



# UTTARA NEWS

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## Exclusivity-A Challenging Approach

**E**xclusive dealership for Bajaj product, had been envisaged by the top management of Uttara Group & adopted for the first time in Bangladesh. The exclusive concept in dealership was hitherto unknown in this part of the world, where the conventional practice of dealing in multiple-brands of products have so far been made. As a result the "Product-Loyalty" and a real justice to a particular product could not be made as far as modern marketing & service mechanism is concerned. The philosophy and commitments of the manufacturers and assemblers towards ultimate consumers and end-users about the quality, features and commitments towards service could never be achieved through the conventional dealers, so far engaged with

**ROYAL AUTO LIMITED**  
AUTHORIZED DEALER OF UTTARA MOTORS LTD



manifold activities on very many brands of similar products. On the contrary the objective of the manufacturers/assemblers could be better served by the exclusive dealer(s) who will work on a singular brand of product and thus utilize and concentrate his sole efforts towards the particular brand/product. Factually in the developed world, beyond the conceivable horizon of marketing farsightedness exclusive dealership is the only acceptable market mechanism and here it is not that far but within our sight also. Considering this, Uttara has so far appointed 21 exclusive dealers for the their range of products throughout the country

with all sorts of state-of-the art assistance to them in order to make a major breakthrough in the conventional dealership concept which has been erelong at almost global rejection save and except the ones in less developed areas.

With a resounding enthusiastic approach Bajaj Auto Ltd. (India) who has been the famous manufacturers of about ten brands of motor-bikes & 3-wheeler, have also agreed to give all logistics and material supports to Uttara Group, for making the exclusive dealership concept a real success in near future. They have agreed to depute their very experienced marketing & service-personnels here in Bangladesh for a year to educate and ensure better services to valued buyers to assist Uttara Motors to upgrade existing infrastructural facilities.

All credit for this new concept, as far as Bangladesh is concerned, goes to the real mastermind, Mr. Mukhlesur Rahman, the Chairman and Managing Director of Uttara Group who is personally supervising & monitoring the activities.

## ISUZU OFFICIALS ON APPRAISAL MISSION

In the month of may this year Mr. I. Asada of Itochu Corporation Tokyo, Mr. Heroslu Ogawa, Assistant Manager, Intl Dept-6 alongwith Mr. Mekato Ogasawara of Isuzu Motors Ltd. paid a visit to Uttara Motors Ltd. The sole distributor of Isuzu vehicles of Japan in Bangladesh. Their visit was to see and examine the market situation here in Bangladesh in matter of Isuzu vehicles mainly.



They met and had discussion with the Managing Director of Uttara Motors Ltd., mainly in the area of sales and on matters of bilateral common interests. Uttara Motors Ltd. undertook a programme to introduce highly efficient FSR truck for Bangladesh by Sept '97 which will cater to the needs of growing segment of customers who prefer quality product.

During their stay the Japanese Officials also under took a visit to the service facilities of Uttara Services Ltd. at Tejgaon and they were impressed to see around the working scopes and facilities there. But they were more impressed to see a Limousine fabricated on Isuzu M.T. bus model by the help of

imported bus-body kits and the local ingenuity. The limousine is placed there for public display.

## WHAT OUR CUSTOMERS SAY



The Maruti 800 is an excellent car for a small family. This is the second time that I have opted for it. The first time was in 1991. The service given by it for the last six

years was excellent. This car is ideal for the narrow crowded lanes of Dhaka city. It is also suitable for long drives on highways. The seats are comfortable and fuel consumption is reasonably low. It lends itself to manifold advantages. Given the option I will buy a Maruti again.

With best wishes to the Maruti-Suzuki family.

