



# UTTARA NEWS

UTTARA  
MOTORS  
LTD

VOL 4 NO : 001-01-1991

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Bangladesh

## INDIA VISIT



Mr. Rahul Bajaj, Chairman & Managing Director of Bajaj auto Ltd. together with M.D. and D.O. of Menoka Motors Ltd.

Mr. Mukhlesur Rahman, Chairman & Managing Director and Mr. Kazi Imdad Hossain, Director Operations visited India from 19th to 24th November, 1990

On 20.11.90, Managing Director and Director Operations met Mr. Jagadish Gadikar Of Mahindra & Mahindra Ltd. in Bombay regarding possibility of supplying of petrol driven 4WD vehicles to Bangladesh.

On 21.11.90 Managing Director & Director Operations met Mr. Rahul

Bajaj, Chairman & Managing Director and Mr. P.C. Nahar, Executive Director, Mr. M.V.D. Kamath, General Manager Works of Bajaj Auto Ltd. in Pune. A detailed discussion was held regarding production and shipment of Bajaj 3-wheeler (CKD) for Bangladesh Autorickshaw Chalak Cooperative Federation Ltd.

On their return-journey on 22.11.90 Managing Director alongwith Director Operations visited Maruti Udyog Ltd. in New Delhi. They met Mr. R.C. Bhargava, Chairman & Managing Director, Mr. D.S. Gupta, General Manager (Marketing & Sales) and other senior personnels of Maruti. They discussed bilateral matters.



Mr. R.C. Bhargava, Chairman-cum-Managing Director of Maruti Udyog Ltd. with Director Operation and Managing Director of Uttara Motors Ltd. and Mr. D. S. Gupta G.M. (Mkt & Sales) and Mr. Rakesh Gupta, Manager Exports of Maruti Udyog Ltd.

This was the annual routine-trip to meet the overseas associates, where they had various meetings & discussions mainly on future business in the gradually changing situations all over the world.

## Message



R. C. BHARGAVA  
Chairman-cum-Managing Director

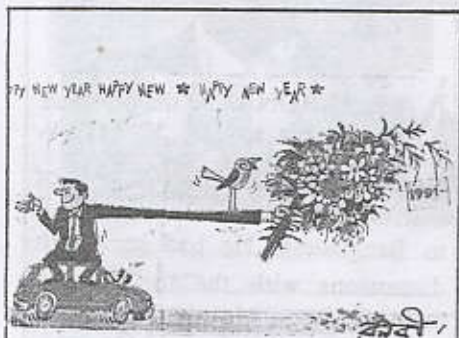


I recently had the opportunity to read an issue of Uttara News and found it to be an informative publication, giving details of the various activities undertaken by the Uttara Group.

Bangladesh has a very special significance for Maruti. It is here that we made a modest beginning in the year 1986 with the export of 55 vehicles. With the keen personal interest taken by Mr. Mukhlesur Rahman I am confident that this relationship will be strengthened in the years to come.

With best wishes for a happy and prosperous NEW YEAR.

*R.C. Bhargava*  
(R.C. Bhargava)



WE WISH ALL OUR PATRONS &  
WELL WISHERS HAPPY &  
PROSPEROUS YEAR 1991



## OUR PRODUCT OF THE QUARTER

MAHINDRA  
**GYPSY**

4WD 1000 cc



Behind the sleek, robust style of the Gypsy lies an extraordinary machine. Manufactured under technology licensed from the world renowned Suzuki Motor Company of Japan.

It's a 4 cylinder, 4 stroke 1000 c.c. Suzuki Engine. Precision engineered for unmatched reliability and trouble free performance.

