**Press release**

**Kamdhenu Organised Bihar Dealer’s Meet in Agra**

**Kamdhenu Limited is poised to move forward with smart city project in Bihar**

**Patna:** Kamdhenu Limited has organized a dealer’s meet at Hotel J. P. Palace in Agra, with the objective to motivate the Kamdhenu Dealers from Bihar in view of impending development in Bihar under Smart City Project. This Dealer’s Meet was attended by more than 350 Kamdhenu dealers from Bihar. In the spirit of lending support to the infrastructural development, the speakers of Company have given useful tips regarding growth and marketing strategies.

The leading steel and infrastructure sector company, Kamdhenu Limited is prepared to boost its role in the Development of Bihar. Company is making the dealers from the state ready for the Smart City Projects. In the Smart City project list 3 cities of Bihar namely; Muzzafarpur, Bhagalpur and Bihar Sharif are included and in these 3 cities the large scale infrastructural and industrial development is going to take place. During the Annual Dealer Meet organized at Hotel J. P. Palace, Agra it was discussed that, for these developments a huge volume of steel products and construction materials would be required, particular in the markets of these 3 cities.

During the event the Company put focus on the trust and quality aspects of Kamdhenu Products. Kamdhenu Limited as a complete construction solution provider, manufacture and market TMT rebars, structural steel, colour coated roofing sheets, paint products, PVC pipes and plywood etc. Company has a robust marketing network spread all across India and many overseas markets. The Company is organizing similar meets at regular intervals to motivate the dealers to continuously increase the demand of these superior product ranges towards making good quality constructions in Bihar.

The Director, Kamdhenu Limited, Mr. Sunil Agarwal said at this annual channel partner’s meet, “In the growth of brand Kamdhenu is Bihar the quality of these products and contributions of the Dealers from the state have played equal role. With the support and good performance of dealers we are today a big brand of Bihar and still growing ahead on the path of progress. Now we are putting a collective effort to set a new standard of good quality infrastructural development.”

On this occasion the Director of M/S Dadiji Steels Pvt. Ltd., Mr. Ramesh gupta said, “We are attached with Kamdhenu for over 11 years. We are happy to announce that we are attached to a brand which never compromise on quality. For its superior quality Kamdhenu has become the first choice of the customers across the country while being a leading Brand in Bihar. Kamdhenu is contributing in the development of the state by providing very high quality products. I have full confidence that in the future too we will keep contributing.”

In this grand event the many personnel of Kamdhenu limited have participated, which include; Mr. S. B. Sharma, Sr. GM, Ms. Arati Sarkar, AGM, Sr. Manager and Brand Promotion Mr. Chandan Goswami. The Directors of M/S Dadiji Steel Pvt. Ltd. Mr. Ramesh Gupta, Mr. Vijay Gupta and Mr. Binay Singh were also made their presence in this event.

About Kamdhenu Limited:

Kamdhenu Limited is a leading company of Kamdhenu Group which manufactures, market, brand & distributes all products related to building construction such as steel, paints, plywood & etc. ISO 9001:2008 certified & listed in BSE & NSE, company has done the business value of Rs. 885 cr. in the FY 2015-16. But put together all the brand value of Kamdhenu’s product is more than Rs. 8,000 cr. The company is having more than 60 franchisee manufacturing units and 4000 dealers of paint division and 4500 dealers & distributors of steel, spread across the country.