

UTTARA NEWS

UTTARA
MOTORS
LTD.

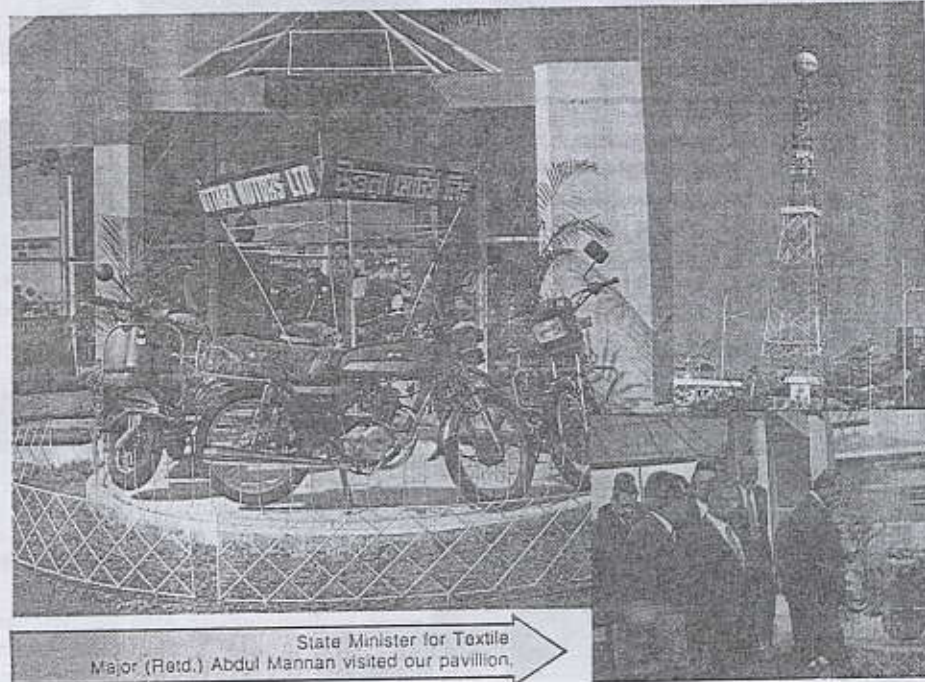
VOL NO : 16 01-07-1995

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DHAKA INTERNATIONAL TRADE FAIR '95

In order to invite Foreign Collaboration and Investments in our country as well as to expose potentials of Bangladesh products in Foreign Countries, the Export Promotion Bureau of the Government of the People's Republic of Bangladesh arranged the International Trade Fair in the City of Dhaka. The month-long Trade Fair in Dhaka was held from 7th January, 1995, the venue of the Trade Fair was chosen in Sher-e-Bangla Nagar, Dhaka.

The response from Foreign participants in the Trade Fair as well as from the domestic manufacturers was encouraging. As many as 250 pavillions and stalls were installed in the fair. Various types of products from home and abroad were displayed for exhibition to the general people of the country. Specially the participants from countries like India, Iran, Pakistan, Japan and Nepal drew huge number of visitors every day during the month. The products displayed in the fair included among others- toys, cloths, household goods, edibles, toiletries, electronics, readymade garments, furniture, local handi-crafts, machineries, etc.



State Minister for Textile
Major (Retd.) Abdul Mannan visited our pavillion.

Menoka Motors Ltd., the assembler of Indian Bajaj products (2-wheelers & 3-wheelers) erected an attractive & beautiful pavillion in the fair premises which was visited by thousands of people every day. The Bajaj-products, specially 2-wheelers ranging and covering 7 different models were displayed and thousands of people specially from

the younger generation visited Menoka Motors' stall every day. The 4-stroke motor cycle and the model Dual Terrin SX-100 of Bajaj drew the maximum attention of the visitors.

The fair was inaugurated by the Hon'ble Prime-Minister of the Government of the People's Republic of Bangladesh- Begum Khaleda Zia.

ZEXEL PROJECT MANAGER IN CITY

Mr. Takeshi Yano, Project Manager Overseas Sales Deptt. & Overseas Div. of Zexel Corporation was in City. Zexel mainly deals in Car/Bus,



air conditioner and refrigerating systems for refrigerated trucks. Mr. Yano visited our Uttara Automobiles Assembling plant, discussed with our Engineer about installation of air-conditioner for the bus, Uttara has planned to market with luxurious passenger body from Delta Coach Builders of Singapore.

CORPORATE RECREATIONS AND FESTIVITIES



Like every year Uttara organised "Annual Picnic" in the "leisure-spot" of the group situated in Savar area a 20 k.m. drive from the Dhaka Metropolitan City. The spot with the garden, flower, and pond was ideal location for picnic and specially children and ladies enjoyed the picnic very much amidst joys, fun, sports and recreation.



All from Uttara Motors Ltd., Uttara Workshop, Uttara Tyre Retreading plant along with their families enjoyed the picnic which was a festive occasion amidst exciting event like sports, lotteries, fanfares and award of beautiful prizes. After the evening tea, the day with full of recreations and joys ends for all.

