



# UTTARA NEWS

**UTTARA  
MOTORS  
LTD.**

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## DHAKA INTERNATIONAL TRADE FAIR '96



Dhaka International Trade Fair (DITF '96) unlike the other years was made short lived because of commencement of Holy Ramadan on & around 22nd January '96. Menoka Motors Ltd., in the backdrop of achieving a commendable success in producing wide variety of Bajaj Motor Cycles in the years with good & growing demands in market participated in DITF '96 in a wider scale.

This year Menoka Motors erected a large but a beautiful pavillion in the Trade Fair at Shere-E-Bangla Nagar, Dhaka. Participants from various countries like India, Iran, Korea, Pakistan, etc. have erected beautiful stalls and pavillions which attracted thousands of visitors who showed keen interests and purchased various exhibits in the fair. The fair proved to be a venue for expanding exports of the participating countries in the main. From toy to automobiles, electronic goods, household items, cloths, decoration pieces, arts & crafts items etc were shown & displayed from individual stall & pavillion in the fair. The fair was inaugurated by the Bangladesh Prime Minister Begum Khaleda Zia for 3 weeks only. But due to growing demand of the mass-people the fair was extended for 7 days during which even in Ramadan, the crowds were in the fair.

Menoka Motors decorated its pavillion in a gorgeous way with an artistic look where all Bajaj Motor Cycles were displayed attracting a huge crowd everyday during the fair.

The visitors were highly impressed as seven different models suiting tastes & needs of different customers were suitably displayed. The users were particularly keen on the unique scheme of "Freedom from maintenance for one year" under which a customer is not required to spend even one Taka for maintenance of vehicles for one year.

The fair left deep impressions to all and its holding once in a year was proved beneficial to export traders of the country. Encouragingly enough, the pavillion of the Menoka Motors Ltd. was awarded the third prize for its beauty & ecstasy and a beautiful crest was awarded to Menoka Motors by the DITF Committee.



Neither a well-publicised slogan nor a lofty idea, it is a novel scheme first ever in Bangladesh to ensure ZERO maintenance cost in real sense of the term for all motorbike and vehicle riders at least for first 12 months of its purchase. This scheme is launched by Uttara Motors Ltd. specially for Bajaj Motor-bikes and Maruti Vehicles for which not a single Taka will be required to be spent for maintenance of bikes & vehicles.

Commencing from 1st January '96 till 31-12-'96 "Freedom from maintenance" is aimed at ensuring trouble-free service, knowledge of vehicle maintenance and creating awarness about proper maintenance of bikes & vehicles among the users & owners which shall ultimately ensure long lasting trouble free-performance of their bikes & vehicles. Authorised service stations of Uttara Motors Ltd. in 18-major cities & towns shall render above services to all bike & vehicle owners for 1 (one) year under the scheme including 4 free services with supply of materials free of cost. Already a positive response is created about this novel scheme "FREEDOM FROM MAINTENANCE", Uttara Motors only brought this Scheme to thousands of its valued customers through mass Communication and through vigorous awareness drive in DITF '96



## MODERNISED ASSEMBLY FACILITIES

Menoka Motors Ltd. in its assembly-plant in Tongi has been increasing production facilities ever since local demand increases. In its effort to accommodate and arrange wider assembly facilities Menoka Motors arranged purchase of adjacent industrial plot in Tongi with a covered area of 14000 sqft in addition to the 6000 sqft and extended its assembly facilities in the new area at the beginning of the new year 1996.

Apart from the existing assembly facilities in the assembly-plants of MENOKA MOTORS LTD. a plan is envisaged to equip them with pneumatic tools and conveyor system in order to facilitate & achieve higher productivity and to ensure qualitative improvement of the products a modernised paint-shop has become the pre-requisite there in the plant.

