

STRONGEST PRESENCE **in Every Sense**

ANNUAL REPORT

2014 - 15

BOARD OF DIRECTORS

Mr. Satish Kumar Agarwal
Mr. Sunil Kumar Agarwal
Mr. Saurabh Agarwal
Mr. Sachin Agarwal
Mr. Mahendra Kumar Doogar
Mr. Radha Krishna Pandey
Mr. Ramesh Chand Surana
Mrs. Nishal Jain

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

Chief Financial Officer

Mr. Harish Kumar Agarwal

Bankers

State Bank of Bikaner & Jaipur
Allahabad Bank

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

Auditors

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

Registered Office

L-311, Street No. 7, Mahipalpur Exention, 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.colouredreamz.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.: 01493-306801-820, Fax: 01493-306810

Audit Committee

Mr. Mahendra Kumar Doogar
Mr. Ramesh Chand Surana
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. Radha Krishna Pandey
Mr. Ramesh Chand Surana

Corporate Social Responsibility Committee

Mr. Satish Kumar Agarwal
Mr. Sunil Kumar Agarwal
Mr. Mahendra Kumar Doogar



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Whole Time Director



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Whole Time Director



Mr. Sachin Agarwal
Whole Time Director



Mr. Mahendra Kumar Doogar
Director



Mr. Radha Krishna Pandey
Director



Mr. Ramesh Chand Surana
Director



Mrs. Nishal Jain
Director

CHIEF FINANCIAL OFFICER



Mr. Harish Kumar Agarwal
CFO

***Creators of the Glorious Chronicle
of Continuous Growth...***



From the CMD DESK

On the occasion of sharing the Annual Report of Kamdhenu Ispat Limited for the financial year 2014-15, I must express my pleasure, appreciation and optimism on the performance of the Company. Once again in the last financial year, the Company has not only bypassed the target set for the period but also consolidated its position as one of the prime segmental leader by bringing forth a number of innovative construction materials according to the existing market need and upcoming trends. While achieving a noteworthy success in registering high growth rate, we also convincingly and conclusively assert ourselves as the frontrunners in construction material segment. The sales and profit figures at the year-end have been promising and undoubtedly indicative of an impending leap in the future.

The financial Year 2014-15 was a period of transition on many accounts for India in general and Indian construction sector market in particular. During the year, with change in government some categorical shift in policy paradigm came into effect. The financial year started with sluggish market scenario with Indian construction sector not performing to its potential. Thanks to the initiatives of incumbent government towards rapid infrastructure creation, the situation started to improve. The last few quarters presented before us slowly but steadily improving economy, a time full of opportunities to consolidate and grow. The vigorous engagements with all the substantial economies of the globe, heralded by the incumbent government has somewhat changed the parameters of construction sector, creating a need for world-class construction material suitable to the large scale infrastructures adhering to global norms of strength and safety. Government's pro-development agenda being backed up by Indian entrepreneurs, indeed fast-tracked the rate of infrastructural building in the country substantially.

Innovation being the key to stay relevant in this emerging trend, Kamdhenu Ispat Limited has aptly adapted to these scenarios. Company's flexible manufacturing process and efficient distribution system backed by its advanced and technologically superior product-line efficiently responded towards creating opportunities amidst the prevailing market dynamics. The Company achieved a significant growth in the year 2014-15 with an increase of 35% in net profit as well as an increase in turnover as compared to the previous year.

Driven by the commitment to provide cost-effective and innovative products, Kamdhenu Ispat Limited is setting a benchmark with unceasingly evolving polygonal processes involving manufacturing, marketing, branding and distribution. Standing tall amongst the other players in the sector as the sole authorized Indian company manufacturing double ribs rebar KAMDHENU SS 10000, Kamdhenu Ispat Limited has put meticulous effort to reach to the consumers in many states with this premium product featuring unmatched strength and incomparable earthquake safety while conforming to international quality standard besides Indian standard. 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, Himachal Pradesh etc.

Responding to the growing market of colour coated GI/Galvanized profiling sheets, we presented a wide range of the best quality colour coated GI/Galvanized sheet products in the Indian market under the Kamdhenu brand through 'Franchisee Business Association Model'. True to the spirit of brand Kamdhenu in terms of quality, trust and innovation, these roofing sheets are best of its kind and receiving favourable responses from the customers all across. During the financial year, categorical thrust was given to expand the marketing network of this product category in proportion to the market potential in the segment towards realizing a substantial market share. In the times to come we can safely hope that the segment would emerge as a prominent dividend-driver for the Company.

Manufacturing and marketing a wide range of paints products meticulously developed keeping in mind the consumer preferences and global trends, the Paint Division of the company is today counted among the top ranking Indian companies in decorative paints segment. Highlighting our concerns towards environment and consumer wellbeing, the company has included more variants of low VOC Eco-friendly products 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, Aluminum Finishes and Textured & Designer Finishes.

