



# UTTARA NEWS

UTTARA  
MOTOR  
LTD

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## INDUSTRIAL FAIR IN CHITTAGONG



Hon'ble Minister Abdullah-Al-Noman talking to Director Mr. Matiur Rahman



Menoka Pavilion

With assistance of ZDH/Technonet Asia based in Singapore, Chittagong Chamber of Commerce and Industries organised a INDUSTRIAL FAIR at the CJKP Gymnasium from 6th to 10th January 1993. The Fair was inaugurated by the Honourable Minister for Forest, Fisheries, and Livestock,

Government of the People's Republic of Bangladesh, Mr. Abdullah Al-Noman. In the Inaugural session, the officials who were present, were the President of the Chittagong Chamber of Commerce and Industries, ENGR. MR. AHMED, MR. RONALD GRAFI, Counselor of German Embassy, Mr. JIT SHEY, project Manager of Technonet Asia (TA). The fair was widely covered by Bangladesh Television and other mass media.

Among many participants in the fair, MENOKA MOTORS LTD. as assembler-distributor of BAJAJ products participated in the fair. Menoka-Pavilion where Bajaj Chetak Scooter, KB motorcycles, Bajaj 3-wheeler Auto show were displayed, was visited by thousands of people daily during the fair. Menoka's Pavilion in the fair was adjudged the Second-best for design and presentation and was awarded second prize.

## ISUZU FOR ENVIRONMENTAL PROJECT

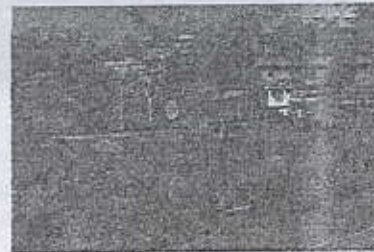
The day dawned in the biggest Port City of Chittagong like elsewhere in Bangladesh. But the city-dwellers of Chittagong at this dawn of 30th March '93 were amazed to see that forty-nine olive-green garbage trucks of ISUZU were ready to clear-up the garbages and wastes of the exquisitely green and hilly port City overlooking the Bay of Bengal. The City-Mayor, in fulfilling the long-felt necessity of garbage disposal of Chittagong City, chose the ISUZU-series light and medium duty vehicles which is regarded as the best in this class throughout the World. This pride-product of ISUZU popularly-known as "Elf-a long time best-



Mayor CMC Mr. Mir Nasiruddin receiving the ISUZU-vehicles

seller for its unmatched versatility" —enjoys a very healthy market-share over 34% in Japan, the country of Isuzu's origin. Chittagong City Corporation for the first time has launched this environmental project and procu-

red these garbage-trucks of ISUZU MOTOR CO. LTD. (Japan) under the finance of the World Bank. UTTARA MOTORS felt proud in becoming a partner in the efforts of the City Corporation in keeping the City clean and hazard-free.



The Garbage Trucks

## BUSINESS WITH INDIAN AUTOMOBILE GIANTS

Mr. Mukhlesur Rahman, Managing Director accompanied by Mr. Kazi Imdad Hossain, Executive Director visited MARUTI UDYOG LTD. DELHI and made a courtesy-call on MR. KOZO SENGA, Director Marketing who recently took over the charge of Marketing Department of Maruti, Though the visit was principally aimed at making acquaintances with the new management but future marketing strategies of Maruti-vehicles in BANGLADESH also came-up for discussion, MR. RAKESH GUPTA, Sr. manager (Exports) and MR. PUNEET DHAWAN, Manager (Exports) appraised of the new improved features of MARUTI GYPSY with wide tread which is expected to be launched in July '93. Managing Director of Uttara Motors Ltd. expressed his strong conviction about significant improvement on the sales of MARUTI VEHICLES in view of discontinuation of production of SUZUKI ALTO (800cc) in Japan and also because of extremely high rate of appreciation of Japanese Currency against US Dollars. On the next leg of their visit MR. MUKHLESUR RAHMAN who is also the Managing Director of MENOKA

MOTORS LTD reached PUNE on 9-3-93 to discuss routine matters of bilateral interest with officials of BAJAJ AUTO LTD. Mr. V. G. Nulkar, Sr. Manager (Exports) and MR. K.V. NAIR, Area Manager (Exports) during their course of discussion appreciated the role played by MENOKA MOTORS LTD. in popularising especially BAJAJ 3-wheeler which now enjoys a major market share in BANGLADESH. They assured them all possible help and assistance to further promoting sales of Bajaj products in Bangladesh. Mr. Mukhlesur Rahman and Mr. Kazi Imdad Hossain also paid courtesy call on MR. P.C. NAHAR, EXECUTIVE DIRECTOR, Bajaj Auto Ltd. and expressed their gratitude for his active assistance and generous advice in bilateral business relations.

