



# UTTARA NEWS

**UTTARA  
MOTORS  
LTD.**

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Dhaka Phone : 9561629, 9564164, 9560390 Fax : 9565172

Chittagong Phone : 504402, 504957

Jessore Phone : 4087, Bogra Phone : 6360,

Sylhet Phone : 7782

Khulna Phone : 24952

Bangladesh

## BAJAJ DEALERS CONFERENCE'95



The first ever Dealers' conference of Uttara Motors Ltd., where 17 dealers & their representatives attended from Dhaka and all over the country & who have been accredited dealers for marketing BAJAJ brand motor-cycles of seven different models, took place at the evening of 7-8-95 at Hotel Purbani, Dhaka.

The Conference was a humming event among the organisers and the participants from outside districts whose accommodations were arranged at Hotel Purbani International one day before the conference schedule.

The banquet Hall of Hotel Purbani took a festive look on the Conference day among the participating dealers and attending members. The Programme commenced with recitation from the Holy Quran. The conference was presided over by the Chairman & Managing Director of Uttara Motors Ltd. Mr. Mukhlesur Rahman while other



members of Board of Directors and Directors took part actively in delivering valuable speeches.

Mr. Kabir Ahmed Chowdhury, Senior Deputy General Manager in his address of welcome has indicated about the need for dealers conference every year. The director Mr. Matiur Rahman & the Managing Director Mr. Mukhlesur Rahman

including the Executive Director Mr. K. I. Hussain in separate speeches have hailed & praised the dealers for their year long effort to boost up sales of Bajaj Products in the country. In a bid to encourage the dealers, the highest management has declared a Maruti Car (800cc) as yearly incentive for highest sales achievement of the dealers in 1995-96 fiscal year. In their speeches the honourable dealers also gave suggestions which were duly elaborated & accepted by the management. Service matters were given maximum emphasis and Uttara Motors Ltd. kept sufficient scope to make the services easily available & accessible to valued buyers through the dealers.

The sales target for dealers in 1995-96 were duly hailed by the dealers. The achievers of sales-target in the year 1994-95 duly were awarded with cash-incentives & cash-prizes. The prizes and incentives for the next fiscal year were made broad-based to include salesman, mechanic etc. Dealers whose achievements were rewarding also got the package of free travel to India at the cost of Uttara Motors Ltd.

The Conference ended amidst new hopes & aspirations after a rich menu of dinner given in honour of the dealers of Uttara Motors Ltd.

## COACH BUILDING PROJECT.

Bangladesh with her infrastructural development in roads and communications sector as well as in transport sectors has brought modern concepts and comforts in intercity passengers coaches those are plying on the roads of the country. A number of Coach-builders have already flourished in the country and brought a very civilised

atmosphere in the long-distance rides by passenger-coaches.



As a natural corollary and eventual & ultimate diversification, Uttara Motors Ltd, though late, has already

entered to revitalise this Coach building job with a few new additions in style & comforts.

Under a technical collaboration arrangement with a maker of renowned Coach body components Uttara Motors, on a more renowned Japanese-chassis is going to fabricate a new fabulously comfortable luxury coach with real aerodynamic look & benefits. A renowned fabricating company has been brought into contract for this new project.



## UTTARA KNIT LTD.



Uttara Knit Ltd. as prime-unit of a composite industrial base for finished knit fabrics in the industrial Zone of Tongi BSCIC started trial operation. The factory is commissioned with circular knitting machine of "FALMAC" Singapore and 4 flat knitting machines from Korea of latest technology and automation.

The unit is further supported by a big electric 'Genset' to ensure uninterrupted power supply.

Mechanical engineers with considerable experiences and skilled Technicians are already appointed in the unit which went into trial production. The installed capacity of the knit unit is 4610 kg. per day. The Commercial section of the unit is being manned with professionals so that direct export can commence as soon as possible. At present local sub-constructing works are being done in the unit.

