



UTTARA NEWS

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Launching of Locally Assembled Isuzu Limousine Air Conditioned Coaches in Bangladesh

With the tremendous growth of communication by wider and smoother highways and roads criss cross the country during the last decade, the people of Bangladesh are becoming aware of and prone to faster, safer and more comfortable surface travels in place of traditional habits. The major impediments blocking such easy communications are gradually won over by constructing long bridges over the rivers BURIGANGA, MEGHNA, GUMTI and the giant JAMUNA bridge (over 4 Kilometres long) to be opened to traffic by 1998 on completion of constructions and resulted in bringing about



sophistication and revolutionary change in habits and tastes of our travelling people.

Keeping pace with

this

present-day trend, UTTARA

MOTORS LTD. launched a fabulously-built coach on

World famous ISUZU BUS CHASSIS (MODEL MT

111L) fitted with most efficient and renowned eco-

friendly Japanese air conditioner manufactured by

ZEXEL CORPORATION, May Bus Engineering of

Malaysia has specially designed this bus body

whose technical personnel jointly supervised and

worked with the local fabricator CONFIDENCE LTD.

to build this beautiful Limousine coach.

This coach was ceremonially launched on Monday

the 28th November 1996 in the main Ball Room of

SONARGAON PAN PACIFIC HOTEL, Dhaka. The

coach was formally unveiled before the cheering

crowd by Mr. Habibullah Khan, the Pioneer of

automobiles in Bangladesh where Mr. Teshushi

Sato, General Manager of ITOCHU

CORPORATION, DHAKA graced the occasion as

Chief Guest.

The day long exposition of the coach was attended

by large number of distinguished fleet owners of the

country who expressed their deep appreciation.

MARUTI DIRECTOR'S MAIDEN VISIT



Mr. Senga Director (Marketing & Sales) a career-marketing man and veteran in automobile line with vast and age-long experiences alongwith the department manager Mr. Rakesh Gupta visited Bangladesh.

This visit was programmed in the backdrop of the gradual fall of sales of Maruti-vehicles in Bangladesh. While they are here, they visited local showrooms of Reconditioned

car-dealers and saw the different models of Japanese Reconditioned Cars equipped with most upto-date gadgets and appliances priced at very lucrative levels. They also undertook visits to service workshop and spare-parts centre.

Elaborate discussions were held in the areas of unequal competition from RC-vehicles, spurious spare-parts. In this context they made some suggestions about improvement in service, showroom facilities and combating the menace of non-genuine spare-parts, in which they assured all sorts of their assistance.

During the time of departure Mr. Senga expressed that his impression & understanding about Bangladesh vis-a-vis Uttara Motors Ltd. is much different than-what he thought of. He was highly impressed about everything he observed here.

ISUZU Executive in Dhaka

Mr. Kanji IIDA along with Mr. Makoto Ogasawara visited Bangladesh to study the present-day requirements of Bangladesh-market as well as to increase the presence of ISUZU VEHICLES in the hitherto unexplored areas of this country. Mr. IIDA visited Bangladesh several times in the past in various capacities and was instrumental in promoting Sales of different ISUZU MODELS. His contribution was very high in developing back-up services for ISUZU VEHICLES in Bangladesh. During his stay Mr. IIDA saw the newly built ISUZU LIMOUSINE COACH and highly appreciated its craftsmanship and look. He had a fruitful discussion with the Managing Director and Executive Director of UTTARA MOTORS LTD.



CHANGE OF COMPANY'S NAME

With the introduction of Scheme "FREEDOM FROM MAINTENANCE" for Bajaj Motor Cycles and for all Maruti-vehicles, the responsibilities & Service activities have tremendously increased. To meet the growing needs management of Uttara Motors has formed a new Company in the name & style "UTTARA SERVICES LTD." The Service Department and the entire Workshop Management, henceforth shall be under Uttara Services Ltd. (USL) which shall be under direct control and supervision of Senior Director Technical Mr. Habibur Rahman Chowdhury, a veteran Automobile Engineer. Our valued patrons, well-wishers are requested to kindly contact : Uttara Services Ltd., 124 Tejgaon Industrial Area, Dhaka Tel : 887142, 886663, Fax : 887142.

