



# UTTARA NEWS

**UTTARA  
MOTORS  
LTD**

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Bangladesh

## IMODC Convention in Singapore

On invitation from President of IMODC, the Managing Director and Director Operations of Uttara Motors attended this year's Dealers Convention in Singapore which lasted for about 3 days. The dealers of ISUZU from the Asia-Pacific Region attended the meeting. It was a gala occasion, matching the fun filled and festive character of the beautiful city of SINGAPORE. ISUZU dealers from all over the region had a great opportunity to exchange views during the convention. Mr. Ralph Yamagawa, Executive Director of IMODC, brought the curtain down on the convention by presiding over the final meeting and thanking the participating dealers for their performances of 1990-1991.

After attending the IMODC convention in SINGAPORE, the Managing Director and Director Operations of Uttara Motors travelled to INDONESIA to discuss matters of business-interests with their counterparts at INDOMOBIL, the makers of SUZUKI vehicles in INDONESIA.

In order to streamline the imports of Indonesian SUZUKI vehicles to Bangladesh a tripartite meeting was held on 18th and 19th Nov. in JAKARTA when representatives from INDOMOBIL, UTTARA MOTORS & KHANSONS AUTOMOBILES attended.



### Message



**SUZUKI**  
SUZUKI MOTOR CORPORATION  
HAMAMATSU-NISHI P.O. BOX 1, HAMAMATSU, JAPAN



We wish to express our sincere appreciation for the continuous efforts of UTTARA MOTORS LTD. to expand Suzuki market in Bangladesh and also for its further cooperation in marketing Suzuki vehicles produced at two of our overseas plants, MARUTI UDYOG LTD. in India and P.T. INDOMOBIL SUZUKI INTERNATIONAL in Indonesia.

Suzuki vehicles are already assembled and manufactured at 24 plants in 18 countries all over the world. However, we are committed to develop and strengthen our policy of expanding our production and supply systems globally. In this respect the cooperation of UTTARA MOTORS LTD. is playing a very important role in achieving our goal. With best wishes for a happy and prosperous NEW YEAR.

H. Takasugi  
Director &  
Executive General Manager

*happy new year*  
**1992**



## NEW ASSEMBLY PLANT

Uttara Automobiles Ltd. under the management of Uttara Group of Companies Ltd. began its assembly-works in 1987 in its newly-built plant in Chittagong. But due to policy-embargo in June 1987, the assembly works was suspended which lasted for more than four years.

Under the new open Industrial policy, the situation has improved and the embargo was recently lifted. In order to revive and renovate the hitherto shut-down assembly-plant, the management of Uttara Automobiles took up a comprehensive program, to give the plant a



Mr. Matiur Rahman, Director laid foundation of the new factory.

complete shape by erecting modernised assembly and painting sheds with addition of modern facilities for assembly.

On 5th December, 1991, Mr. Matiur Rahman, Director laid the foundation of the new factory shed of Uttara Automobiles Ltd. at sholashahar Industrial Area, Chittagong.

## M & M PERSONNEL VISITED DHAKA

After long interval Mr. S. Krishnan, Deputy General Manager (Sales) of MAHINDRA & MAHINDRALTD. visited Uttara Motors Ltd. on 27.10.91 and stayed till 2.11.91.

He paid a repeat visit on 10.12.91 along with Mr. Alan Durante, Executive vice-President (Marketing) of his company and made courtesy visits to different prospective buyers.

The Managing Director of Uttara Motors Ltd. gave a dinner at his residence on 12.12.91 in honour of the visiting guests. All other directors of Uttara Motors Ltd. also attended the dinner.

The visitors left Dhaka on 13.12.91.

## Workshop on economic use of motor vehicles

Rahimafrooz (Bangladesh)Ltd., manufacturer of Lucas Battery and local agent of Dunlop Tyres in Bangladesh, together with Uttara Motors Ltd. organised a one day workshop on Economic use of motor vehicles recently at Conference Room of Rahimafrooz situated at "the Glove Chamber." Motijheel Dhaka.

The objective of the workshop was to make people aware of the needs for preventive as well as curative maintenance and periodic inspection for safe and economic use of motor vehicle. Workshop was inaugurated by Mr. Afroz Rahim,



Chairman. Twenty service personnel including Mr. Feroz Rahim, Director, and Mr. Niaz Rahim, Director of Rahimafrooz (BD) Ltd. attended the course.

Mr. Habibur Rahman Chowdhury, Director Technical, Uttara Motors Ltd. conducted the workshop.

## Our Product of the Quarter



The Maruti 1000 four door sedan is a car created not only for your pleasure but also for the viewers.

## MR. RAKESH GUPTA IN DHAKA

On invitation from the Managing Director of Uttara Motors Ltd. Mr. Rakesh Gupta, Sr. Manager (Exports) of Maruti Udyog Ltd. of India, paid a five-day visit to Bangladesh mainly to attend the launching ceremony of Maruti's new 1000 c.c. sedan car, which was held at the Dhaka Sheraton. He arrived in Dhaka on January 3, 1992, from Delhi via Calcutta.