In order to implement automation in production line and to set up a modernised paint-shop in MENOKA MOTORS an advance team led by senior Director Technical Mr. Habibur Rahman Chowdhury, Mr. Amit Bhattacharjee Sr. DGM (Pts) and Mr. Asmat Ali DGM (Factory) visited India, especially, they visited plants of Bajaj Auto Ltd and Swaraj Mazda Ltd. On the basis of their opinion, import of a modern Paint-Shop has been finalised & already L/C is established. The whole shop is expected to be installed in the next 4-6 months in the Tongi-Plant. Meantime selection of suitable conveyer system with pneumatic tools has been made & negotiations are going with overseas makers for importation and L/Cs for same are expected to be established by MENOKA MOTORS LTD.

## UTTARA SENDS DEALERS TO BAJAJ AUTO IN INDIA

Uttara Motors Ltd. considers it worthwhile and gives priority in dealers' active participation and their views and market observations to excel and improve sales in this highly competitive age.



## BAAMA IN DITF '96

Bangladesh Automobiles Assemblers & Manufacturers Association better named BAAMA has been the only platform in the country to guard and protect the genuine interests of the Member-assemblers of the country.



This year BAAMA has hired a big pavillion in Dhaka International Trade Fair (DITF '96) and arranged to exhibit various products of the member assemblers of the country. A huge crowd everyday visited the BAAMA pavillion who showed keen interests in the products. Ingenuity of our dormant talents in the allied fields

got a chance of exposure in this trade fair to attract foreign collaboration and BAAMA's participation in DITF '96 fulfilled that objective, so to say. On this occasion BAAMA brought out a beautiful souvenir too, depicting BAAMA-activities.

Uttara Automobiles Ltd., the assembler of Japanese ISUZU and Indian SWARAJ MAZDA Bus & Truck participated in BAAMA pavillion in DITF '96 with display of their products.

As already decided in last dealers' conference, the highest selling dealers were sent to INDIA at Bajaj Auto's Plants at the cost of Uttara Motors Ltd. where they were able to see the manufacturing works and Indian dealers' activities there. They were sent on this tour to India for period of December 1995. Mr. Khairuzzaman, Dy. Manager of Bogra branch of Uttara Motors Ltd. accompanied the dealer's representative from Abdul Halim & Brothers, Sonargaon Motors, Royal Motors of Dhaka and New-Cycle Mart and Honda Palace of Khulna & Bogra respectively.

The Management of Bajaj Auto Ltd. received the visiting dealers of Bangladesh and showed them their vast working scopes around the plants in PUNE and AURANGABAD (India). The dealers also visited Indian dealers of Bajaj Products and saw for themselves the working scopes & working procedure in order to practice the same here in Bangladesh. The visit was quite educative and fruitful for the Bangladeshi dealers who have been more equipped to promote sales of Bajaj Products who are hitherto more used to Japanese bikes. The success of the dealers' visit to India was duly appreciated by the dealers & the people of Bajaj Auto Ltd.

The hospitality of Bajaj people in India was praiseworthy, who arranged sight seeing at historical places in India including the fabulous Elora & Ajanta caves for the Bangladeshi dealers.



## OBITUARY

a) With deep sorrow we mourn the death of our colleague KAJAL KANTI BHATTACHARJEE who breathed his last on 1st December 1995. He was

working in Menoka Motors Ltd for pretty long time as Deputy Manager.

Mr. Kajal was suffering from liver Cancer which was diagnosed in an Indian Hospital after through medical check-up & treatment there at Company's expenses. As the Indian doctors gave up hope in saving his life, Mr. Kajal came back to Bangladesh and expired leaving behind wife & children and a host of relatives to mourn his death. The management of Menoka Motors Ltd is arranging to realise the group insurance amount for handing over the same to the bereaved family of Mr. Kajal Bhattacharjee.

b) Zahirul Haque, a baby taxi driver who served in Uttara Motors Ltd. for over 15 years expired in BIRDEM Dhaka due to prolonged illness from liver disorder. He was given best possible medical check-up & treatment at Company's cost.