Deeply believing that the customers must exercise the informed choice, we continuously put efforts for customer-friendly solutions. By providing a futuristic concept design gallery to the customers, Kamdhenu paints is initiating a new era of decorative paints buying. This innovative step has been in the long line of inventive initiatives taken by the Company in the past, like the introduction of water based enamel which is eco-friendly and known for its longevity as compared to the conventional oil based paints, development of a special painting system called Renaissance Replica- a European styled designer paints and installation of Tinting Machines. With the aim to motivate the channel partners of Kamdhenu Paints, during the financial year 2 mega incentive schemes were launched. Roping in many celebrities of Film & TV industries of India, these events gave unprecedented visibility to the brand and helped in increasing the brand equity.

Heralding industrial innovation time and again, Kamdhenu Ispat Limited facilitates meticulous R&D activities on new product developments, enriched applications, resources efficiency and quality improvement. Aided by an able R&D team, Kamdhenu continuously explores new business verticals and keeps upgrading the existing portfolio to offer the best to its customers.

Kamdhenu practices the uncompromised and advance processes and protocols from mines till market. Quality assurance of Kamdhenu products is the real strength behind the brand, resulting in appreciation, repeat buying and recommendations from the customers. The trust of our customers is our greatest asset and since inception Kamdhenu unflinchingly stands to the expectations of customers by maintaining its superior quality backed with excellent service.

Innovative to its core, Kamdhenu started a new era in steel long product market by pioneering 'Franchisee Business Association Model' in the segment. Integrating independent manufacturers all across India with the idea and ideals of Brand Kamdhenu and streamlining the fragmented steel

sector, Kamdhenu ensures assured quality products to millions of consumers. Imparting Brand value to products, this business model proved a true win-win proposition to all. From this unique model, consumers are benefiting with trustworthy quality, Independent manufactures using our brand name are getting good returns while this helps our products find Pan-Indian accessibility at faster pace. The 'Franchisee Business Association Model' has increased our production strength to more than 50 units.

Being a true Pan-India entity, Kamdhenu products are available in every nook and corner of the country. Enjoying a strong distribution network comprising more than 3500 dealers and distributors for the marketing of steel products Kamdhenu products are truly ubiquitous in every major market. Amidst the growing market size of decorative paints, 32 sales depots are operating across the country successfully enhancing the market share of Kamdhenu paint products. Presently over 4000 paint dealers and distributors are involved in the marketing of Kamdhenu paints.

Kamdhenu fully understand the importance of perpetual brand building and brand association activities. Backed with careful communication planning and accurate implementation of advertising and marketing activities, Kamdhenu Ispat Limited is boosting its brand equity. Smartly investing into promotion, advertising and marketing communication activities, Kamdhenu has been so far very successful in establishing a positive brand identity with good brand recognition and retention. Within the last year also the company has participated in various social and cultural activities and sponsored mega events in the process. The conventional campaign covering full spectrum of media throughout the year helped the Brand Kamdhenu to reach all across.

A responsible organization committed to the development of society, Kamdhenu has a dedicated social wing, Kamdhenu Jeevandhara, to look after its CSR activities. One of the priority programmes of Kamdhenu Jeevandhara is to promote education among the underprivileged population and towards this goal many schools in remote areas are being suitably supported by it. Through an ambitious project, "Green India Campaign", promising far-reaching results on environmental protection, the dealers and distributors of the company are actively promoting plantation all across the country. Aligning our resources to the cherished vision of Swachh Bharat Abhiyan, Kamdhenu Jeevandhara is relentlessly working on it.

Concluding my message to you all, I would like to thank all our esteemed Stakeholders, Office Bearers, Financial Institutions, Banker, Channel partners, Business Associates, Employees and foremost to our Customers for their consistent support to the Company. I hope your continued association with the Company in its endeavours towards bigger achievements in days to come.

With warm regards,
Yours sincerely



Satish Kumar Agarwal
Chairman & Managing Director
Kamdhenu Ispat Limited

11th August 2015

Vision & Mission



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.

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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 **True PAN-India presence**



KAMDHENU STEEL

Yet another
TECHNOLOGICAL INNOVATION
KAMDHENU 500-D TMT

STRENGTH THAT EMERGES

500-D

Ensuring Quality, to provide **Unmatched Strength**



Advanced machinery, world-class technology and superior raw materials ensure the production of high quality TMT rebars at all manufacturing plants of Kamdhenu Ispat Limited.

Manufacturing and marketing India's top selling TMT Brand, Kamdhenu Ispat Limited is a rare success story in recent corporate history. From a humble genesis as a small venture at Bhiwadi, Rajasthan in 1995 to becoming the Number 1 in TMT Rebar segment within two decades of time is remarkable feat. This growth is not just a statistical growth of size and volume but a multi-layered growth signifying an illustrious acumen and visionary approach.

Presently Kamdhenu Thermo-Mechanically-Treated (TMT) steel rebars are being manufactured in the state-of-the-art production units with a combined annual production capacity of 20 Lakh Metric Tonnes employing the advanced manufacturing technology.

Continuously evolving its portfolio by introducing products with innovative features, Kamdhenu offers upgraded editions of TMT Steel bars- 500D. This ultra-durable TMT product has the ability to mitigate the quantum of harmful impurities of Sulphur and Phosphorus up to 0.075% and thus features superior strength to withstand harsh weather conditions resulting in longer lifespan of the structures. Conforming to the latest BIS specifications, other variants of TMTs as Fe-415, Fe-500 and Fe-550 are also available.