TRAINING & CLINIC

Maruti

Like every year Service Clinics on all Maruti Models were arranged in Dhaka, Chittagong & Khulna where huge number of vehicle-owners & users attended and got their vehicles examined and serviced. These Clinics were conducted by Mr. R.K. Duggal, Regional Service Representative (EAST) of Maruti Udyog Ltd. (India) with the assistance of Mr. Matiar Rahman, DGM (Service) of Uttara Motors Ltd. A training programme was also organised at training centre of Uttara Motors Ltd. at 124 Tejgaon Industrial Area on 17 & 18 February '97. As many as 17 Engineers and Technicians from Uttara Offices & branches took part in the training.



bajaj

A four-day long specialized training on BAJAJ 2-Wheelers was organised in our training Centre where a large number of technicians from own branches, dealers, service-dealers attended. The training was conducted by Mr. CM Mathew of Bajaj Auto Ltd., Mr. Amit Bhattacharjee (GM) and Mr. Sarkar (GM-Service) of Uttara took active part in imparting training. On completion of the training, Certificates were distributed among the trainees.



Trooper for Youth Ministry

37-units Long Wheel Base Isuzu Troopers are delivered recently to the Youth Ministry of the Government of Bangladesh. ISUZU TROOPER is a Government Standardized 4WD cross country vehicle and a well-known and extensively-used vehicle in Bangladesh. In order to ensure a prolonged trouble-free service and proper maintenance of this vehicle, UTTARA SERVICE LTD. (USL) organised a day-long orientation course for the newly trained drivers of the Ministry. Mr. Nuruzzaman Khan, Manager (USL) explained to them the procedure and driving method with the help of a video-film. The orientation course was graced by the presence of MR. H.R. Chowdhury, Sr. Director Technical and Captain Feroz, Director, Directorate of Youth Development.



Zexel

In the newly introduced Isuzu Limousine Coach, the renowned Japanese Zexel airconditioning system was installed for its proven efficiency and durable economy. In order to ensure better upkeep and maintenance of this sophisticated air conditioning system, a training for the technicians, mechanics was arranged at our own training centre. Mr. Nubuo Kawakami, Manager, Overseas Group of ZEXEL (Japan) explained & demonstrated the theoretical and practical aspects of this system.



Bridgestone

For the first time a four-day long training programme on maintenance of Automotive tyre & tube was organised in our training centre under the auspices of Eastern Motors Ltd. the Sole distributor of BRIDGESTONE in Bangladesh. Mr. Vincent Tan of Bridgestone (Singapore) conducted this training where 30 participants attended.

FREE SERVICE CLINICS



Uttara Motors Ltd. from time to time arrange free service clinics for the different products they handle every year throughout the country in a bid to educate the users about regular maintenance of their vehicles photo shows such clinics held at Jyapurhat & Sorail.



LEST WE FORGET



Milad Mahfil, Quran Khawani were held at Dhaka and Chittagong on December 29th to commemorate the 12th Death Anniversary of Mrs. Mabbooha Khatoon, founder Director and wife of Chairman and Managing Director of Uttara Group of Companies, Mr. Mukblesur Rahman. Similarly, a Milad Mahfil and a special prayer were offered at the grave site in Banani, Dhaka, seeking salvation of departed soul. May Allah grant her eternal peace.

WEDDING



Sameera, the only daughter of Mr Sayeed Hussain Jamil, Managing Director of Uttara Finance & Investments Ltd. and Begum Jamil was recently married to Dr Kaiser Nasrullah Khan, Son of Mr A.M.M. Nasrullah Khan, former Secretary, Special Affairs, PM's Division, Government of Bangladesh. The wedding Ceremony was attended by senior officials of Uttara Motors Ltd. and elites of the society.