## NET WORK ACTIVITIES



M.D. Together with Branch Managers of Khulna & Jessore

During the scheduled visit along-with the Managing Director of Eastern Insurance Co. Ltd. (EICL) for site-selection of its new branch in Khulna, the Managing Director of Uttara Motors Ltd. who is also one of the sponsor-Directors of EICL, paid a visit to the Khulna Branch along-with the Director Technical Mr. Habibur Rahman Chowdhury. The Khulna branch of Uttara Motors is under renovation. The branch-in-charge Mr. M.A. Hannan was advised to complete the renovation as soon as possible and also to request the Deputy Commissioner Khulna, to fix up time for the formal opening of Khulna branch where elites of the city would be invited. During the return journey by air from Jessore to Dhaka they also had a brief stopover in Jessore branch and visited a few of the Diesel engine shops in order to promote sales and after-sales-services there.

## **strong at all time**

**B**AJAJ 3-wheeler Autorickshaw Manufactured in India is almost solely standardized in the country's transport system since long time, occupying over 90% of the total population of 3-wheelers, popularly named as BABY TAXI (3 seater excluding driver). Because of age-old popularity and vast population, technical know-how, easy accessibility to service and repairs and overwhelming abundance of its locally manufactured spares at very low cost, BAJAJ 3-wheeler contributed to a greater extent in improving the infrastructure of country's transport-sector vis-a-vis the national economy.

Bangladesh-Autorickshaw Chalak Cooperative Federation Ltd., (BAC-CFL), Dhaka procured this BAJAJ 3-wheeler autorickshaw in 1972-75, (1056 units), in 1977-80 (412-units), in 1980-83 (1675-units), in 1985-88 (2000-units) through tenders. In October 1990 this Federation again signed Contract with Distributor Assembler for import of a reasonable quantity of Bajaj 3 wheeler through international tender, keeping in view the Government policy of replacing inhumanly man-pulled rickshaws by such mechanised autorickshaws.

## **AUTORICKSHAW FOR COOPERATIVE**



**R**epresentative from the Agrani Inspection Company, Dhaka being appointed by Bangladesh Autorickshaw Chalak Cooperative Federation Ltd. is seen in Poona factory of Bajaj Auto Ltd. in connection with pre-shipment inspection of the federation's Bajaj 3-wheeler. Mr. Mujibur Rahman was also present.

## **VISIT OF Mahindra & Mahindra ENGINEER**

**M**r. B.B. Shetty, Engineer of Mahindra & Mahindra Ltd. (India), undertook a visit to Bangladesh in early October, 1990 at the request of Pragoti Industries Ltd. (PIL) to help them in improving quality of assembly-works in their Chittagong plant on Mahindra-



Mr. Shetty, Engineer from Mahindra & Mahindra and Mr. Anup K. Barua D.G.M. plant of Pragoti Industries Ltd.

JEEPS. While in PIL-plant, he was cordially received by Mr. Anup Kumar Barua, the Deputy General Manager-in-Charge of the assembly-plant. During his week-long stay Mr. Shetty supervised and trained PIL-personnels in the assembly works. Mr. Habibur Rahman Chowdhury, Director Technical of Uttara Motors visited PIL at that time to help materialise the objective of Mr. Shetty's visit.

## **VISIT OF C-ITOH PERSONNEL FROM JAPAN**



**M**r. HIRONAKA, the probable successor to Mr. Y. MIYANAGA in Dhaka Office of C.I.TOH & Co., LTD. paid a visit to Bangladesh. He had important discussions with the top-management of Uttara Motor Pragoti Industries Ltd. and Steel and Engineering Corporation. The Corporation is known to have deferred the project of Paint-shop in Pragoti Industries Ltd.



## UTTARA CARES ABOUT AFTER SALES-SERVICE

Uttara Motors Ltd. always organise service clinic to ensure better services to valued clients. This year (1990) Uttara Motors conducted such a service clinic on MARUTI-vehicles in Dhaka and Chittagong where MR. AMITAVA ROY from Maruti Udyog Ltd. (MUL) attended on invitation. Prior to conducting the clinic Uttara Motors invited all owners of MARUTI vehicles through letters, banners and other media to attend the clinic. Clinics were held in

Dhaka at Uttara Motors' Workshop at 124-Tejgaon Industrial area, between 8th & 9th November, 1990 and in Chittagong on 11th November, 1990 where Mr. Jahangir Alam Victor and Mr. Manik K. Datta assisted. Appreciable response from the valued MARUTI-users was found inspite of various adversities.