## GENERAL MANAGER OF BAJAJ AUTO LTD.



Mr. Ramesh Bhargava, General Manager International marketing

of Bajaj Auto Ltd. India visited for the first time at the invitation of the M. D. of Menoka Motors Ltd., the age-old assembler of Bajaj 2-wheelers & 3-wheelers in Bangladesh. During his short stay 20-21 August '95 Mr. Ramesh Bhargava was impressed about the working scope here in Bangladesh. He went round the existing market of Bangladesh for Bajaj products & was happy about the popularity of the same. In a bid to get the pulse of buyers, Mr. Bhargava met the Dhaka based dealers for Bajaj 2-wheelers & was happy about their works on Bajaj. The Dealers discussed matters of interests with him very co-ordially and made their suggestions to

## BRIDGESTONE DEALERS CONFERENCE '95

The 1994-95 Bridgestone dealers Conference was held in Hotel Purbani International. Mr. Mukhlesur Rahman, Chariman of the Uttara Group of Companies and Director in Charge of Eastern Motors Ltd., presided over the conference. In addition to sales incentive special three prizes were declared for the 1st, 2nd and 3rd position holder. Mr. Mukhlesur Rahman, Director in charge declared dealers sales incentive for the fiscal year 1995-96. Mr. Matiur Rahman, Director addressed and thanked the dealers for their participation in the conference. Lastly Mr. Mujibur Rahman Director addressed vote of thanks to the Chair and invited all to a Dinner.



Mr. Bhargava who gave them patient hearing.

Mr. Bhargava gave special emphasis on service & maintenance of Bajaj products. He gave his decision to set-up a model workshop & training centre for Bajaj products which Menoka Motors shall organize & run. Besides, Mr. Ramesh Bhargava agreed to give warranty & back-up services for Bajaj products. He confirmed that the delivery position from India shall be further improved so that supply of Bajaj products in our market remain continuous.



## TRAINING OF TECHNICIANS



Uttara Motors Ltd. in her continuous year long training programmes have covered all areas of the country and technicians from all over the country.

In a bid to commence this training, Uttara Motors organised such training at its premises at 39-Eskaton, Dhaka where a good number of technicians & mechanics of motor cycles from 24-Workshops of the country actively participated. Their accomodation, transport, food expenses & pocket money were provided by Uttara Motors Ltd.

Mr. C. M. Mathew, operation manager of Bajaj Auto Ltd., India with assistance from Mr. Amit Bhattacharjee, Deputy General Manager of Uttara Motors Ltd. conducted the training course with success.

## UTTARA FINANCE & INVESTMENTS LTD.

There are couple of leasing companies already working in Bangladesh. But common people are not well aware of it. In developed countries every material adjunct to the physical side of the living of their people are not

owned by the people themselves. These are all just leased out to people by the leasing companies against long term & short term rental. Though this financial leverage & assistance is a new concept for Bangladesh its functioning & prospects are seemingly bright. If you buy a flat or a car or a fridge or a television why pay full, why not buy each of all through the leasing company, who will take rentals from you and after certain period, you need not have to pay the rental.

'UFIL' a new creation from Uttara Group of Companies has already been formed as a Public Limited Company under the financial act

and initially is patronising purchases of vehicles, and household durables for the valued buyers. Having its office at Jiban Bima Tower (6th Floor) at Dilkusha C/A, Dhaka, this leasing company has already started functioning under the highly experienced professionals. Mr. Syed Jamal joined this company as the head of the institution and Mr. Shantanu Saha an experienced chartered accountant will look after the financial aspects of this leasing unit. Other professionals are also being appointed to achieve the objectives of its very creation.



## ACADEMIC RECORDS/BRILLIANCE



**Tabassum Hossain Tina,**

eldest daughter of Mr. K.I. Hossain, Executive Director passed the SSC Examination this year and was placed in FIRST DIVISION. She obtained letter marks in English, Mathematics, Geography, Home Economics & Religious Studies. She secured 82% marks in the aggregate. Tabassum desires to further her studies leading to MBA degree.



**Taraunum Taswir Tumpa,** eldest daughter of Engr. T. Mahsin, Director (Production & Administration) passed this year's SSC examination & secured Star Marks & Letters in seven subjects and secured 87.6% marks. She wants to be an Architect.

**Nafiz Imtiaz Rahman,**

Son of Mr. Matiar Rahman, AGM (Service) of Uttara Group has successfully passed HSC Examination with star & letters in Physics & Mathematics. He was a very talented student of Ispahani Public School & College (Chittagong) who also obtained 1st Division with star in SSC Examination. He is keen to study Mechanical Engineering in BUET.