Mr. Quazi-Matiur Rahman, General Manager of Chittagong Office of Uttara Motors Ltd. recently handed over a cheque of Tk. 50,000 to the bereaved family as claim of Group insurance amount of the deceased.





## PICNIC '96

It was a hasty decision since the holy Ramadan was ensuing on and around 21st January, 1996 and the Managing Director gave his very positive approval for holding the picnic well within 19th January which was a Friday just before the holy Ramadan.

Accordingly picnic committee managed it at the beautiful Savar-spot. The

participation in the picnic was the largest this time, as personnels & employees of new projects like Uttara Knit, Uttara Finance & Investments Ltd. attended the Picnic.

The Picnic-spot at Savar on 19th January took a festive look with beautifully arranged coloured pandals erected in that lush green rural ranch-type surroundings. The whole area was a great gathering of cheering participants where as many as 800

people came to enjoy the holiday through amusements, fanfare and nice foods. The Picnic was made enjoyable through various amusements like games & sports, Tug of war, Children's sports, Raffael draw etc. Each sports, draw was arranged with beautiful prizes. Prize distribution was made by The Chairman & Managing Director Mr. Mukhlesur Rahman.

Before it is dark in the evening all started for home on big hired buses with sweet memory of a happy day once in a year.

## SERVICE CLINICS 1995-96

### BAJAJ CLINIC :

During the visit of Mr. C.M. Mathew in December 1995, free service clinics on Bajaj 2-wheeler were organized by Menoka Motors Ltd from 11th December to 30th December 1995 at places like Dhaka, Jessore, Khulna, Sathkhira, specially of motor cycles models KB-4S, M-80, and Chetak Scooter of Bajaj Auto Ltd. Mr. Mathew personally conducted the clinics at these places when personnel from Menoka Motors Ltd. accompanied & assisted him. The response in these clinics were very encouraging and as many as 240 bikes & scooters attended the service clinics.

### SWARAJ MAZDA SERVICE CLINIC:



Prior to starting the clinic on Swaraj Mazda vehicles (Trucks & Buses) which are in use in Bangladesh Roads, the owners of Swaraj mazda vehicles were duly informed through mass media like National & local dailies and by putting Banners in important road junctions, Mr. Jaswinder Pal Singh Sambhai, Assistant Engineer of Swaraj Mazda Ltd. (India) during his tour in December '95 conducted free service clinics for Trucks & Buses of Swaraj mazda under the auspices of Uttara Motors Ltd at places like Dhaka, Chittagong, Moulvibazar, Sylhet and Bogra.

As many as 75-units of Trucks & Buses attended the clinics where these were thoroughly checked, diagnosed and free services were rendered to these vehicles in the clinics conducted by the visiting engineer. It was a tremendous success in conducting such clinics and vehicle owners were quite pleased at such free services.

### MARUTI SERVICE CLINICS:

During his stay Mr. Avijit Sen Sharma, Regional Supervisor of Maruti Udyog Ltd. India conducted the clinics at places like Dhaka, Chittagong, Sylhet & Khulna during 21-1-96 & 6-2-96. As for the clinics the Maruti-owners were earlier invited through mass media. The clinics at all such places were a success, as the owners came to the clinic-camps with their vehicles in ever increasing numbers. Highest 195 vehicles came to the clinics which were rendered free services.



**MARUTI IN VARIOUS CORPORATE LOTTERIES**



The popular choice about Maruti economy Car in our country cannot be exaggerated. In the backdrop of its acceptability and proven efficiency Maruti captivated the choice as first prize in various state lotteries organised under auspices of Companies like SUNCREST, COCA COLA etc.

Even in the pavillion of Kohinoor Chemical Company in Dhaka International Trade Fair DITF '96 recently a 'MARUTI CAR' declared as First Prize in their lottery drew a huge crowd in their pavillion, of course achieving a record sale of Kohinoor 'PRODUCTS'. Let 'MARUTI' win over each heart in the country.