Uttara Motors will conduct similar clinics in future to satisfy the valued & respectable customers to the wider extent.



Mr. Amitabh Roy, Engineer from Maruti Udyog Ltd., checking vehicle of Mr. Hassan Shahriar, Special Correspondent of Daily Ittefaq.

### DEMONSTRATION ON CHINESE DIESEL ENGINE

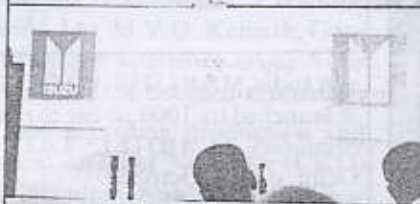
SICHUAN INTERNAL COMBUSTION ENGINE WORKS (CHINA), were pleased to send two of their engineers MR. QUI JIA YUAN and MR. LIU JIAN YIM in the first week of December 1990 for a few months' stay in Bangladesh to train and to give direct services to consumers as well as our technicians about the chinese diesel engines. Uttara Motors arranged a primary training for technicians from its all branches to acquaint themselves with the Diesel engines. The chinese engineers have plan to visit different customers of Diesel engines along with the personnels of Uttara Motors to give door to door after-sales-services on famous "EMEI" BRAND Diesel engines of China throughout the country.



Chinese Technician conducting training on Diesel Engine.

DEAR PATRONS  
YOUR SUGGESTIONS,  
VALUED COMMENTS &  
COMPLAINTS ARE INVITED TO  
ENRICH OUR PUBLICATIONS

### TRAINING ON ISUZU



ISUZU MOTORS OVERSEAS DISTRIBUTION CORPORATION (IMODC) sold their Trucks and Buses through Pragoti Industries

Ltd. (PIL), which assembled and delivered them to Bangladesh Army. Recently ISUZU-Technical Personnels MR. AKIRA WATANABE and MR. KOH YEOW CHIANG conducted a Service-training at the ISUZU TRAINING & SERVICE CENTRE in Dhaka cantonment where as many as 25 trainees participated.

It was comprised of theoretical, practical training courses including audio-visual means for long two weeks. Finally certificates were distributed among the participants.



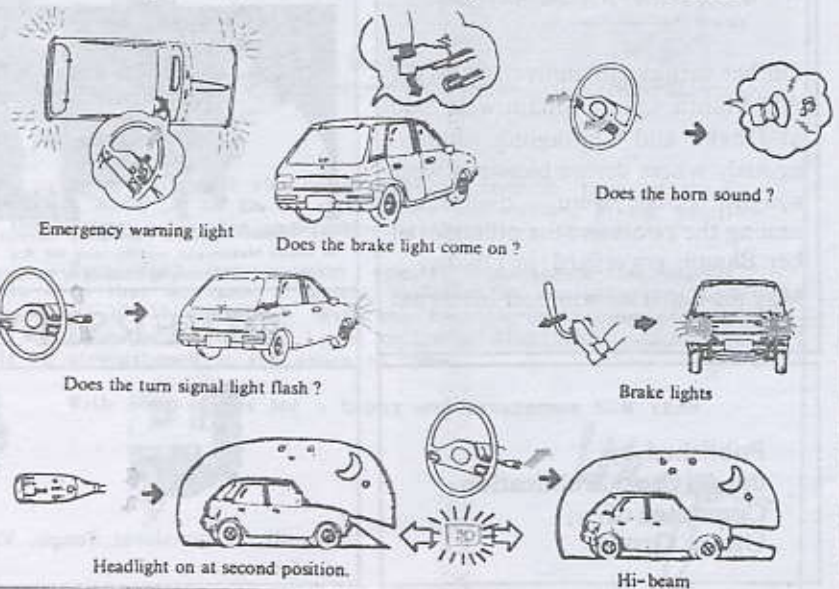
Kazi Tarannum Hossain continues her brilliant academic record like previous years and stood first among girls and second in the combined merit list in the annual examination of class III.