**DEBASHISH BARUA,**

Son of Mr. Anup Kaumar Barua, one of the Directors of Uttara Group of Companies has successfully passed the HSC Examination with star & Letters in Physics, Chemistry & Statistics and was placed in FIRST DIVISION. He was a brilliant student of Chittagong Govt. College. Debashish is keen to study in Bangladesh University of Engineering & Technology (BUET) and aspires to become an Architect.



**Shoma Ghosh,**

a B.Sc. student of Chittagong College, held first positions in long jump, high jump, 200 meters sprinter and 2nd position in 100 meters relay race and became the champion in her college.

Shoma is the eldest daughter of Mr. Sudarshan Ghosh, Executive of Uttara Motors Ltd. Shoma wants to build up her career as an athlete.





## BAJAJ KB-100 RTZ & FEMALE SECONDARY EDUCATION PROJECT



Bangladesh with 54 million women out of 111.4 million of her dense population is composed of 495 thanas where 11000 (approx) secondary schools are fully working under various literacy-programmes to achieve mass education for the people. Predominantly literacy rate in our Zone is seemingly poor.

For such 'Female Secondary School assistance project in Bangladesh where female education upto level 8th of schooling is already made free by the Government, Uttara Motors Ltd. has sold about 120-units Motor cycles. The sales of Motor cycles is not prominent rather the training & education which Uttara Motors Ltd., imparted to the actual users from



thana level education officers including awakening them to get their First & Second free Services of the bikes from Uttara motors Ltd. are worth mentioning. Uttara Motors Ltd. also assured them to give their back-up services with required Spare parts from their own source at reasonable prices.

These motor cycles (Bajaj 2-stroke model) were ceremonially distributed by the project head Dr. Fazlul Karim.

### MR. NULKAR'S VISIT :

Following the visit of Bajaj Auto Ltd.'s G.M. Mr. Ramesh Bhargava, Sr. Export Manager of Bajaj Auto Ltd. Mr. V.G. NULKAR came to Bangladesh in connection with participation in an international Tender for supply of 5000-units Bajaj 3-wheeler to Bangladesh Autorickshaw Chalak Samabaya Federation Ltd. Dhaka a Co-operative body under the ministry of LGRD & Co-operative of Bangladesh Government.

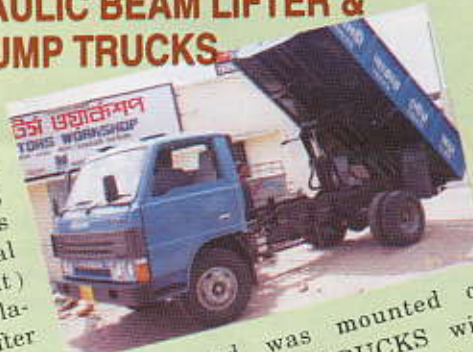
This Tender was floated not against any external loan/aid or fund. For the first time it was floated by the Federation from local resources. funds. Previously such tenders were funded by OECF loans. Anyway, by offering a competitive price Bajaj 3-wheeler became the lowest responsive choice for the Federation likewise it became always in previous tenders.



Mr. NULKAR during his stay visited Tongi Factory of Bajaj motor cycles and later he visited the Menaka's 3-wheeler factory in Chittagong. Mr. Nulkar also attended the Sales Promotional Training for Sales representatives of Bajaj dealer conducted by the marketing agent Uttara Motors Ltd.

### INTRODUCING HYDRAULIC BEAM LIFTER & HYDRAULIC DUMP TRUCKS

In its working scope, Uttara Automobiles Ltd. has been assembling & marketing Trucks & Minibuses of SWARAJ MAZDA LTD, India for about two years. But as required by the LGED (Local Govt & Engineering Department) under Ministry of LGRD assumption of Truck & hydraulic beam lifter was made locally and supplied to LGED which saved a big amount of foreign-exchange. This beam lifter was imported from an European



Country and was mounted on SWARAJ MAZDA TRUCKS with such engineering precision & accuracy that the total structure has been transformed into a multipurpose special type vehicle. Six such

hydraulic beam lifters were fabricated and supplied to LGED. Recently fully automatic Hydraulic Dumper Trucks have been built in Bangladesh. It is the manifestation of excellent collection between Uttara Motors Ltd. and Confidence Ltd.

