



# R. K. ENTERPRISES™

(India's First ISO 9001:2008 Retailer)



You Dream  
We Create

## Director's Message



**You dream. We Build.** – The new mantra at R K Enterprises.

From retailing of construction materials, we have become an associate of Your dream.

Understanding your dreams, understanding your needs and understanding you is the key to turning your dream into the very best building experience

*Over the years....*

A thought beacon we followed tirelessly to take R K Enterprises from strength to strength. We believe strongly in the competitiveness of the Indian market and the unique challenges that our environment creates for us to be class of its own.

As a responsible business house, we are committed to contributing to the dreams of thousands and this is where we believe our deep rooted values set us apart. Along the way we have learned hard-won business lessons on breaking from conventional practices and taking up challenges, bringing a great deal of expertise to our clients, strengthening the company, both, technically and at the management level. Our values, inherited from the absorbing tale of our founder, have allowed us to preserve the spirit of the company through periods of intense growth.

With Regards

*Rupesh Agarwal*



## Vision

- To be a respected organization known for Quality, Reliability, Timely completion and genuine pricing.
- To maximize customer value through continuous adoption of latest Technologies, Management practices and Innovation.
- To provide a climate of Transparency, Mutual faith and Continuous learning to its employees.
- To be a responsible organization by committing to enhance the quality of life of its employees and that of the larger community.

## Values

Building Values is a philosophy which we embraced not just to capture the true spirit of the brand but also as a system of delivery to our clients. At R K Enterprises, our values define who we are. They are the fundamental beliefs of our organization and our founder. They influence the way we work with each other and the way our clients and wider communities experience us.

- Ethical business practices
- Collaborative and creative work environment
- Mutual respect and dignity of individuals
- Caring culture towards employees and society



## Our Guiding Principles

It is R K Enterprises's policy to operate with high standards of ethical behavior. The organization has set out core principles, which are at the heart of all the our activities.

- To comply with our norms wherever we function.
- To conduct all our business operations within an unambiguous ethic al structure
- To contribute positively to the natural and social environments in which we function.

## Quality

Quality is what drives our business and keeps our clients com mitted to us in the long term. We recog nize the importance of maintaining high standards in all facets of our business and train our people on various initiatives within. It is maintained as much on the site as also when dealing with the supply. We are the first Iso certified retailer







## About Us

R. K. Enterprises is one of Jharkhand's leading stockist of building materials. Situated at Ramgarh Cantt., it is a major supplier of cement, TMT bars, GC and AC sheets manufactured by leading companies in their own fields. R. K. Enterprises is a name that is synonymous with "Trust" and it has proved this by implementing electronic weighing scales in its retail outlet.

Ever since its inception the computer billing system has won R. K. Enterprises accolades in the market. Established in the year 1992 by Mr. Rupesh Agarwal, the founder is a man who is widely respected for the contributions made by him towards the well-being of the society. Over the years, R.K.Enterprises has emerged as a thriving, nimble, steel enterprise, due to its ability to transform itself rapidly to meet the challenges of a highly competitive global economy and commitment to become a supplier of choice by delighting its customers with services and products.

Constant modernisation and introduction of state-of-the-art technology at R.K.Enterprises has enabled it to stay ahead in the market and successfully meet the expectations of all sections of customers.

R. K. Enterprises today has emerged a major Ultra Tech & Ambuja cement supplier, and possesses its own corporate values and working culture. In order to bring together the complete client satisfaction and good product quality standards, we have laid down the guidelines which are binding on all employees. Being ISO 9001:2000 certified trader and supplier of Ultra Tech Cement, TMT Bars and Sheets, we continue to be a dynamic company on which our clients place trust and confidence. Located at Ramgarh in Jharkand, we are a widely admired supplier of Cement of various brands like Ambuja, Jaypee, Lafarge and Ultra Tech as well as a recognized trader of TMT Bars and Sheets of different manufacturers like Tata Tiscon Bars, Tata Shaktee etc.

# Authorised stockist

## Cement

- ★ Ambuja Cement
- ★ Lafarge Cement
- ★ Ultratech Cement
- ★ Birla Samrat
- ★ Bharat Dalmia
- ★ Shree Ultra Cement

## Steel

- ★ Tata Tiscon
- ★ Tata Wiron & Nails
- ★ Tata Structura
- ★ Pravesh Doors (Tata Tiscon)
- ★ Tata Tiscon Experience Zone

## Sheet

- ★ Tata Shaktee
- ★ Tata Bluescope
- ★ Everest Industries

## Paints

- ★ Berger Paints, Putty
- ★ Berger Home Shield
- ★ Shalimar Paints

## Batteries & Inverter

- ★ Exide batteries for automobiles & inverters
- ★ Microtek Inverter

# Cement

## Ambuja Cement

### High Strength. High Performance Cement

Ambuja Cement is committed to make high strength cement that would enable our customers build strong and durable structures. To achieve this, the finest quality of limestone is used and state-of-the-art technology deployed. But our people have also used one more ingredient – Innovation. They have developed an innovative way of using fly ash to produce high strength Portland Pozzolana Cement (PPC) Millions of tons of fly ash is generated as waste annually by thermal power plants and poses a high environmental hazard. This waste is put to productive use and this innovation has also meant 25% less limestone is used in the production of cement. Today, PPC constitutes 93% of our product portfolio.



