



UTTARA NEWS

**UTTARA
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LTD.**

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BAJAJ DEALERS CONFERENCE '96



The 2nd Annual Dealers' conference of Uttara Motors Ltd., where 30- dealers & their representatives attended from Dhaka & all over the country, who have been accredited dealers for marketing of sub-continent's renowned BAJAJ brand motor cycles of seven different models, took place at the evening of August 13, 1996 at Hotel Purbani, Dhaka.

Prior to the grand-gala occasion of dealer's Conference at the Jalshaghar of Hotel Purbani, a technical session took place in the same premises. Various technical matters were discussed where dealers' representative, Menoka Motors Technical & Service Personnels including Directors had a very fruitful exchange of views.

A raffle draw held among all the participants including hon'ble guests & hosts. Mr. Mukhlesur Rahman, Managing Director distributed the prizes i.e. 1. M-80 Bajaj Motor Bike, 2. Sawafuji Elemax Generator, 3. Bajaj Sunny Motor bike among the winners in the raffles. The conference ended amidst new hopes & aspirations after a rich menu of dinner given in honour of the dealers.

ISUZU TROOPER FOR YOUTH MINISTRY

Isuzu Trooper 4WD is a very popular all terrain utility vehicle in our country. Over 2500 units of Isuzu Trooper both diesel & petrol



versions are being used by various Govt. Agency, Corporate office, NGOs & private users. The popularity of Isuzu Trooper has been due to its reliability because of its competitive price, easy availability of parts, fuel economy & above all extensive of back up services provided by Uttara Motors Ltd.

The consistence of quality, uninterrupted excellent performance backed by personalised after sales service prompted the Ministry of Youth to place order for 37-unit of Isuzu Trooper recently. Uttara Motors Ltd. was very pleased to offer a warranty of one year for all these vehicle to be used in the remote corners of the country.

The Jalshaghar of Hotel Purbani took a festive look on the conference day among the participating dealers and attending members. Presided over by the Chairman & Managing Director of Uttara Motors Ltd. Mr. Mukhlesur Rahman, the program commenced with recitation from the Holy Quran. The other members of Board of Directors and Directors took part actively in delivering valuable speeches.

Mr. Kazi Imdad Hossain, Executive Director in his address of welcome has indicated the importance of dealers conference every year. The Managing Director Mr. Mukhlesur Rahman & Director Mr. Matiur Rahman in separate speeches have hailed & praised the dealers for their year long efforts to boost up sales of BAJAJ products in the country. For outstanding sales performance of the dealers. 2 Maruti 800cc cars awarded to dealers as it was announced by the Executive Director in the Conference. Three of the Dealers took the opportunity to make their valuable speeches and they emphasised BAL'S active participation in such conference. Moreover yearly incentive for highest sales achievement of the dealers for 1996-97 were duly hailed by the dealers. The achievers of sales target in the year 1995-96 were duly awarded with Cash Incentives, Crest, Certificates, Cash Prizes, Wrist watch etc.



SEMINAR ON SWARAJ MAZDA BUS/TRUCK AT SYLHET



A seminar on Swaraj Mazda Bus & Truck Chassis was organized by Uttara Motors Ltd., Sylhet Branch at a local Hotel. Participants were mostly local Bus/Truck owners and also Chairman & General Secretaries of Association and also prospective buyers joined the seminar.

EID-E-MILADUNNABI AT TYRE RE-TREADING PLANT



The Holy Eid-e-Miladunnabi was observed at the premises of Tyre Retreading plant at Tongi. The workers & staff of Uttara Group of Companies attended the Milad Mehfil. Recitation of the Holy Quran by staffs, the programmes began & tabarak were distributed later on among the participants.

Chairman & Managing Director of UGC, all the Directors of Uttara Group. Mr. Donald. R. Moreau, Sr. Vice President of Bandag U.S.A. and other distinguished guests were present in the occasion.

RELIEF

A devastating tornado suddenly hit some of the villages of Tangail District recently near Dhaka metropolitan city. The tornado though short lived left serious havoc and damages in the area bringing misery and sufferings to lakhs of people.

Director Technical of Uttara Motors Ltd., took the opportunity of introducing Swaraj Mazda Bus/Truck Chassis to the prospective customer. In his speech, he pointed out that Swaraj Mazda has improved a lot and they are aware about production quality.

Mr. Matiur Rahman, Director, in his speech pointed out that the customer can also take the privilege to purchase vehicles on deferred payment. In reply to a question, Mr. Rahman assured that the company ensures availability spare parts as well as the vehicle in time. Chairman of Sylhet -Sunamgonj Association and some other valued customers of Swaraj Mazda vehicles participated the discussion. The programme followed by dinner in honour of the participants.