KALIM SHARAFI

39, Circular Road, Siddheswari, Dhaka-1217

## WEDDING



*Mr. Mazharul Hoque Khan (Azaz) accounts executive, Uttara Services Ltd. (BMW) was recently married to Shellina Khan (Joye). The wedding ceremony was held in manin Chinese restaurant, Dhaka. The senior officials of Uttara Services Ltd. and elites of the society attended this wedding ceremony.*

## PHOTO ALBUM



*Mr. Muklesur Rahman, Chairman & Managing Director of Uttara Group of Companies, Mr. K.I. Hossain, Executive Director and Director Mr. Saidur Rahman standing with the crest, received from Mr. Mustaque Ahmed, Secretary, Rajshahi Tennis Complex.*



*Senior Engineers of the First Automobile Works (FAW) of Jilin, China visited our Service centre at Tejgaon, Dhaka*

## BAJAJ Organised Training Program in Pune and Calcutta

Bajaj Auto Ltd. specially organised a training programme for training of technicians, mechanics, service personnels and engineers of Menaka Motors Ltd. in their newly set-up training centre in saltlake city in Calcutta. Under the scheme ten engineers and eleven mechanics in two groups from amongst our service shops & authorised service stations were sent in July-Aug'97 to have practical training on 2&3 wheelers. They underwent a detail theoretical and practical training on repair & maintenance of Bajaj motor cycles and scooters for 10-days. The process of training will be continued till all the engineers and technicians of all the service stations are covered. In the second phase specialised and advanced training on individual models will be conducted by BAL.



Similarly another improved programme was also organised by Bajaj Auto Ltd. under which Mr. Ahsanul Habib, service



engineer & Mr. Abdul Mannan, assistant engineer Tongi assembly plant underwent training in the field of assembly, servicing, quality control & inspection of Bajaj 2&3 wheelers in Pune & Aurangabad. The training programme was specially designed by Bajaj Auto Ltd., India to further improve upon the efficiency & effectiveness of service & assembly related activities in Bangladesh. They were given on-the-job training under the direct supervision of highly experienced professionals of Bajaj Auto Ltd. They also visited some of the service & sales dealers & acquainted themselves with the activities carried out by the dealers for possible introduction in Bangladesh specially in view of appointment of exclusive dealers for Bajaj products in Bangladesh.

## SWARAJ MAZDA Trucks turn to Beam Lifters

Local Government Engineering Department (LGED) under the Ministry of LGRD & Cooperative found the beam lifters with manifold scopes of utility being mounted on Swaraj Mazda trucks, very suitable for uses by the municipalities of various districts in the country. It is the second consecutive time 'LGED' placed order for such 10 beam lifters to be mounted on Swaraj Mazda trucks. Uttara Motors Ltd. and Local Engineering Firm confidence



Ltd. jointly made the beamlifters and handed over all ten to a department which was financed by Asian Development Bank. The concerned



Honourable Minister Mr. Zillur Rahman in a formal ceremony recently handed over these beamlifters to various Pourashavas (Municipalities). The function was well attended by many distinguished guests including the State Minister of LGRD, the Secretary of Ministry of LGRD and the Chief Engineer LGED. The guests were all in praise for the workmanship and the multiple uses of beam lifter.

## APPOINTMENT



Mir Sarafat Ali, B.Com. (Hons.) M.Com. C.A (Inter) join Uttara Services Limited as a Manager Accounts & Finance on 3rd April 1997. Before joining Uttara Group he served in Youngone Synthetic Fiber Ltd., a Korean based multinational company & Rahimafrooz (BD) Ltd., as an Accounts In-Charge of respective department.