A conveyor belt that cuts through 3 mountains. Our engineers didn't just dream the impossible. They built it. **I CAN.**

## LAFARGE CEMENT

Lafarge Cement is one of the leading players in Eastern & Central India. The company produces high performance blended cements in Portland Slag Cement (PSC) and Portland Pozzolana Cement (PPC) variants. Our long-standing international experience and wide diversity provide us with the much needed expertise while understanding the essential properties of cement and its premium quality.





# Cement

**UltraTech**  
**CEMENT**

*The Engineer's Choice*

UltraTech Cement is the ultimate 360° building materials destination, providing an array of products ranging from grey cement to white cement, from building products to building solutions and an assortment of ready mix concretes catering to varied needs and applications.



**Strong enough to uphold  
an Engineer's promise**



**BIRLA  
CEMENT  
SAMRAT**  
MP BIRLA GROUP

**BIRLA  
SAMRAT  
CEMENT**  
MP BIRLA GROUP



Presenting **Birla Samrat Cement** Fine grain cement for faster Construction

Birla Samrat Cement is a fly-ash based Portland Pozzolana Cement conforming to IS-1489 (Part 1). Made by blending high quality Portland cement clinker, fly ash and gypsum from power plants, it is used for strong, durable and concrete structures.





# Cement



Dalmia Cement (Bharat) Limited (DCBL)), part of the Dalmia Bharat Group, is a pioneer in the cement manufacturing for over seven decades since 1939. With an expanding India footprint, the company is a category leader in super-specialty cements used for oil well, railway sleepers and air strips.



SHREE CEMENT LIMITED

Bangur Cement is a product of Shree Cement. Shree Cement has three main brands. 1. Shree Ultra 2. Bangur Cement 3. Rockstrong. It is among the top five cement groups in India. It is the first Cement Company and one of the three Indian companies who were listed as New Sustainability Champion by World Economic Forum in September 2011. We have a world record in fastest completion of 1.0 MTPA clinker capacity in 330 Days as compared to the standard 630 Days time.



# Steel



Launched in 2000, Tata Tiscon is the first Thermo Mechanically Treated (TMT) rebar in the country. It is the only rebar in India to have achieved the 'Superbrand' status. Every Tiscon rebar is made from pure steel, with the most advanced TMT technology from Tempcore, Belgium empowered with the latest technology supplied by Morgan, USA.



LIFE MEIN HAZAAR CHOICE  
**TATA TISCON**  
**REBAR**  
GHAR BANANE KE LIYE  
**ONLY CHOICE**



As a leader in rebar category, TATA Tiscon offers a wide range of rebars

- Tata Tiscon 500D rebars which offers upto 17% savings over other TMT rebars which are generally of 415
- Tata Tiscon SD rebars for construction in high seismic zones to make structures earthquake resistant
- Tata Tiscon CRS rebars for coastal area to provide longer life to the structures
- Tata Tiscon 600 rebars for multi-storey steel heavy structures



# Steel



Tata Steel Wires Business is a major player in the wire industry servicing the discerning needs of its customers across global markets. It is the leading producer of steel wires, with a 30% market share of the organised wire market in India. A wealth of experience and expertise in the wire industry coupled with latest technology incorporations has enabled Tata Steel Wire Division to meet the most exacting specifications and requirements of customers time and again. It manufactures a wide range of wires catering to the needs of various industry segments such as automobile, infrastructure, power and general engineering.

**New** **PREMIUM GI WIRES**  
Really Strong. Lasts Long.



THE SHAPE OF THINGS TO COME

Tata Steel - Tubes Strategic Business Unit (SBU) manufactures Structural Tubes under the brand name of 'Tata Structura'. Tata Structura Steel Hollow sections are superior in quality and are manufactured using raw materials that come from Tata Steel's world-class Hot Strip Mill.

Besides bearing the trust and value of the Tata Steel brand name, Tata Structura Steel Hollow sections are advantageous from a techno-economic perspective. Structures made of Tata Structura Hollow Sections are lightweight and therefore more resistant to seismic forces. These ensure high structural durability and are preferred by architects and structural engineers for Airports, Metro & Railway stations, Malls, IT & Industrial complexes, Conveyor galleries, Solar support structures etc.



