

Kamdhenu tmt



**ASSIGN
BUSTER**

The company's product portfolio comprises reinforcement Steel Bar (TM/HAS), structural steel (angle, beam, channel and flat), binding wire (Camden Wire bond), plywood, housing projects (Smokehouse) and PVC windows and doors and the recently added product portfolio of Camden paints? Color Dreamed to their various consumer awareness campaign, their product was very well allocated by the consumer. They have three known concepts in this franchisee business model. They provide 100% technological support to their franchising units, wherein they provide the complete quality management systems, quality teams.

Telesales provide 100% marketing support. And thirdly, they also allow them to use their brand name - Camden, in their products. Whatever proceeds come from disaffiliation, the manufacturers get to keep 80%, while passing on 20% to their company as royalty. Now, from that one single unit, they now have 59 units in total ? 57 in India and 2 in Nepal. The construction industry is growing at 12-15% annually. Camden aims to become one-stop solution provider in infrastructure indoctrination sector of India.

They focus mainly on construction sector having different products, but they are reloading forward to make it into FMC model starting with cow-milk, butter and thinning to mineral water also. For Camden, more franchisee units meaner increase in market share. It also helps improvement of brand equity without investing in manufacturing activity. Since they've these units located in different parts of the country, they save on transportation's and time. Inventory control for construction sector is also very important - andantes units make it easier to provide quick delivery of products to the nonusers.

Alison the future, services will be in major demand, and these units will surely come unhandy. The sheer volume generated by all units put together gives us more bargaining power For their franchisee units, the most important benefit is in the form of expertise independence that they provide for running their business efficiently. They also benefit by getting a ready platform in the niche market by affiliating with us. The franchiser's get to leverage the brand Camden for the manufactured products, histrionic gives them access to the already in polycrystalline Camden markets network.

These are some of the many benefits that franchisee units reap by fainthearted to Camden. Besides SAIL & DATA Steel, Camden is the only brand with a strong presence nationwide. While there are regional players across the countries, who manufacturers brands; none of them can match the quality of products that come from outhouse of Camden. They always strive to provide best quality at a very reasonable price. So the quality of their products is as good as DATA Steel, and they keep their prices 5000-6000 a ton than them.

They have all types of repressions builders, corporate builders like ODL, GYM, Nasals, etc, as well as govern antiterrorism such as NOAH, Railways, Airports, etc. Somersaulted Limited was incorporated on September 12, 1994 in Jasper Restaurants. The company obtained its certificate of Commencement of Business on December 29, 1994 issued by the Registrar of Companies Jasper, Restaurants. Somersaulted the largest manufacturer of international quality Steel Bars in India, is the first company to get the prestigious ISO 9001 : 2000 certifications.

Camden, the brand name that verbs of strength, durability and dependence has registered the utmost brand recall in the construction industry.

Somersaulted now manufactures reinforced steel bars- TM, CTD & AS, under the same brand. Somersaulted uses the latest CRM Belgium technology to manufacture its string of products- ACID bars, TM bars, TM-Gal bars and Stainless steel in a flattering time of 18 seconds against 52 seconds of others. The manufacturing plants are fully automated for hot rolling and fine twisting techniques and use proper quenching processes for TM technology.

Every success story has a humble beginning, so was their. This story of hard work and success started in the year 1995 when a creative young individual started work in a production unit and instigated this expedition into Indian's steel sector with a single reinforcement steel bars manufacturing business at Baddie in Restaurants. The hard slog and uphill struggle soon, within the flashes of year brought the Journey to a milestone with Somersaulted , where the business took shape of a company of towering reputation, in the Indian Steel market.

What started as a single manufacturing unit has now twigged into above 40 taut manufacturing units across he country as leading steel manufacturers and the string seems to be getting longer. Product range of the company includes: * TM / HAS Bars * Structural Steel * Wardrobe * plywood * Home * Paints * PVC Pipes * PVC Windows * Camden Super Cement Achievements/ recognition: * Somersaulted limited was conferred on with the prestigious business sphere award for Corporate Excellence and other distinctive contribution to the business. * * Datagram * Rationing * Daguerreotyping * Mr.. Sunnis Augural Director Somersaulted Ltd.

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