SALES PROMOTIONAL AND TRAINING PROGRAM ON BAJAJ TWO WHEELER AT RAJSHAHI.

In order to promote the sale of Bajaj products, Director technical, Mr. Habibur Rahman Chowdhury visited Uttara Motors Ltd. Rajshahi office in the month of April, 1996. A meeting was arranged by UML Rajshahi office, at office premises. Dealers, prospective dealers, workshop owners and users of Bajaj products participated in the discussion.

Subsequently mechanics training was conducted by Uttara Motors service Engineer Mr. Dilip. About 25 mechanics from different part of Rajshahi division attend the program. The training program was followed by presentation of special tools to the workshop owners to facilitate smooth working on Bajaj products.



The executives and employees of Uttara Motors Ltd. distributed rice, dal, milk powder, sharees, lungi, aluminium utensils among the tornado-hit peoples of Mirikpur, a village, in Tangial district on third June 1996. The distribution was completed in a disciplined way among 300 affected families.



VISIT OF BAJAJ SR. MANAGER (EXPORT)

To discuss about future marketing programme of Bajaj Products, Mr. Nulkar, Sr. Manager (Export) Bajaj Auto Ltd., India visited Dhaka and met Senior Personnel of Menoka Motors Ltd. & Uttara Motors Ltd.

Mr. Nulkar also met 2 wheeler dealers and discussed about 1996-97 sales programme. The Dealers assured him to promote the sale of Bajaj products. Mr. Nulkar expressed his pleasure & satisfaction and assured them of possible help for BAL.

PROMOTIONAL TOURS BY DIRECTORS



As part of routine promotional program Mr. H.R. Chowdhury Sr. Director (Technical) & Engr. T. Mohsin Production Director visited Rajshahi on 18th April '96. A meeting was organized by Rajshahi Office of UML where fleet owners automobile dealers & garage owners were invited. Sr. Director Technical explained about the various advantage & safety factor of Swaraj Mazda Bus & Truck which is gaining increasing popularity in Dhaka, Sylhet, Moulvibazar & Bogra. The facility of

leasing, easy warranty settlement & network of extensive after sales service provided by UML evoked interest among the prospective owners. A film show was arranged where multiple & varied use of Swaraj Mazda commercial vehicle used in India was shown.

Engr. T. Mohsin who is also the Director Incharge of Uttara Tyre Retreading Co. Ltd took the opportunity to explain the most modern cold process retreating technology of Bangdag USA, being



successfully followed in Uttara Tyre Retreading Company Ltd. The process is so cost effective that at least equal milage as that of a new tyre can be had at half the price of a new tyre. If effectively used a singled casing can be retread for 3/4 times.

Academic Feats

Saika Rahman Chowdhury passed SSC examination this year and was placed in First Division with letter marks in Geography, General Science and Agriculture. She got star marks in aggregate and appeared from



Dhanmondi Govt. Girls' School, Dhaka. Saika Rahman is the third daughter of Mr. Habibur Rahman Chowdhury the Senior Director (Technical) of Uttara Motors Ltd.

Nazia Haq passed SSC examination this year and secured star marks with letters in Geography, Science, General mathematics, Elective mathematics & Home economics. She is a student of Banga Bhaban Govt. High School, Dhaka.

Nazia is the only daughter of Mr. A.K. Mahmudul Haque Ahmed, Manager (Accounts) of Uttara apparels Ltd.



SWARAJ MAZDA PERSONNEL IN DHAKA

Mr. Vijoy Kapoor, Chief Manager, Technology & Mr. L.M. Sharma, Manager Marketing (Export), Swaraj Mazda Ltd. of India paid a four day visit to Bangladesh on invitation of Managing Director, Uttara Motors Ltd. to discuss future prospects on marketing as well as to study feasibility of manufacturing Chassis of Truck & Bus locally.



Discussion was held about assembling of C.K.D Truck Cabin and required tools and equipment for assembling on jigs & fixture. SML agree to supply list as well as layout & prices of tools and equipment's required to complete C.K.D assembly of Truck Cabin in Six Section. To increase production rate & facilities, a new premises adjacent to our old assembly plant is purchased so that all the facilities and modern layout may be developed in new premises.

Swaraj Mazda personnel gave a courtesy call on Managing Director of Progoti Industries Ltd. and later visited their Plant at Barab Kunda, Chittagong. Subsequent on return from Chittagong to Dhaka, the Personnel met Mr. Mukhlesur Rahman, Managing Director of Uttara Motors Ltd. and had long discussion for future expansion of the Plant. Mr. Habibur Rahman Chowdhury, Director Technical accompanied Swaraj Mazda Personnel.

NEW APPOINTMENTS



Nargis Aktar.