THE FIRMNESS  
IN FLEXIBILITY





# Sheet



Tata Shaktee GC sheets give you the twin benefits of superior quality and super savings. The advantages of using Tata Shaktee 800mm GC sheets over ordinary GC sheets are listed below: Even corrugations of the Tata Shaktee GC sheets ensure perfect overlapping, which results in perfect weatherproofing. There is no unwanted moisture or particle retention and this prevents corrosion rising from overlapping. The length of the sheet is equal to the standard specified length, giving you true value for money.

बेहतरीन शीट को चाहिए परफेक्ट फिट  
**नया टाटा शक्ति रिज**  
लोकल रिज हटाएं, टाटा शक्ति रिज अपनाएं

कोई लीकेज नहीं बिल्कुल सही फिट

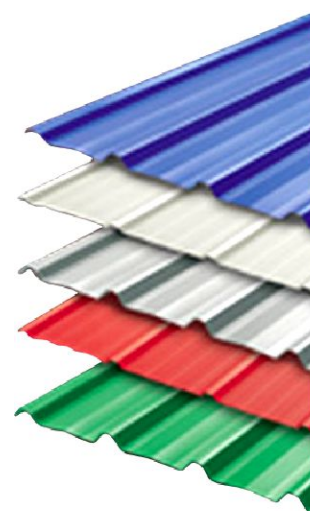
**TATA SHAKTEE  
RIDGE**

शक्तिशाली टाटा शक्ति जी सी शीट  
काम ज़्यादा, दाम नहीं!

मूल्य की करो परख  
फिर खरीदो बेझड़क



The Coated Steel Division of Tata BlueScope Steel is the leading manufacturer of metallic coated steel and pre-painted steel coils. ZINCALUME® steel and COLORBOND® steel are the premium brands offered by the Division.



# Sheet



Everest Industries Limited is one of India's fastest growing building solutions companies. Following a solutions approach where various products and services are integrated to meet customers' needs, Everest offers a complete range like Roofing, Ceilings, Walls, Floors, Cladding, Doors, and Pre-Engineered Steel Buildings for the Industrial, Commercial and Residential Sectors. Today, Everest is one of the most respected and renowned business entities in India and has gained a strong foothold in the market.



**SHALIMAR  
PAINTS**

At Shalimar Paints, 'Art & Science' co-exist in perfect harmony to create superior quality durable paints. Under every coat of our paint lies a powerful layer of science designed to deliver a beautiful and long-lasting finish.

Shalimar Paints has perfected this art of blending aesthetics and chemistry over the last 113 years in manufacturing high performance paints that deliver beautiful, rich finishes. From mining the best quality pigments to packaging and sealing of cans, Shalimar's inventive DNA empowers every drop of paint to give beauty and innovation in equal measure.





# Berger Paints



## Interior Wall Coatings

### Designer Finishes

- Silk Illusions Design Metallica
- Silk Illusions Non Metallic
- Silk Illusions Metallica
- Silk Illusions Marble Finish



### Interior Impulsion

- Silk Luxury Emulsion
- Easy Clean
- Rangoli Total Care
- Bison Acrylic Emulsion



### Interior Acrylic Distemper

- Bison Distemper



### Enamels

- Breathe Easy Enamel
- Luxol Lustre
- Luxol Satin Enamel
- Luxol High Gloss Enamel





# Berger Paints



## Exterior Wall Coatings

### Designer Finishes

- WeatherCoat All Guard
- WeatherCoat Longlife
- WeatherCoat Smooth
- Walmasta
- WeatherCoat Tile Protektor
- WeatherCoat Kool & Seal



### Texture Finishes

- WeatherCoat Texture
- Tartaruga Hi - Build
- Tartaruga



BERGER WEATHERCOAT ALL GUARD  
**CHAMAK ON!  
FUNGUS GONE**



# Berger Wall Putty & Home Shield

## BERGER Wall Putty

Can be used in both Interiors and Exterior surfaces, cost effective, it provides smooth surfaces.

Bison Wall Putty is powder based, a unique mixture of super fine cement blended with flexible powder polymer, cellulose, pigments and many other additives. It is used in both exterior and interior walls to give smooth, undulation free surface.



## Happy Wall Acrylic Putty



Berger Home Shield is the Construction Chemical Brand under Berger Paints. It contains a range of waterproofing solutions for new & old constructions





# Exide Battery

## Tubular Inverter Batteries

A tubular battery uses technology that seals the active material in polyester tubes called gauntlets, instead of pasting it on the surface of the plate. As a result, there's no shedding or corrosion, ensuring long battery life. Owing to their toughness and durability, tubular batteries can operate at extreme temperatures, and are used in high cyclic applications involving frequent and prolonged power outages.

## Home UPS

Lead Acid Batteries designed for Home UPS ensure availability of un-interrupted and regulated power during mains failure or dip in input voltage.