Despite extremely busy working schedule, the members of Uttara Apparels Ltd., managed one full-day to enjoy the picnic participated by almost 700 members, out of which 90% were ladies. The venue of the picnic was in the "National Park"



away from the Capital City. The picnic was enjoyed by all amidst games, music and foods. Prizes were distributed among the winners in games & sports. It was a recreational event for the ladies specially.



cruising was more eventful as it was participated by son and daughter of the Managing Director, of whom the daughter is studying in USA and the son works in Itochu in Japan. A friend of Mr. Mehdadur Rahman Durand, son of Mr. Mukhlesur Rahman, who was on a visit to Bangladesh also participated in the event. The day long



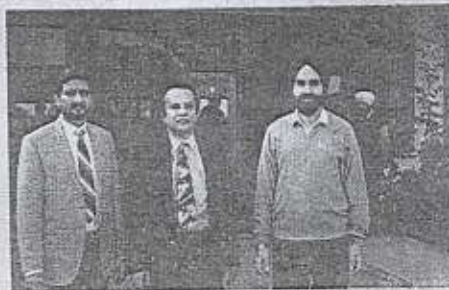
The exclusive recreational event-the departure from normal hectic routine life- for the Directors and their families was a memorable event this year. It was a river cruising in the rivers of BURIGANGA AND SITA LAKSHMA on a "Big Yacht" of the National Tourism. The



recreation consisted of singing, dancing and games. Specially the Director Mr. Matiur Rahman made the dancing event very enjoyable by his active participation among the sons and daughters and he personally rewarded young ones with beautiful prizes.

TOURS AND TRAVELS

In a bid to further excel in assembly and servicing Uttara Motors sent a Group of engineers and technicians to the factory of Swaraj Mazda, in Chandigarh, India to specialize on the assembly and servicing of the Swaraj Mazda Truck and Bus chassis which has become extremely popular with the fleet owners because of extra long chassis frame, safety features and low fuel consumption. The eight day training on the products was conducted by Mr. Virdic, Service Engineer. The personnel of Swaraj



Mazda imparted specialized training to the technicians & explained the assembling process. They were also taken to dealers workshop for appraisal of the procedure and facilities available there & their possible and effective implementation in Bangladesh. Mr. Habibur Rahman Chowdhury during his presence in swaraj Mazda discussed C.K.D packing, future service clinic & training with Mr. K.S. Dhody, General Manager Works and Mr. L.M. Sharma, Manager Marketing of Swaraj Mazda.

SERVICE CLINIC ON MARUTI, BAJAJ & SWARAJ MAZDA PRODUCTS

MARUTI:

Uttara Motors requested Mr. H.P. Kaushik Engineer of Maruti Udyog Ltd, to undertake Service Clinics in different parts of Bangladesh. Mr. Matiar Rahman, AGM, Uttara Motors Ltd. assisted. The clinics were conducted in Sylhet, Chittagong and Khulna December 28 to January 10, 1995. The valued customers who had their cars thoroughly checked and serviced were particularly impressed with the bits of advise & suggestions given by Mr. Kaushik on individual cars.

This annual event of "Free Service Clinic" was widely published through mass media and response was extremely encouraging.

BAJAJ:

The service clinic on Bajaj 2-wheelers was organized by Menoka Motors from January 15 to February

7, 1995 at Dhaka, Jessore, Khulna, Chittagong and Sylhet for KB-100 RTZ, KB-4S, Motor cycles and Chetak scooter. Mr. M. Mathew, Assistant Service Manager, Bajaj Auto Ltd. and Mr. Amit Bhattacharjee, Engineer, DGM, Menoka Motors Ltd. along with some technicians of Uttara Motors Ltd. organized the service clinic. The valued users of bikes considered the service clinic useful and were very pleased. Over 200-bikes of different model reported. Apart from four metropolitan cities the team travelled to remote places where Bajaj is becoming increasingly popular. Mr. Mathew travelled with the "Mobile Service Van" and was assisted by Mr. Amit Bhattacharjee and the Service Crew. As a result of this regular campaign and liberal settlement of "Warranty" by Menoka Motors, Ltd. Bajaj has now become a household name.

SWARAJ MAZDA :

Recently Uttara Motors introduced Swaraj Mazda truck and bus chassis for the first time in Bangladesh. Only six months the vehicles rolled out of the Uttara Assembly Plant and was on the roads. It was organized to monitor the condition of the vehicle, to educate the user on proper maintenance and evaluate the market reaction to these vehicles. Mr. Jaswinder Sembli Asstt. Engineer Marketing, Swaraj Mazda together with Mr. Matiar Rahman, AGM (Service) Uttara Motors conducted the clinics in Dhaka, Moulvibazar, Sylhet and Chittagong where most of these vehicles are plying. Similar Service Campaigns will be conducted every year where the manufacturer's service engineer will also participate.