## BUDGETORY IMPLICATIONS ON AUTOMOBILE SECTOR BUDGET 1996-97-98 DUTY & TAXES ANALYSIS

Year Products Name	H.S. Code No.	96-97	97-98	96-97	97-98	96-97	97-98	96-97	97-98	96-97	97-98	96-97	97-98
		Duty (%)		VAT (%)		LP (%)		AIT (%)		VFA+DUTY SUPL. TAX (%)		DEV. SUR. CHARGE (%)	
Bajaj 3 Wheeler	8711.20.90	15	22.5	15	15	2.5	2.5	2.5	2.5	nil	2.5	nil	2.5
Bajaj 2 Wheeler	8711.20.20	15	15	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Maruti 800 cc Car	8703.21.21	45	42.5	15	15	2.5	2.5	2.5	2.5	nil	25	nil	2.5
Maruti Omni	8703.21.29	45	42.5	15	15	2.5	2.5	2.5	2.5	nil	25	nil	2.5
Maruti 1000 cc Car	8703.21.29	45	42.5	15	15	2.5	2.5	2.5	2.5	nil	25	nil	2.5
Maruti 1300 cc Car	8703.22.21	45	42.5	15	15	2.5	2.5	2.5	2.5	15	40	nil	2.5
Maruti Gypsi CBU	8703.21.91	45	42.5	15	15	2.5	2.5	2.5	2.5	nil	25	nil	2.5
Vitara Jeep CBU	8703.23.91	45	42.5	15	15	2.5	2.5	2.5	2.5	20	45	nil	2.5
Isuzu Trooper Jeep CBU	8703.23.91	45	42.5	15	15	2.5	2.5	2.5	2.5	35	60	nil	2.5
Minibus Chasis CKD	8702.10.30	15	7.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Mini Truck Chasis CKD	8704.21.20	15	7.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Isuzu MT Bus Chasis CKD	8702.10.30	15	7.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Mini Truck Cabin CBU	8707.90.00	30	22.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Auto Parts	8703.21.92	30	22.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Generator	-	nil	nil	nil	nil	nil	nil	nil	nil	nil	nil	nil	2.5
Diesel Engine 3-45 HP	-	nil	2.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5
Double Decker Bus	8703.10.30	2.5	2.5	15	15	2.5	2.5	2.5	2.5	nil	nil	nil	2.5

## SIXTH ANNUAL DEALER CONFERENCE OF BRIDGESTONE TYRE 1996-1997

The 1996-97 Dealers' Conference was held at the "DILKUSHA" of Hotel Purbani International Dhaka on 17th day of July 1997 at 5 p.m. The Conference organised by Eastern Motors Ltd., Sole Distributor of world famous Bridgestone brand tyres in Bangladesh. Mr. Matiur Rahman, Director of the Company presided over the Conference. Mr. Masaaki Inoue, G.M. Tyre Export Department, M/s.



Mitsui & Co. Ltd., Japan was the Chief guest and Mr. T. Tar G.M., Mr. Nakamura, A.G.M of M/s. Mitsui & Co. Ltd., Dhaka, Mr. T.K. Chowdhury, Manager of M/s. Mitsui & Co. Ltd., Chittagong were the special guests of the conference.



Forty five Dealers from different district of the country attended the program. Mr. Matiur

Rahman, Director in his address of welcome has indicated the importance of Dealers conference where exchange of informations takes place and experiences can be shared for mutual benefit. Mr. Rahman thanked all the

Dealers for improving sales of BS Tyres yearwise.

For outstanding sales performance honourable, Chief Guest Mr. INOUE has distributed yearly incentive, Prizes, Crest & Certificate to the dealers. For highest sales achievement for 1996-97 M/s. Auto Corner Dhaka, M/s. the Tyre Agencies, Chittagong & M/s. Labor Motors Dhaka took 1st, 2nd & 3rd

position respectively, M/s. Auto Corner, Dhaka consecutively stood 1st position for the last few years. The achievers of the category target in the year 1996-97 were duly awarded with lucrative prizes and Certificate of appreciation, Mr. M. INOUE addressed the Dealers Director Mr. Mujibur Rahman & Mr. Rafiqur Rahman also addressed the program. Mr. Matiur Rahman Director explained in details the 1996-97 performance & announced 1997-98 Incentive Program to the Dealers. The program ended with a dinner hosted in honour of the attending dealers.



## TRAINING ON HYDRAULIC BEAM LIFTER



LOCAL GOVT. ENGINEERING DEPARTMENT (LGED) procured 20- units hydraulic beam lifters mounted on swaraj mazda trucks in two phases. As a part of the contract utara services Ltd. (USL) organised week long trainings for LGED - personnels where 30 - engineers and operators of LGED participated. The training was successfully conducted by well conversent engineers Mr. Matiar Rahman of USL and Mr. Q. Zaman , Managing Director of confidenceLtd. It is worth - mentioning that during the first phase of supply of similar beam lifters utara services Ltd. imparted such training to LGED personnels in october '95.

