE

