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 Rangpur : 62922, Dinajpur : 64687, Pabna : 64690, Barisal : 64349, Cox's Bazar : 63555

### ANNUAL DEALERS CONFERENCE 2008



Dealers, Uttara Motors Management & Bajaj Representatives during Dealers Conference.

The Annual Dealers Conference 2008 of Uttara Motors Limited (UML), a concern of Uttara Group of Companies (UGC) was held in the conference room at Bangladesh China Friendship Conference Center, Dhaka. 93 dealers and all Branch Managers of UML from all over Bangladesh attended the annual event. The function was divided into two sessions. In the morning session dealers joined in the technical deliberation & presentation at Uttara Center, the Corporate office of UGC. All the participants took active part and specially learned about innovative product features and marketing tips. They were also briefed about the objective and benefits of 3s-dealership.

The evening session of the conference was attended by members of management from Uttara Motors dealer, all Branch in-charge of UML, Departmental Heads. Representatives of Bajaj Auto Limited (BAL), India, graced the occasion with their active participation. The session started with recitation from the Holy Quran. Mr. Mir Mohammad Hossain Director Marketing them welcomed the dealers and thanked them for their contribution in the continued growth of the company and expressed his conviction that the year 2008-2009 will also bring even further success.

Mr. Kazi Imdad Hossain Executive Director in his speech stated that UML is always keen to serve its valued customers and offer them the best products possible. He pointed out that with the radical changes in the business environment, typical selling methods have become less effective and invited the dealers to come forward with new and innovative ideas to increase sales. The introduction of 3s dealership is a step towards this objective he added. Mr. Sunil Walunjkar of Bajaj Auto expressed satisfaction with the trend of sales of Bajaj products

in Bangladesh during the past year. Mr. Matiur Rahman Chairman and Managing Director in his speech gave special thanks to all the dealers and acknowledged their contributions in the past and hoped that they will deliver their best in the years ahead. He also expressed his firm conviction that the combined effort of the dealers and UML personal, Uttara Motors Limited has become one of the leading automobile houses in Bangladesh. He added that Uttara Motors Limited has been serving the customers since 1973 and will continue to serve in future. That is why UML gives priority on the 3S (Sales, Service & Spares) concept recently started. With this "one stop" concept customers will feel assured of the performance and operation of their vehicles for years.

Mr. Rahman handed over the incentives, crest and special prizes among the best-performing dealers. 78 dealers were awarded cash incentives and a crest each in recognition of their outstanding achievement. Musical team fascinated the whole conference room with their enchanting melodies. The night ended with dinner & raffle draw.



Mr. Matiur Rahman CMD (3rd from R), Durand M. Rahman (3rd from L), Kazi Imdad Hossain (2nd from R), Mir Mohammad Hossain (R), Sunil Walunjkar (2nd from L) and ABM Humayun Kabir (L)



## DEATH ANNIVERSARY OF LATE MUKHLESUR RAHMAN & LATE MAHBUBA RAHMAN



Mukhlesur Rahman  
(Dec 28, 1948 - Aug 16, 1999)

Uttara Group of Companies with due solemnity observed the 9th Death Anniversary of Late Mukhlesur Rahman, Founder Chairman of Uttara Group of Companies, who died on 16th August 1999 & 23rd Death Anniversary of his wife Late Mahbuba Rahman who died on 21st December 1985. All the concern of Uttara Group of

Companies remained close to show respect. A Milad Mahfil was arranged at their Gulshan residence to pray for the salvation of the departed soul. Special invitations were sent requesting people to join the Milad. Relatives, friends, well-wishers along with staffs and officials of Uttara Group

of Companies attended the Milad. Special Messages were received on this occasion from principals and buyers from around the world.



Relatives, well wishers along with UGC officers and Staffs praying for the salvation of the departed soul.

