

Towards a  
**NEW MILESTONE**



annual report **2016-17**



# Next Generation **INTERLOCK** Steel

*Advanced  
Double Rib*

*2.5 Times Stronger  
Interlock*

*Superior Resistance  
From Earthquake*

*Compatible with  
Skyline Structure*

Beginning the journey more than two decades ago, Kamdhenu Limited has established itself on the pinnacle of success, being into the compelling business of building concrete foundations of development. We have put forth our effort to shape the dynamism of Indian infrastructure and have become the first company to offer branded steel products in India.

# KAMDHENU **Nxt**

DOUBLE RIB TMT BAR

Winner of






## KAMDHENU LIMITED

(Formerly known as Kamdhenu Ispat Limited) CIN: L27101DL1994PLC134282

**Corporate Office:** 2nd Floor, Tower-A, Building No.9,  
DLF Cyber City Phase-3, Gurgaon-122 002, **Ph.:** 0124-4604500

**Fax:** 0124-4218524 **Email:** info@kamdhenulimited.com

**Website:** www.kamdhenulimited.com

Follow us on:   

## 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 India  
Allahabad Bank

## Auditors

S. Singhal & Company,  
Chartered Accountants  
E-127, Industrial Area,  
Bhiwadi-301019, Rajasthan,  
Tel.: 01493-220218, Fax: 01493-221933

## Corporate Office

2nd Floor, Tower-A, Building No.9, DLF Cyber City Phase-III, Gurgaon- 122002 (Haryana),  
Tel.: 0124-4604500, Fax: 0124-4218524 | E-mail: kamdhenu@kamdhenulimited.com  
Website: www.kamdhenulimited.com, www.kamdhenupaints.com

## Registered Office

L-311, Street No.7, Mahipalpur Extension,  
New Delhi - 110037, Tel.: 011-65493417,  
Fax: 011-26784596

## 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 & Remuneration Committee

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

## Corporate Social Responsibility Committee

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

## Registrar & Transfer Agent

M/s Karvy Computershare (P) Limited  
Karvy Selenium Tower B, Plot number 31 & 32,  
Financial District, Nanakramguda, Serilingampally Mandal,  
Hyderabad - 500032, India  
Tel.: 040 6716 1518, Mob.: 9866515032  
E-mail: mailmanager@karvy.com, suresh.d@karvy.com  
www.karvycomputershare.com

## Works

Steel: A-1112 & 1114, RIICO Industrial Area, Phase-III,  
Bhiwadi, Dist. Alwar-301019, Rajasthan  
Tel.: 01493-520400 (30 Lines), Fax: 01493-520428

Paint: E-538-539 A, Industrial Area,  
Chopanki, Distt. Alwar-301019, Rajasthan  
Tel.: 01493-306801-820, Fax: 01493-306810





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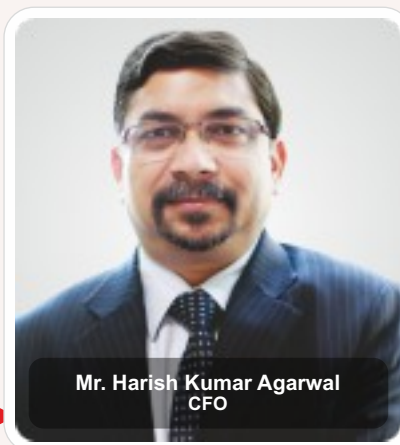
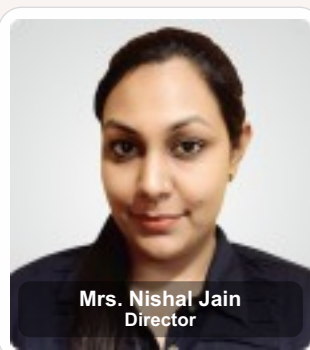
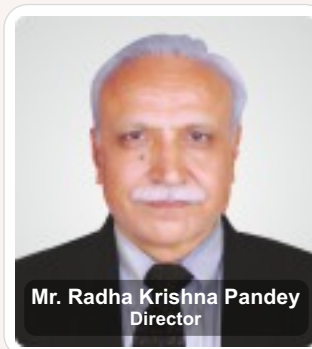
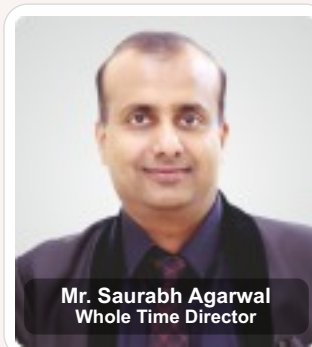
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## BOARD OF DIRECTORS