EMPLOYMENT



Mr. Abdus Sobhan a successful professional and a graduate in textile Technology recently joined the newly built project Uttara Knitting & Dyeing Ltd. With a brilliant academic record, Mr. Sobhan during his professional career had undergone extensive trainings in at home and abroad specially in Textile Knitting, Dyeing & Finishing Technology. In his career Mr. Abdus Sobhan has left his brilliant professional skills wherever he worked. He also worked in a Multinational Company including a host of Garment & Allied Industries before joining Uttara Knitting & Dyeing Ltd. He is married and father of a child.

SENIOR BAJAJ EXECUTIVE ON SPECIAL MISSIONS

Mr VG. Nulkar, Senior Manager (Exports), Mr R.M. Kapoor, Regional Service manager & Mr C.M. Mattheu, Manager Export Service visited Bangladesh from BAJAJ AUTO LTD. - the largest Manufacturers of 2 & 3 Wheelers



in India and the second largest in the whole world- to assess the market potential and its growth and to develop an extensive and basic service networks throughout Bangladesh, which is in line with Bajaj-philosophy.

The team undertook extensive tour in Bangladesh namely DHAKA, CHITTAGONG, RAJSHAHI, BOGRA, KHULNA, JESSORE, SYLHET and its adjoining areas and met cross-section of customers, dealers, service workshops and spare-parts shops there. They got the valuable feedback from customers who are still riding and using Japanese bikes and they were able to identify the areas of developments in service and quality



of BAJAJ products.

They had extensive discussions with the top management of MENOKA MOTORS LTD. and in order to formulate effective marketing strategy they made valuable suggestions to make BAJAJ the market leader in Bangladesh. The team assured MENOKA MOTORS LTD. of their continued support and assistance.

BAJAJ Model Workshop Goes into Operation

With the active participation from BAJAJ Auto Ltd. (India), a model workshop for BAJAJ 2-wheelers was set up with a covered

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area of about 3000 sq. ft. at 124, Tejgaon Industrial Area. This has been designed with a view to ensure service to customers under the novel scheme of 'FREEDOM FROM MAINTENANCE (FFM) under which a customer is not required to spend a single Taka for a year, BAJAJ AUTO LTD. was very pleased to provide special tools and equipments for



facilitating the proper services in the model workshop.

Apart from this a Training Centre, equipped with the modern audio-visual gadgets, is also developed to impart regular theoretical and practical trainings to engineers, mechanics, salesman etc. from different parts of the country.



A Service-Clinic & Training on SWARAJ mazda vehicle

Within a short span of time Swaraj Mazda commercial vehicles have made significant impact in the market due to its quality and cost. As a matter of fact, this success can be attributed to the joint efforts of SWARAJ MAZDA LTD. and UTTARA AUTOMOBILES LTD. Both the counterparts as a part of their routine job conduct several service-clinics and training programs throughout the year on Swaraj Mazda vehicles. In the recent past similar clinic and training programmes were conducted where over 150-units vehicles attended and a host of trainees from different garages and workshops took part. Both the clinic and training were conducted by Mr. JPS SEMBHI, Engineer of SML who was ably assisted by Mr Matiar Rahman, DGM (Services) of Uttara.



Maruti in Nabisco's Lottery

In the Dhaka International Trade Fair '97 (DITF '97) country's most renowned company "NABISCO Biscuits & Bread Factory" displayed a Maruti 800cc Car (RED) in front of their pavilion as first prize in their lucky coupon draw programme against each sale of their product.



INDUSTRIAL ATTACHMENT

In keeping its training facilities wide open, Uttara Motors Ltd. like every year conducts training in automobile line for outside trainees from various study group, student group and other government-nominated trainees including trainees from industrial enterprises. This time groups of student (final year) from three polytechnic institutes from Dhaka, Mymensingh & Faridpur consisting of 8,5 & 3 students respectively underwent training for a couple of weeks from 7 January till 3 March 1997 in the training centre of Uttara Motors Ltd. The attachment programme was based on training in Repair, Maintenance, major overhauling & preventive maintenance of the motor vehicles to the trainees. The training module was developed by Mr. Habibur Rahman Chowdhury, Senior Director Technical Uttara Group of Companies.