## ANNUAL DEALERS CONFERENCE OF EASTERN MOTORS LTD.

Annual Dealers Conference- 2008 of Eastern Motors Ltd.(EML) was held at the ball room of Hotel Agrabad Ltd, Chittagong on Thursday, 24th July 2008. Mr. Matiur Rahman, Honorable Director In-charge and the Chairman and Managing Director of Uttara Group of Companies and Mr. Rafiqur Rahman, Honorable Director of the Board and Mr. Amit Chowdhury, Sr. General Manager of the company were present on this auspicious occasion. Dealers of different zone of the country and representative of Bridgestone Corporation along with ITOCHU Corporation namely; Mr. Kelvin Lee, Export Sales Executive of Bridgestone Asia Pacific Pte Ltd. Singapore and Masaki Ogura, Assistant General Manager, ITOCHU Corporation of Karachi Office respectively were also graced the conference with their presence. Mr. Matiur Rahman outlined the future business strategies and plan to achieve and maintain customers' satisfaction through quality product and better services, while Mr. Rafiqur Rahman



Mr. Matiur Rahman CMD presided over the conference along with Mr. Rafiqur Rahman Director, Sr. GM Mr. Amit Chowdhury, Mr. Kelvin Lee from Bridgestone, Singapore and Mr. Masaki Ogura from Itochu Corporation, Karachi.

stressed on the different business policies of EML. Mr. Amit Chowdhury declared the names of the recipients of incentives of the successful dealers. He also articulated the incentive policies of the company for the year 2008-09. The program was followed by a dinner party and an electrified musical program and dance competition.

## ISUZU FOR BEAUTY SALOON

Isuzu Motors N-series trucks and buses are acclaimed all over the world for its excellent performance. In Japan it is the highest selling model in its class for over consecutive 35 years. The Isuzu NKR truck is used for various purposes in our Country for many many years. Rugged Isuzu trucks have become especially popular in the Pharmaceuticals, Readymade Garments, Dairy and Agricultural sector, where these vehicles have gained confidence of the customers for their reliability and durability. Our marketing, sales & service systems have established a strong foothold for ISUZU Brand in Bangladesh since entering in the market over 30 years ago. ISUZU's upgraded performance results in the versatility to deliver excellent utility of driving on every journey, from day to day errands to long-distance touring. Uttara's marketing

team has recently developed a comprehensive and fully equipped beauty saloon on a N- series chassis. People admirably call it a "Beauty SALOON ON WHEELS".



BEAUTY SALOON ON WHEELS



## COUNTRY WIDE BAJAJ ROADSHOW

For over a quarter of century Uttara Motors Limited is successfully marketing Bajaj 2 wheelers in Bangladesh. 14 branch offices and over 100 dealers & scores of authorized service stations are totally dedicated to render required back-up service to the customers at the remotest part of the country. Recently this network has been undergoing a revolutionary change to make these pro-active. The branding taken up by Uttara has been widely acclaimed by the customers. UML dealers' regularly organize country wide promotional activities like Bajaj Road Show, Bajaj Fair and Bajaj Mileage contest in different districts of Bangladesh. Such event



Bajaj "Road Show" organized by our dealer in Dhaka.



Bajaj Mela organized by another dealer in outside Dhaka.

enables the customers to have a look to all the available models. The opportunity of "test drive" and the "mileage contest" with other brands proves beyond doubt the superiority of Bajaj brand in the mind of the customers.

"I am looking for a bike like this and I am really happy with its mileage" commented of one of the satisfied participants of Bajaj Mileage contest. These new innovations have created a sense of complete trust & confidence amongst the users of Bajaj products and retail sales has been steadily increasing.