## Automotive Batteries

Exide is a leading name in the Automotive Batteries market with the Company supplying batteries to most car and two-wheeler manufacturers in the country. In addition to four wheeler batteries, Exide automotive batteries cater to two-wheelers, three-wheelers and also e-rickshaws.





# Exide Battery



## Inverter

Microtek, this company is known to provide the very best solutions for the home and this inverter is a powerful and an ideal one for every household. Also, it can help the users to enjoy using the inverter during power outages and can simply say goodbye to all their hassles that is otherwise created due to frequent power outages.

FIRST TIME IN INDIA



with



Intelli Power Savings

TECHNOLOGY...

**SAVES ELECTRICITY** so that  
every Microtek Inverter/UPS becomes

**FREE**  
in **3** YEARS



# Pravesh Door (Tata Tiscon)



Tata Steel's history of offering innovative product solutions at affordable prices now has a new chapter with the introduction of 'Pravesh Doors' - steel doors that have the elegance of wood. This latest addition to the Company's brand portfolio is yet another endeavour to provide value-added steel solutions to individual house builders in semi-urban and rural markets.



Embossed Wood Finish



Plain Wood Finish



Steel Finish



Pravesh Doors are available in 3 variations

- Embossed Wood Finish
- Plain Wood Finish
- Steel Finish

## Benefits

- Offers total security
- Realistic, natural wood finish
- Affordable price range
- Weather-proof
- Fire Proof
- Termite Resistant
- Maintenance-free
- Recyclable and environment friendly



## MILESTONES ON THE PATH TO GLORY

With awards galore, R K Enterprises is one of the most recognized stockiest of construction materials, paints & batteries in Jharkhand. Our longstanding reputation is poised to continue with strong growth in the future. We have received innumerable corporate awards that speak for the innovations introduced by us and the various milestones achieved.



- Platinum Dealer Award in 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014
- Best Dealer of Tata Tiscon in 2012-13, 2014-15
- Highest Superlink sales of Tata in 2014-15



- Second Highest seller of Premium Cement in 2013-14
- Highest seller of Premium Cement in 2014-15



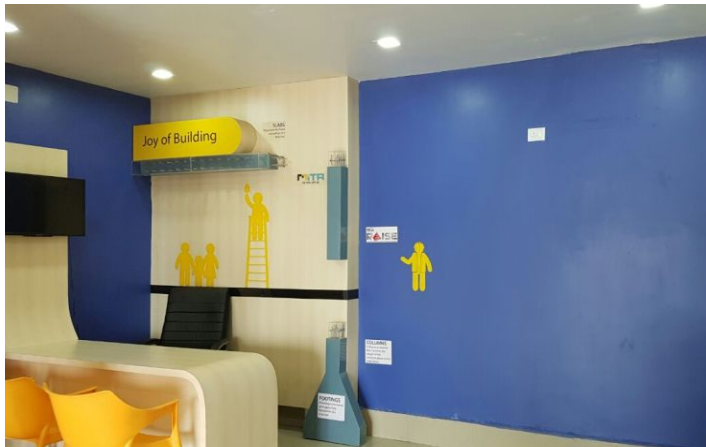
- Warehouse Highest seller in 2008, 2009, 2010, 2011
- Jharkhand Highest seller in 2010, 2011
- Third highest seller for 2012



- Loyalty Award in 2006



## Tata Tiscon Experience Zone



A one of a kind brand outlet that offers customers quality support in building their 'Dream home', bringing together quality products, knowledge, design support and expert help all under single roof.

Tata Tiscon brings together quality products, knowledge, design support and expert help, all under one roof through its brand store - Tata Tiscon Experience Zone, a one of its kind outlet. This solution is aimed to help the individual home builders construct a quality home using quality products from Tata Tiscon as well as raise the quality of construction practices in the country.

### Benefits

- Expert consultancy offered by Customer Service Engineers (CSEs)
- Architectural, structural, electrical and plumbing designs for all plot sizes
- Certified masons or contractors



## The Unique Retail

It's being a long 22 years, R K Enterprises have gained a lot of reputation and trust from its diversified customer base and it is due to its constant endeavour to explore itself, innovate new things & implementation to the perfection.



- First Retail outlet in India to acquire a ISO 9001:2008 certification
- Only Retail outlet in Jharkhand to be awarded with Tata Tiscon Experience Zone
- Fully computerised billing system
- Sophisticated electronic weighing system
- Credit/ Debit card facility
- To place the order-just a phone call away
- On door delivery services at no extra cost
- Huge fleet of vehicles for quick delivery
- Free Loyalty program with attractive gifts & discounts
- Comprehensive array of products for own's home and car
- R K Enterprises is now in Google playstore through an user friendly apps



**R. K. ENTERPRISES™**

(India's First ISO 9001:2008 Retailer)

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