A visit to Bajaj Auto's new exquisitely planned plant of Bajaj Nagar, Aurangabad, a three hours drive from PUNE gave them an opportunity to meet MR. MADUAR BAJAJ, Chief Executive who showed his keen interest in further improving the quality of 2-wheeler to match with Japanese bikes. Mr. Mukhlesur Rahman cordially invited him to visit BANGLADESH to see for himself the market and also to compare the popular Japanese products. He gladly accepted the invitation and the time of visit would be mutually decided conveniently.

## VITARA FOR BGSL



The versatile SUZUKI (1600 cc) four wheel drive model "VITARA" with its electronic fuel injection device has become popular in our country rapidly which has also been standardized by the government. Bakhrabad Gas Systems Ltd. (BGSL) lately has chosen this new 5-door VITARA with power-package & procured as many as eleven units VITARA in their fleet which have been rendering excellent service on & off the road. Various other government organisations and autonomous bodies have also placed order for this exquisitely styled vehicle.

## CHITTAGONG WORKSHOP

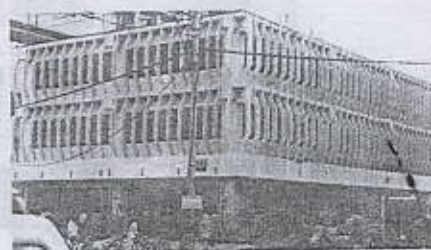
For rendering effective & prompt after-sale services of all vehicles which were being handled by UTTARA MOTORS LTD. workshop at 5-D, Sholoshahar Light Industrial Area, Chittagong, had



Mr. Mujibur Rahman, Director, opening the new workshop

been totally renovated recently. This renovated and modernised workshop is now capable to handle more vehicles satisfying the growing needs of the valued customers and users of various vehicles in the port city of Chittagong.

## UTTARA CENTRE



The multistoreyed Commercial building in Pathantooly area, Chittagong has been let-out for Commercial purposes. The building is named "UTTARA CENTRE" where the Chittagong office of Uttara Group will be shifted-soon from its present location at 32-Agrabad Commercial Area Chittagong.

## A VISIT TO CEAT LTD.

During the visit of a Trade delegation Chittagong Chamber of Commerce and Industry to India in Dec. 1992 the name Uttara Motors Ltd. became known to Indian business Circle. CEAT LTD. one of the leading tyre and tube manufacturers in India, expressed their keen interest in setting up a industry under joint-venture for production of automotive tyres and tubes in BANGLADESH. Amongst the prospective entrepreneurs they chose to approach UTTARA GROUP in view of their expertise in marketing Japanese Bridgestone tyres over 40-years.

During their visit Managing Director and Executive Director's of Uttara Motors Ltd. had a meeting on 8.3.93 at Delhi office of Ceat Ltd. with Mr. Hazela Executive Director and Mr. Robinder Singh of Ceat Ltd. Mr. Hazela who has a long and distinguished professional career and who visited Bangladesh in the past suggested to make a thorough study of the market situation and future prospect, to correctly ascertain the actual requirement of tyre & tubes in Bangladesh. On his specific advice M.D. & E.D. of Uttara Motors Ltd. paid a visit to their newly established tyre and tube manufacturing plant at Aurangabad. MR. A.A. BILAL, GENERAL MANAGER of Aurangabad Factory took pain in taking them around the factory and explaining in details the various stages of production of tyres and tubes.

## UTTARA APPARELS LTD. GOES WITH EXPORT



Ms. Angela Mautone of  
NORTONS S.p.a in Apparels

Uttara Apparels Ltd. commencing their maiden production in November, 1992, has been able to invite attention of buyers at home and abroad. Having received export-orders from HONG-KONG, this new garments industry by the first quarter of 1993 has been going with its production in full swing. Further space of about 7000 sq. ft. has already been rented on the top-floor of the factory building where the separate Knitting-unit of this industry will commence its production in near future.

## Eastern Motors OPENS ITS NEW SHOW-ROOM



Eastern Motors new Show-room in Bijoy Nagar, Dhaka.

Eastern Motors Ltd., Sole Distributor for Japan's renowned BRIDGESTONE-Tyre, had its age-old branch in Gulistan Building in Dhaka now a very crowded place. But with growing need and to facilitate better customer-service, a branch in an ideally-located spot for marketing "BRIDGESTONE" in this busiest-city of the country was envisaged long before. Accordingly the new branch was established at "SATTAR BHABAN, 3 B-E, Bijoy Nagar, Dhaka-

1000". The branch was decorated beautifully with the look of a modern show room.