Mahmuda Parveen



Farzana Jesmin Ahmed

In order to cope with the increased activity of the Group at large and to strengthen monitoring and control activities of Corporate Accounts Department in particular, three young lady executives joined our Group recently. They are Ms. Farzana Jesmin Ahmed, Mahmuda Parveen & Nargis Aktar. All of them are Master in commerce from University of Dhaka.

REORGANIZATION OF SERVICE DEPARTMENT

The Service Department of Uttara Motors Ltd. has been thoroughly reorganized under Mr. Habibur Rahman Chowdhury Sr. Director (Tech). In the widened service facilities of Uttara Motors Ltd., the activities & service programs aimed at satisfying the valued vehicle-owners & users have been manifold. Accordingly the Service Department was upgraded



with the appointment of a veteran professional Mr. Ranjit Kanta Sarker in the capacity of General manager.

Mr. Sarker, a diploma holder in automobile engineering from the College of Aeronautical and Automobile Engineering of Chelsea, London, has a long professional life in various units of BSEC including Progoti Industries Ltd.

Mr. Md. Siddiquir Rahman also joined Uttara Motors Model Workshop under service Department as Manager on



10.8.96. Before joining Uttara Motor Mr. Rahman served as Production Manager in Tongi Factory of Kishan Automobiles Ltd. He was an engineer of Atlas Bangladesh Ltd. also under BSEC.

TRAINING ON MITSUBISHI BULLDOGER

Sumitomo Corporation, Japan recently supplied 5-units of



Mitsubishi Bulldozer to Local Government Engineering Dept. Government of Peoples' Republic of Bangladesh. As Uttara Motors is the Service Agent, a training programme on operation & maintenance for those Bulldozer was organized at premises of Local Govt. Engineering Dept., Sylhet. About 20 participants attended the training.

Mr. Md. Matiar Rahman, AGM (Service) conducted the training & Mr. Mohd. Farid, Service Engr. assisted him.

BRIDGESTONE DEALERS' CONFERENCE '96



The 1995-96 Tyre Dealers' conference was held at the Jalshaghar of Hotel Purbani on 1st August, 1996 organised by Eastern Motors Ltd., a sister company of Uttara Group of Companies & sole distributor in Bangladesh of world famous Bridgestone Tyre. Presided over by Mr. Mukhlesur Rahman, Chairman of Uttara Group & Director in-charge of EML, about 40 dealers from different cities & towns of the country attended the program. Mr. Y. Tani, General Manager of M/S. Mitsui &

Co. Ltd., Dhaka addressed as a Guest while Mr. Matiar Rahman, Director EML thanked the participants for their achievements. Among others Mr. Mujibur Rahman, Director EML & Mr. Rafiqur Rahman Director addressed the program. Mr. Y Tani presented Eastern Motors' crest, certificate & prizes to the dealers. Mr. Mukhlesur Rahman explained in details the 1995-96 incentive declaration to the dealers. The programme ended followed by a dinner given in honour of the dealer.

Lego Toy Building Competition



Children are the future leader of the country. To make them ready for future leadership, creativity & imagination is needed. With this end in view a Toy Building Competition, jointly organised by Eagle Auto Industries Ltd (EAIL) & Lego overseas A/s Denmark was held on 24th August, 1996 at Toy park, a prestigious Toy shop in the Capital city, 25 paribagh, Sonargaon Road, Dhaka. Among School children where 25

students from City's distinguished schools like Scholastica, Sir John Wilson, South Breeze, Bangladesh Int'l Tutorial etc. participated to the exciting events. Presided over by Mr. Matiar Rahman, Managing Director of EAIL, Ms. Karin Pedersen, Regional Manager of LEGO Overseas A/s Denmark attended as Chief

Guest. Among others the meeting was addressed by Mr. Mukhlesur Rahman, Chairman of Uttara Group of Companies & Ms. Waseema Parveen, Principal, Scholastica School. Later on Ms. Pedersen distributed prizes among the best performers. She also made a presentation on "Toy Market Potentials & LEGO Toys in Bangladesh" at a local Hotel on 25th August where about 50 Toy business promoters from different corners of the city attended.

UTTARA MOTORS ACTIVE CHESS TOURNAMENT



Uttara Motors Ltd. always patronize sports & cultural organizations to uplift the standard and status of games & sports in the country. Organized by Casablanca Chess Club and sponsored by Uttara Motors Ltd., an Active Chess tournament named "Uttara Motors Active Chess Tournament" was held on May 16, 1996 at the conference room of National Sports Council, Dhaka.

Mr. Ali Amjad Mintu of Bangladesh Ansar emerged Champion in the tow-day long tournament. A total of 66 players took part in the tournament which was held on seven round Swiss League system. General secretary of Bangladesh Chess Federation Mr. Mujibur Rahman inaugurated the tournament.