**"ITMA" - VISIT BY MANAGING DIRECTOR**

During the month of November, 1995, the Managing Director of Uttara Group along with his friend Mr. Nader Khan who represents the Italian Pedrollo Pumps in Bangladesh visited Italy and attended the Trade Fair.



The visit was arranged with a view to making acquaintances with development in vast fields of machinery in Textile Industry as Uttara Group has diversified business activities in textile industry especially in Garments, Knit and Dyeing. Mr. Mukhlesur Rahman during his visit got a valuable idea and acquaintances with developed technologies in textile and was impressed over it. He also visited the factories of PEDROLLO PUMPS in Italy. The visit was quite fruitful.

**SERVICE TRAININGS**

"Service" being the essence of activities of Uttara Motors Ltd. always gets prime importance. Likewise previous years Uttara Motors Ltd conducted service Trainings & Service Clinics on its various automotive products in this period.

A) Mr. C.M. Mathew, Operation Manager (Service) of Bajaj Auto Ltd. (India) visited Bangladesh as per previous schedule and important training on Bajaj Models of Motor cycles Viz Bajaj 4S, Bajaj KB-100, Bajaj SX-Enduro, Bajaj Sunny, Bajaj M-80, Bajaj Super FE, Bajaj Chetak and Bajaj Chetak Classic to as many as 30 skilled technicians from all over the country who attended at the invitation of Uttara Motors Ltd. The Training was conducted by Mr. C. M. Mathew where Mr. Amit Bhattacharja assisted him for 5 days from 16th December 95 till 21st December at UML-workshop premises at Tejgaon, Dhaka.



B) Mr. Jaswinder Pal Singh Sambhi, Assistant Engineer, Marketing of Swaraj mazda Ltd (India) came to Bangladesh and conducted a week-long training on Swaraj Mazda vehicles from 21-12-95 to 26-12-95 at UML-Workshop at Tejgaon, Dhaka. The theoretical & practical training was conducted by using Audio-visual gadgets where 26 participants from different organizations attended. Mr. Matiur Rahman AGM (Service) of Uttara Motors Ltd. assisted the visiting expert through out the whole training.

**VISIT FROM INDAG**

Uttara Tyre Retreading Co. Ltd. under the franchise arrangement from World renowned 'BANDAG-USA' has been allowed by 'BANDAG' to procure their required available raw-materials from their Indian counter-part INDAG.

Mr. Donald R. Moreau, Vice President Sales & Marketing of INDAG RUBBER (INDIA) was on tour to Bangladesh from 5-12-95 till 15-12-95. The purpose of his visit was to survey existing market & potentials in Bangladesh for retread tyres. He met fleet owners, made sales calls and exchanged views specially with truckers in an OPEN HOUSE. The 'OPEN HOUSE' was arranged in the premises of Uttara Tyre Retreading Plant in Tongi where truckers from various Dhaka-based truck stands (like Dayagonj, Tejgaon, Tongi) attended.

Mr. Moreau also visited Bogra to assess the market potential there. Similar tours were made by him to Chittagong & Jessore zones while he previously visited Bangladesh.

The Management of Uttara Tyre Retreading Co. Ltd showed keen interest in INDAG Products with a view to minimizing product costs.



**IFTAR PARTIES OF UTTARA MOTORS LTD.**

Uttara Motors Ltd. in its various branches throughout the



country in Sylhet, Bogra, Khulna, Jessore & Rajshahi arranged "IFTAR PARTIES" during the month of Holy Ramadan. In Sylhet there was a seminar in the Iftar party where the divisional Commissioner of Sylhet Division was the Chief guest. Mr. Syed Mostafa Kamal, Deputy Director of Sylhet Islamic Foundation had deliverance in the Seminar.

In Bogra branch the Iftar Party was attended by invited



guests & elites of the city among whom Mr. Taheruddin Chowdhury, president of Bogra Chamber of Commerce & Industry also graced the IFTAR by his presence. The Iftar parties in all other branches of Uttara Motors Ltd were attended by guests & elites of the respective areas.