## SERVICE TRAINING ON SWARAJ MAZDA



An eight-day long service training on repair and maintenance of swaraj mazda vehicles was organised by utara services Ltd From 14th June to 21st June '97 twentythree participants attended the training which includes service engineers, AUTO-mechanics and auto - electricians from different parts of the country. The training was conducted by Mr. Jai prakash dhiman, assistant manager servicing of swaraj mazda Ltd. India. Certificates were distributed by Mr. Habibur Rahaman Chowdhury, SR. Director technical of Utara Services Ltd. to the trainees after successful completion of the training.

## Activities on Freedom From Maintainence Scheme



Uttara Motors Ltd. (UML) have been undertaking regular trainings and field clinic programmes throughout the country to increase awareness of owners and users of Bajaj - motors cycles and scooters about proper maintenance of their bikes.

UML has introduced a scheme namely "Freedom From Maintenance" (FFM) from the first January, 1996. Under the scope of the scheme Bajaj motor cycle & scooter owners need not have to spend a single Taka for maintenance of their bikes for 1st one year. UML have firm commitments to its buyers to supply any necessary spares for the 1st year free of cost even which are not covered under conventional warranty. Gradually the users / owners are becoming increasingly by convinced and conscious about regular maintenance which is key to add life to the bike.

As a part of this FFM scheme Utara Services Ltd. (USL) have organised trainings of technicians on maintenace and repair of Bajaj motor cycles and scooters in Rajshahi, Khulna, Sylhet and Chittagong divisions during the month of May & June this year. This practical training was attended by as many as 476 technicians/mechanics from all of our authorised service shop and USL's own workshop.

Side by Side Utara Services Ltd. also organised field Service clinics in four divisions where about 908 units of Bajaj Motor cycle & Scooters attended for free check-up and free servicing.

## DELEGATES FROM SINGAPORE



Mr. Noboru Ibaraki, Managing Director ITC Automobile Asia pte. Ltd., Singapore Mr. Takashi Nakamura, Manager, Automobile section no. 16 of Itochu corporation, Japan and Mr. Minora yasui, sr. assit. General Manager, head of automobile division of Itochu Corporation, India visited Utara Motors head office and met its managing director Mr. Mukblesur Rahman and Mr. Kazi Imdad Hossain, executive Director. In the backdrop of regionally new bilateral business interests mainly in automobile marketing in Asia. They had discussion here on marketing of some selected isuzu prototype vehicles being manufactured outside Japan. Discussion was also held on possibility of introducing trucks produced Malaysia by automotive corporation of Asia (ACM) under license from Isuzu Motors Ltd. Japan.

The delegates visited and saw facilities of assembly plant in Chittagong namely-utara automobiles Ltd. Mr. Matiar Rahman , Director received the guests in Chittagong while they expressed their satisfaction about existing facilities.

A dinner was hosted in vintage room of hotel Sberaton, Dhaka by UML in honor of the visiting delegates.

## PROMOTIONAL VISIT IN GREATER SYLHET

The present day market is highly sensitive & competitive specially the automobile sector demands an efficient and effective service network to satisfy the needs of fleet-owners. Utara Motors Ltd. is totally committed to the cause of after sales service throughout the nook & corner of the country. Top Management of the company is fully aware of the needs & makes regular visits, to all parts of the country to monitor the activities and ascertain the weak links to further improve its services to the customers. As part of their regular visit Mr. Matiar Rahman Director and Mr. H.R. Chowdhury , SR. Director Technical visited dealerships of Sylhet, Moulavibazar, Sunamgonj & Chatak.

In Sylhet, JES motors our exclusive dealers, owns one of the best showroom, display center and service workshop. They have been relentlessly trying to establish Swaraj Mazda and Isuzu NKR as the market leader and in the meantime has established themselves as one of the most organized dealer in Sylhet. To assist to excel in the field of service, Utara Motors Ltd. has decided to depute there highly experienced service engineers and a team of experienced technicians.

In Moulavibazar, M/S Karamullah and sons who was having an excellent sales performance till 1996 has slightly fallen behind because of ill-health of the proprietor. But his sons have now taken over and visible sign of improve-ment has been noticed in the recent month. They are confident to remain the market leader in the area as far as commercial vehicles are concerned.