## UTTARA MOTORS LTD. GETS HIGHEST VAT & TAX PAYER'S AWARD

Uttara Motors Limited, an enterprise of Uttara Group of Companies has been recognized by the Govt. as the highest VAT payers in the business category for the year 2007 & 2008. The National Board of Revenue (NBR) organised a function on the occasion at Osmani Memorial Auditorium, Dhaka, recently. Finance and Planning Adviser Mr. AB Mirza Azizul Islam handed over the Crest and Certificate at the handing - over ceremony. Mr. Matiur Rahman Chairman & Managing Director, Mr. Mujibur Rahman Deputy Managing Director (Textile), Mr. Durand M. Rahman Deputy Managing Director (Automobiles) & other Group Directors received the award. Chairman of the NBR Mohammad Abdul Mazid presided over the ceremony. Government officials, representatives from different



Planning & Finance Adviser Mr. AB Mirza Azizul Islam handing over a crest to Mr. Matiur Rahman Chairman & Managing Director of UGC for highest VAT & TAX payers. Mr. Mujibur Rahman (Left) DMD also seen.

business organizations and members of the NBR were present on the ceremony.

The National Board of Revenue (NBR) organised another function at Osmani Memorial Auditorium, Dhaka, recently for "District wise highest value added tax (VAT) payer" award for the year 2007-2008. The NBR arranged such a programme for the first time since introduction of the VAT system in 1991. Uttara Motors Ltd received 8 prizes for highest VAT payments for its district level branches. The proud recipients are Jessore, Khulna, Barishal, Rajshahi, Bogra, Rangpur, Dinajpur and Cox's bazar. Finance and Planning Adviser Mr. AB Mirza Azizul Islam handed over the Crest and Certificate, Mohammad Abdul Mazid, the Chairman of the NBR presided over the ceremony.



Crests presented to our eight highest VAT paid Brnch Offices



## CMD & DMD OF UML JOINS THE LAUNCHING OF MARUTI-SUZUKI A-STAR CAR AT NEW DELHI

Car market leader Maruti Suzuki India Limited's (MSIL), unveiled the much-awaited, World Strategic Model, A-star car at New Delhi on November 19, 2008. Mr. Matiur Rahman, Chairman & Managing Director and Mr. Durand Mehdadur Rahman, Deputy Managing Director of Uttara Motors Limited (UML), Bangladesh Joined the launching ceremony.

The A-star car, built under the slogan - **small cars for big future** stems from Suzuki's commitment to make India the global hub for small cars.



Mr. Oishi Director Marketing & Sales of MSIL, Mr. Matiur Rahman CMD  
Mr. Durand M. Rahman DMD of UML



Powered by the new, state-of-the-art, light weight, 998cc K10B petrol engine, A-star is the best in class fuel efficient car with a mileage of over 19 KMPL as tested by ARAI, Pune, India. A-star is truly a green car with no compromise. The newest model meets the European ELV norms, which implies that 85 percent of the car is recyclable. In addition, it is free from hazardous materials like Lead, Cadmium, Mercury and Chromium.

A-star will be the most relevant car that addresses the needs of today's customers in Bangladesh. Uttara Motors Ltd will launch the A-star car very soon.

## COUNTRY WIDE CAR FAIR

In an attempt to reach customers outside Dhaka and Chittagong and to offer there all possible assistance Uttara Motors, has recently started holding exhibition of their products throughout Bangladesh.

By organizing the "CAR MELA" UML reaches every part of the country with its wide range of new vehicles. A customer can easily gather valuable information about vehicles performance, service and after sales facilities from this CAR MELA. Banks and Financials Institutions put up their booth in the mela where from "instant financing" is provided to customers.

With amazing response for customers, UML has very successfully organized number of CAR MELA's in



Mr. Saifuzzaman Chowdhury President of Chittagong Chamber of Commerce and Industry inaugurated the Chittagong car fair along with Management of UGC.



Suzuki Cars on display in the Countrywide Car Fair.

different districts of Bangladesh during the period of October 2008 to March 2009. Mela's where held at Dinajpur, Comilla, Rajshahi, Bogra, Rangpur, Noakhali, Jessore, Khulna, Sylhet, Cox's Bazar and Chittagong. All of the venues were attractively decorated where different models of Suzuki passenger cars and other vehicles were exhibited.

High officials of local Government, Chamber House, Law Enforcing Agencies and elites of the cities graced the exhibition. Overwhelming response were observed every where and new customers could be created in these places.