TINA'S BIRTHDAY

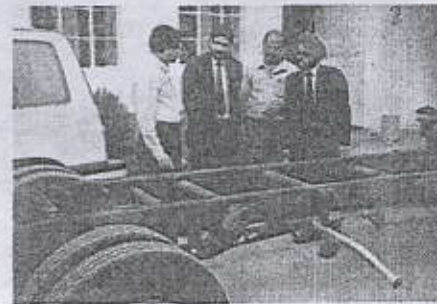
Tahmina Rahman Tina the only daughter of Mr. Mukhlesur Rahman, Chairman & Managing Director of Uttara Group celebrated her Nineteenth birthday on 29th March 1995 at her father's posh residence at Gulshan, Dhaka. The birthday occasion was graced by the presence of her friends and relations and all Directors of Uttara Group and their families. Ms. Pamela Abel, Tina's teacher in CEDU, California,

who was in Bangladesh as a guest of Mr. Mukhlesur Rahman also attended the function. It was a memorable event of Tina's life who is on the verge of completing her Schooling in CEDU in California.

Tina, just arriving from USA before two days celebrated her birthday amidst a joyous gathering where everyone wished her "Happy birthday" in a chorus as she cut her big birthday cake.



MANAGER MARKETING OF SWARAJ MAZDA



On the invitation of the Executive Director of Uttara Motors Ltd. Mr. L.M. SHARMA, Manager Marketing (Export), Swaraj Mazda Ltd. of India, paid a six-day visit to Bangladesh to discuss future prospects of marketing of Swaraj Mazda Truck and Bus chassis. He visited the Uttara Automobiles plant in Chittagong and saw the assembling of Swaraj Mazda products. There he also saw for himself the packing problems related to C.K.D. (boxing Packing). A meeting was held and minute was signed by Mr. SHARMA & Mr. Matiar Rahman, Director Uttara Motors Ltd. and Mr. Habibur Rahman Chowdhury, Director Technical on behalf of their respective organizations.

Mr. SHARMA left Dhaka on 16th February for Chandigarh via Delhi.

DEALERS MEETING WITH BAJAJ EXPORT MANAGER

Mr. V.G. Nulkar, Sr. Manager Exports of Bajaj Auto Ltd. India visited Bangladesh in November, 1994. During his short stay here all our dealers were invited and had a meeting with him. They discussed on various issues regarding aggressive sales promotion of Bajaj Motor



cycles and scooters all over the country. Our dealers have assured him to promote the sales of Bajaj products. However it was subject to the availability of continuous backup service support as well as special incentives for sales from Bajaj. Mr. Nulkar expressed his pleasure and satisfaction and assured of all possible help in this respect.

DIRECTOR TECHNICAL IN SWARAJ MAZDA AND MARUTI PLANT

Uttara Automobiles got the franchise of assembling Swaraj Mazda Truck and Bus chassis. Bus and truck chassis were assembled at the plant recently and marketed. Director Technical Mr. Habibur Rahman Chowdhury left Delhi for Chandigarh on 22nd November to discuss matters of mutual interests. He met with Mr. K.S. Dhody, General Manager Works Mr. S.C. Sharma, Manager Servicing and Mr. L.M. Sharma, Manager Marketing (Export) discussed on service training and service clinics, warranty, production and packing, marketing and supply of parts.

Mr. Rahman discussed future marketing possibility with Mr. Devgun, Senior Vice President (Marketing) of Swaraj Mazda.

Mr. Habibur Rahman Chowdhury went to Delhi on 30th November to

TRAINING COURSES ON ISUZU PRODUCTS



Service training program for ISUZU N series vehicles was organized by Uttara Motors Limited in collaboration with ISUZU MOTORS LTD. from 25th March to 30th March, 1995.

Mr. Lindsay Mathinglay, Assistant Manager, Overseas Sales and Service Training Department, Japan and Mr. Matiar Rahman, AGM (Service) Uttara Motors conducted the training program.

Large number of trainees from Bangladesh Rifles, Bangladesh Navy, Bangladesh Air Force, Post Office, Bangladesh Police, Glaxo Bangladesh & Square Pharmaceuticals and others attended the course.

Two week long training comprised of theoretical and practical training course. Audio visual means were used in the training.

INDUSTRIAL ATTACHMENT PROGRAM

Like every year the Directorate, Technical Education Board requested us to conduct an industrial attachment program on repairing and servicing of automobiles for the final year students of Faridpur Polytechnic Institute and Dhaka Polytechnic Institute under our guidance. The attachment program was conducted and certificate of



completion were handed over by Director Technical Mr. Habibur Rahman Chowdhury to the participants.

"CHANDEYER GARI"

In these days of easy accessibility to intricate appliances of modern science and technology, the tribal areas including the inaccessible beach area along beaches of the Bay of Bengal, cannot afford the modern automobiles because of the communication facilities there. But wheels move there too with so many passengers on board daily and these are vintage 4 WD JEEPS of the days of WORLD WAR II. Local fabricators have developed passenger carriage on these "VINTAGE WILLYS" and are popularly known as "CHANDEYER GARI. The visitors in these remote tribal and beach areas joyfully ride on these "Chandeyer Garis" while they are away from the daily routine life.

If you ever want to visit those areas in Bangladesh, you must count on these "Chandeyer Garis" & feel the Poet within yourself along the beach of the Bay of Bengal.