## CHIEF FINANCIAL OFFICER

Creators of the Glorious Chronicle of Continuous Growth...

### CMD Speaks



**Mr. Satish Kumar Agarwal**  
Chairman & Managing Director

I am delighted to present the Annual Report of Kamdhenu Limited for the Financial Year 2016-17 which was a triumphant year for all of us. Despite the challenging market environment, we delivered another year of sustained growth and strong results behind a sharpened focus on winning with our consumers, shareholders and better utilization of available resources.

Amidst demonetization and sluggish growth of the industry, Kamdhenu Limited has been able to script a success story in the last fiscal year. At a time when most manufacturers struggled to create demand for their products, your Company registered a net profit of Rs.983 lakhs compared to last year's net profit of Rs.815 lakhs. The board of directors has recommended a dividend of 8% on the paid up capital, for the financial year 2016-17 subject to approval of the shareholders.

With a new dawn in the Indian economy, Government came up with / presented/ proposed various policy reforms to address the deep needs of people. Infrastructure development is one such area taken-up by the Government keeping in mind the future growth of the Indian economy. We are of the view that this initiative will boost construction activity

thereby increasing the demand for steel.

India's urban population is growing at breath neck speed. This makes it imperative to strike the right balance of urban development alongside the infrastructure growth. Towards this, our country is foreseeing a record allocation of Rs.3.96 trillion to infrastructure sector. This will turn the spotlight on reinforced structures like ports, roads and other areas like affordable housing, physical infrastructure thereby providing necessary momentum to the steel sector to meet its growth targets.

In our country, the most challenging task is to come up with technologically advanced yet affordable products. At Kamdhenu Limited, innovation run through our veins and over the years, your Company has developed latest tools and technology that enable us to deliver products that meet their diverse customer requirements.

Kamdhenu TMT is the largest selling TMT rebar in the Country. Recently, your Company launched one of its most innovative product Kamdhenu Nxt, the next generation interlock steel, in the market. The product promises to deliver the best value for money to our value

conscious and price sensitive customers. We are already offering Kamdhenu SS10000 which is a celebrated product among the premium users of double rib TMT bars. The blend of chemical and mechanical properties of this product is at par with national and international standards of quality like that of British Standard B500C.

The rapidly growing diversity and choices in the market have increased the role of brand leadership which has significant positive relationship with product and service quality. Your Company is committed to strengthen Kamdhenu Brand further and towards this we have ensured strict quality compliance for each of the products besides developing strong work ethics. We are also taking advertising and on-ground marketing initiatives to enhance the brand's recognition and popularity among the target customers. This approach has helped us enormously to achieve our set goals.

In order to build commanding position throughout India and overseas, your Company has initiated "Franchisee Business Model" which helps Kamdhenu to earn high revenues without investing in manufacturing activity. With the help of this model, we have promoted a better way of conducting business for our channel partners. I am proud to say that our unique franchisee business model is in sync with the Government's larger goal of bringing large number of businesses into the formal sector.

We are committed to 'Make in India' since its inception. Under Franchisee Business Model, we offer franchisees, mainly in the un-organised sector, our brand name, and assistance in technology, quality and consistency besides marketing support. This model is a win-win for us and our franchisees which ultimately benefits the customers, who gains the most by getting top quality products at reasonable price. Franchisee Business Model has not only enabled us to scale up our steel business considerably but is also helping franchisee partners earn premium on their produce. We have strengthened our manufacturing footprint by increasing our manufacturing units to 70 by the end of Financial Year 2016-17.