The new Show-room was ceremonially opened on 28th February, 1993 during the Holy Month of RAMADAN. The opening ceremony was sanctified by a MILAD-MAHFIL and IFTAR-PARTY. Almost all the Directors of this parent organisation attended the sacred-ceremony along with guests/dealers from different walks of life.

## PICNIC-93



Dhaka office of Uttara Motors Ltd. organised their Picnic'93 on Friday, the 15th Jan'93. The venue of the picnic was chosen at KONARBARI, 22-miles away from Dhaka City. Precisely the venue was a KHAMAR-BARI where Cooking, sitting arrangements and pandles were made for the members of the Picnic. The Picnic committee arranged breakfast-on-board, lunch, drinks, tea for the periodical hunger and thirsts. Besides, there were lots of funs and pleasantries including Raffle draws and beautiful

prizes were distributed among the winners in the Raffles. Sports and Pillow passing were arranged amidst joys and thrills. In each sport item 1st, 2nd, 3rd winners were presented with beautiful prizes. With the descending sun all joys and pleasantries gradually coming to low with sickness for home as usual. A day with fellow colleagues and friends at a far away distant unknown place with so much of funs, foods and thrills worth enjoying once in a year. While writing this, the picnic'93 is a sweet memory only.

## OUR PRODUCT OF THE QUARTER

M	OST
A	FFORDABLE
R	ELIABLE
U	NI VERSALLY
T	RUSTED
I	NSIGNIA



### MARUTI

1000 cc  
SEDAN 5-SPEED GEAR

## DURAND JOINS ITOCHU



Durand Mehdadur Rahman, one of the Directors of Uttara Group, after graduating has joined ITOCHU CORPORATION, TOKYO recently. Mr. Durand obtained his graduation in International Business from Sophia University, Tokyo in 1992.

## ISUZU MT 111L BUSES FOR INTER-CITY TRAVELLING



Uttara Automobiles Ltd. in its assembly works included the Japanese ISUZU Model MT 111L, a model most suitable for inter-city luxury passenger coaches with bigger space and comforts for the valued passengers.

At the primary introduction-phase of marketing, various fleet-owners showed keen interest in this new model and individual buyers also came to see the assembled chassis in the plant and were pleased to comment about this chassis with a very positive approach. They specially appreciated the fixation of essential stabilizer of front rear longer chassis length which would ensure comfortable and smooth travelling pleasure in long distance trips.

## MR. OGURA'S VISIT TO BANGLADESH



From L to R: Mr. Soda, Mr. K.I. Hussain, Mr. M. Rahman, Mr. Ogura, Mr. Nagashima

Mr. Homer H. Ogura, Director and Deputy Chief Operating officer, Automobile Division, Itochu Corporation, Japan paid a visit to Bangladesh on, 12-13th March to appraise himself of the market trend and requirement of different types of vehicles in Bangladesh. Mr. Ogura who is versatile in vehicle business had long and detailed discussion with Managing Director and Executive Director on the problems and prospect of marketing of Japanese vehicle in Bangladesh especially in light of the rapid appreciation of Japanese Yen against all major currencies of the World. While appreciating the efforts of Uttara Motors Ltd. in popularising Isuzu and Suzuki vehicles Mr. Ogura assured all possible help and assistance to further promoting business for

mutual benefit. He showed particular interest in popularising Isuzu MT-bus chassis (52-seater) as this particular model of bus chassis has proved to be durable and efficient throughout the World. He advised concerned official of Tokyo and Dhaka Office of Itochu Corporation to make a thorough study and identify areas where Uttara Motors Ltd. can be assisted in this respect. During discussion Mr. Ogura was assisted by Mr. Nagashima of TOKBP-section of Tokyo and Mr. Soda, G.M. and Mr. Hironaka, Manager of Dhaka Office. In honour of the distinguished guests Mr. Mukhlesur Rahman hosted a dinner in his residence which was attended by officials, of Itochu Corporation and Directors of Uttara Motors Limited.

## IMPORT OF USED TYRES FOR RETREADING INDUSTRY

In early February, 1993 government of the People's Republic of Bangladesh as a bid to relaxing the import-policy, has allowed import of about hitherto restricted 100-items. This relaxation in the import-policy is hailed by the business communities of the Country. Used tyre is one of them, the import of which can be used in the country's growing tyre retreading industries as the basic raw-material.

With the revolutionary technological advancement in the recent years the quality of retreaded tyres has tremendously improved and its use has increased phenomenally in all the developed countries of the World. In fact a

retread tyre gives almost the same mileage as that of a new tyre in case retread is done in the cold process with half the price of a new tyre. If the retreading industries in Bangladesh given tariff protection on importation of second-hand tyres, a significant savings of hard-earned foreign exchange can be made which is required for importation of new tyres.

It is expected that the government will fix separate tariff and concessional tariff-value for imported used-tyres.

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