APPOINTMENT



Mr Rashid-ul Hasan recently joined Uttara Finance & Investment Ltd.

Mr Rashid-ul Hasan graduated with Honours in Political Science from Dhaka University in 1959 and did his M.A. in 1960. He obtained Post-Graduate Diploma in Development Administration from Cambridge University, U.K. in 1970. He is also a fellow of the Econo Institute of the World Bank, joined the erstwhile Civil Service of Pakistan in 1962 and was in service till 1985 when he voluntarily retired. He was the Director General, Department of Industry from 1976 to 1982.

Mr Hasan was appointed the Managing Director of Industrial Promotion Development Company of Bangladesh (IPDC), the first joint venture investment and finance company of Bangladesh with IFC of World Bank, CD of U.K. D.E.G. of Germany AKFED of Switzerland and Government of Bangladesh. He was CEO of the company from 1982 to 1988.

Mr Hasan played the pioneering role and helped to set up the first joint venture leasing company IDLC of Bangladesh Limited and was the promoter Chairman of the Company from 1984 to 1988. Mr Hasan is Director in a number of reputed national and multinational companies. He is Director of Bata Shoe Company (Bangladesh) Ltd., Reckit & Colman Bangladesh and Monno Ceramic Industries Limited. He is a Trustee of Kumudini Welfare Trust of Bangladesh and a promoter Director of Grameen Uddyog.

NEW DIRECTOR



Mr Shabidur Rahman, son of Mr. Shafiur Rahman & nephew of the Chairman & Managing Director of Uttara Group has been inducted as a young new

Director of the unit of Uttara Knitting & Dyeing Ltd., having its newly built plant in Gazipur district. Before assuming this assignment Mr Shabidur Rahman passed 10 years in Japan while he graduated. He writes & speaks in Japanese Language fluently.

Lately he also took practical training in Knitting, Dyeing, Finishing in Textile Technology in IIDA Senkyo, Osaka, Japan.



**Dhaka
International
Trade Fair '97**

Like other years Dhaka International Trade Fair '97 was held at Sher-e-Bangla Nagar, Dhaka from 22nd February to 23rd March, 1997. This annual fair is becoming popular and worthwhile as Traders and Manufacturers from home and abroad can exchange views and display their products mainly of Jute, Carpet, Ceramic, Melamine, Textiles, Handloom, Handicrafts.

Bangladesh Automobiles Assemblers & Manufacturers Association



(BAAMA) took part in the fair displaying various automotive vehicles of its members. Bajaj 2 & 3 wheelers assembled by MENOKA MOTORS LTD. was the main attractions of the visitors in the fair who showed keen interests on 4 - stroke motor cycle the most popular of all Bajaj bikes.

Uttara Automobiles Ltd. also displayed their newly launched ISUZU LIMOUSINE COACH alongwith the world famous ISUZU N-series light commercial vehicles which attracted huge visitors in the fair. Relatively economical light-



duty trucks and buses of Swaraj Mazda Ltd. (India) were also in display in the DITF '97.



উত্তরা ফিন্যান্স এন্ড ইনভেস্টমেন্টস লিমিটেড
UTTARA FINANCE AND INVESTMENTS LIMITED

(A Licensee under the Financial Institutions Act, 1991)

MESSAGE



I wish to convey my sincere greetings to all my colleagues in the Uttara Group on the occasion of Eid-ul-Azha.

Uttara Group Under the able stewardship of Mr. Muklesur Rahman is already a household name in Bangladesh. The group enjoys an excellent reputation among its large clientele.

The concept to establish a Finance and Investment Company was there for a long time which has now come to fruition. In slightly more than one year's operation lease and other finance have been provided to over 300 individuals and corporate entities. A large percentage of such lease proposals and approvals have been for consumer durables e.g. Television, freeze, Microwave Oven, Motor Cycles, Scooter etc. All employees of Uttara Group may avail of such facilities of acquiring essential and other household items on easy installments.

I wish everyone of this group further prosperity and happiness.

RASHID-UL HASAN
Chairman