During our 22 years of continuous growth, we have built strong distribution network of more than 8500 dealers and distributors. Our mission is to maintain the standards that have built our reputation, develop new products to meet advancing needs, and continue providing the products and services our customers have

come to trust. Towards this, your Company has plans to prudently utilize every resource in the new financial year so as to achieve the set targets and create new demands in the market for innovative steel products like Kamdhenu Nxt.

Our channel partners and dealers have played key role in Company's success. We treat them as an individual and a member of Kamdhenu family. Your Company therefore incentivize and support channel partners to ignite sales' success.

Recently, Kamdhenu Paints organized a celebrity studded event called "Target Ka Badshah" to encourage channel partners. Your Company also gave away attractive awards to winning channel partners in different categories during the event.

Indian Paint industry is a growing sector and its linkage with our country's economic growth is strong. In order to ramp-up paints business, we are focusing on secondary sales support as well. We have set-up a registration center for painters besides installation of more than 1000 tinting machines at the dealers' locations across India.

Kamdhenu Limited is responsible and accountable to the society and environment it exists in. As a corporate initiative, your Company has embarked upon massive CSR programme of educational, health and environmental development endeavors through Kamdhenu Jeevan Dhara to play a bigger role for the needy and impoverished segment of society.

I wish to conclude my words with a big thank you to all those who have played a fundamental role in the successful journey of the Company. I also wish to thank our customers as their reliance on our products and services has made us what we are today. With a commitment to fulfill all our dreams and a clear vision for the future goals, we are on course to fulfill our commitment to deliver superior value to our customers and business associates alike.

With warm regards,  
Yours sincerely



**Satish Kumar Agarwal**  
Chairman & Managing Director  
Kamdhenu Limited



## Vision & Mission



### THE MISSION IS REFLECTED IN THE VISION

**To aim big and to hit the aim  
with determination and diligence**

To aim big and achieve that aim with the help of cultivated talent, firm team spirit, reassuring leadership potential. We believe in working with velocity, growing with pride and motivating ourselves with fervor. This world is the universe of unlimited opportunities and the smarter is the winner. With the aid of new age industrialization and development, refined business policies and R&D; integral employee guiding principles are surely going to take us to the pinnacle.

Putting persistent efforts in bringing about possible changes in the society we live, we are continuously assigning a fat budget into CSR activities. Education, environment, empowerment are our major areas of concern. In this respect, we run activities to support physically challenged, impoverished and needy for education. Green drives are being run for planting trees and other environment protection steps are also taken with keen interest for making an impact.



# Marketing and **BRANDING**





**As soon as the business intensification grew and the Company enlarged to a multi-city entity, the franchise business model was brought into consideration so as to keep the obstacles of limited capacity and financial resources far. As on date, we have more than 70 franchise units scattered across the Country offering the finest class products at most cost effective prices.**

## THE FRANCHISE BUSINESS MODEL

The first Company to introduce branded steel products, Kamdhenu Limited is setting a testimony of manufacturing new age steel products in the fast growing developing economy. Its continuous thrust for the betterment and strengthening of Indian infrastructure covering construction and real estate sector, under various policies and projects framed by the government, is been appreciated time and again.

As soon as the business intensification grew and the Company enlarged to a multi-city entity, the franchise business model was brought into consideration so as to keep the obstacles of limited capacity and financial resources far. As on date, we have more than 70 franchise units scattered across the country offering the finest class products at most cost effective prices.

The Franchise Business Model of Kamdhenu Limited is an integrated association with independent manufacturers through effectual agreement model. Today, the Company has rationalized the steel sector into an organized one. Implemented with utter research and crafted with strategically effective planning, our business model ensures huge advantage to all our partner producers as they are provided with technologically advanced techniques and procedures to upgrade the production output as per the International Standards. Kamdhenu also equip the franchise partners with Company's marketing strategies which enhances the brand association and further strengthening the growth of the Company and franchise altogether.