### PROUD OF

She is the youngest daughter of Kazi Imdad Hossain, Director Operations of Uttara Group of Companies.

### CHECK BEFORE YOU DRIVE

Before starting a car, the car owner should check following things. It might help and save from any un-wanted incident.





## WORKSHOP IS OUR PRIDE



With the increasing popularity of various types of cars and JEEP-type vehicles and the inclusion of more new products in the sales-range, workshop premises at GREEN ROAD for UTTARA MOTORS became too small to cater the needs of the growing customers. So, the management purchased a suitable

place at 124, Tejgaon Industrial Area, Dhaka in July 1989 to handle the increased volume of after-sales-services for products of ISUZU, SUZUKI, MARUTI, MAHINDRA & MAHINDRA, BAJAJ-3 WHEELER & 2- WHEELER etc. which has a covered area of 7650 sq. ft. and uncovered space of 6900 sq. ft.



Painter. Mechanic. Denter

The workshop is well-equipped with all types of modern tools and sophisticated gadgets for proper checking of the engine, complete vehicle-maintenance including overhauling facilities, painting & denting.

In the workshop, management personnels, right from Manager down to the skilled workers are trained from abroad. Automobile Engineers from overseas manufacturers trained them in the workshop practically, theoretically and through audio-visual gadgets. It has been the venue for periodical trainings and clinics.

## WE REMEMBER

21st December is the silent reminder of the sad demise of MRS. MAHBUBA KHATOON, the wife of Managing Director of Uttara Motors-Mr. MUKHLESUR RAHMAN. She was one of the founder-Directors of Uttara Motors Ltd. and the mother of MR. MEHDADUR RAHMAN, the youngest Director of the COMPANY:



MILAD-Mahfil at Uttara Work Shop, Tejgaon Industrial Area

On her fifth death anniversary MILAD-Mahfil, Quran-Khani were held at Dhaka and Chittagong simultaneously where divine blessings were sought. Foods were distributed among the poods in the premises of her Banani graveyard in Dhaka.

May the departed soul rest in eternal peace.

Published by  
the Advisory Publication  
Committee of  
Uttara Group

## MARUTI LAUNCHES 1000 CC CAR

In India MARUTI UDYOG LTD. launched its 1000 cc car through a ceremony in HOTEL TAJ, New Delhi on 16 October 1990. It was fabulous grand occasion where dignitaries from different parts of India were present. Incidentally, Mr. Habibur Rahman Chowdhury, Director Technical of Uttara Motors Ltd. was there in the ceremony. He was highly impressed at the grand launching of this new MARUTI model (1000 cc), where the respected Chairman-cum-Managing Director of Maruti Udyog Ltd. MR. R.C. Bhargava met Mr. H.R. Chowdhury who introduced him to many of the attending dignitaries. Mr. Habibur Rahman Chowdhury during his visit between 13th-16th



L.R Mr. A. Roy, Manager Service Dept. Mr. Habib R. Chowdhury, Director Technical Uttara Motors Ltd. Dr. K. Kumar, Chief General Manager (Eng. & Quality Assurance) and a Senior Executive of Maruti plant



Mr. Habibur Rahman Chowdhury Director Technical of Uttara Motors Ltd. together with Mr. R.C. Bhargava Chairman-Cum-Managing Director of Maruti Udyog Ltd.

October 1990 met Mr. D.S. Gupta, General Manager (Marketing & Sales), Mr. Rakesh Gupta, Manager (Exports), of Maruti Udyog Ltd. (MUL). Mr. H.R. Chowdhury accompanied by Mr. A. Roy, Manager of Service Department visited the MARUTI plant where he met Dr. K. Kumar, Chief General Manager (Engineering & Quality Assurance) and Mr. I.V. Rao, Manager, (Technology Transfer & Product Development) and discussed with them various matters of mutual interest. He also visited Noraini, one of the biggest Workshops there established by Maruti Udyog Ltd.

## DIVERSITY OF bajaj PRODUCT



Recently we introduced Tempo, Van on 3 wheeler Rear Engine Chassis with special re-inforcement in the rear