The management of Uttara Motors Ltd. held detailed discussions with Mr. Rakesh Gupta regarding aspects of sales of Maruti vehicles in Bangladesh. He visited and talked with various users and prospective buyers of Maruti vehicles.

Mr. Rakesh left Dhaka on January 8, for New Delhi.



Mr. Rakesh Gupta, (Third from left) Sr. Manager of Maruti Udyog Honored by Directors & Managing Director of Uttara Group.

## MR. NOMURA IN BANGLADESH



Mr. Nomura of C-Itoh; Mr. Kamal Hossain, Managing Director of Pragoti Industries Ltd. and Mr. Mukhlesur Rahman, Managing Director of Uttara Motors Ltd.

Mr. Nomura, an executive of C-ITOH & CO. LTD. paid a four-day visit to Bangladesh, starting December 13, 1991, to see and examine the working process of a recently-revived unit of Uttara Automobiles Ltd.

During his visit Mr. Nomura discussed various aspects of this assembly-plant which is scheduled to go into production next JULY. The Managing Director of Uttara Automobiles discussed with Mr. Nomura future plans to procure CKD-vehicles from ISUZU of JAPAN.

## LEST WE FORGET

Milad Mahfils and Quran Khawani were held at Dhaka and Chittagong



Milad Mahfil at Tejgaon workshop

on December 21 to commemorate the sixth death anniversary of Mrs. Mahbuba Khatoon, a founder-director and wife of the Managing Director of Uttara Motors Ltd. Simultaneously, special prayers were offered seeking salvation of the departed soul at the grave site in Banani. Cooked meals were also distributed among the poor at the premises of the Banani cemetery. Milad Mahfil was arranged in Uttara workshop. May the Almighty grant her eternal peace.

During his visit to the assembly-plant, Mr. Nomura was impressed at the progress of the erection of the new assembly-shed. He also met the higher management of Pragoti Industries in Chittagong and held discussions about future orders and other related matters.

In Chittagong Mr. Matiur Rahman, Director, hosted a luncheon in THAIBANGKOK hotel in honour of Mr. Nomura where other directors including the Managing Director of the company and Manager of C-ITOH, Dhaka were present.

Before his departure for JAPAN on December 17, the Managing Director of Uttara Automobiles Ltd. gave Mr. Nomura a farewell dinner where other Directors were also present.

## DIRECTOR TECHNICAL OF UTTARA IN INDONESIA

Mr. Habibur Rahman Chowdhury, Director Technical, visited Indonesia from the 15th to the 21st of October, 1991, to see the locally-built "Karoseri" body on Suzuki Chassis. Mr. Chowdhury later discussed future business prospects of Karoseri with Mr. Yung, Export Manager and Mr. Y. Terada Director, Marketing of Indomobil.

He also visited Alexander house, ADI-PUTRA, Amalgam Corp, Ltd. where Karoseri body is manufactured Director



Mr. Habib R. Chowdhury, Director Technical in front of ASTRA INTERNATIONAL

Technical also visited P.T. PANTJA MOTOR where assembly of SUZUKI and ISUZU products is done. With Indomobil, Mr. Habibur Rahman Chowdhury also discussed about the configuration of Ambulance for Health Ministry which will be assembled in Pragoti Industries plant.

## Reception at Residence of C-Itoh's General Manager

Mr. Mizukawa, General Manager of C. Itoh, Dhaka entertained directors of Uttara Motors Ltd. on two separate

occasions recently. On October 10, last year, Mr. Mizukawa's residence was lively as guests exchanged views at the reception party.



Dinner party at the residence of Mr. Mizukawa

Later on January 8, 1992, Mr. Mizukawa was joined by his wife and son, and invited Mr. Mukhlesur Rahman and other directors of Uttara motors Ltd.

The colourful get-together at the Mizukawa's Baridhara home was full of life as songs and melodies filled the air.

## HERE COMES The Lady With the Mystic Smile

Uttara Motors Ltd. launched the maiden 1000 C.C. car of MARUTI UDYOG LTD. Called Maruti-1000, this new four-door sedan was revealed for the first time to the public in Bangladesh at a festive ceremony held on January 4, 1992 at the Dhaka Sheraton Hotel. The launching ceremony was followed by a cocktail party. Mr. Habib R. Chowdhury, Director Technical of Uttara Motors introduced the new fabulous car to admiring audience of city elites and other distinguished guests, among whom were H. E. Mr. K. Srinivasan, Indian High Commissioner in Dhaka and Mr. Rakesh Gupta, Senior Manager, Export of Maruti Udyog Ltd. Maruti 1000 is the latest in a line of fine cars produced by Maruti Udyog Ltd. of India, under a joint venture with Suzuki Motor Corporation of Japan.

Uttara Motors Ltd. which offers the largest range of automobiles in Bangladesh, announced a special warranty and free servicing of this 1000 C.C. sedan for one year or



Mr. Habibur Rahman Chowdhury, Director Technical, introducing the new Maruti 1000 C.C. :

within the first 10, 000 miles, which ever is earlier.

This new four-door sedan, with a variety of modern gadgets, is bound to open up the market by giving the all important consumer a wider choice at a highly competitive price.

### Isuzu Clinic - '91

The Isuzu Clinic - 1991 was organised jointly by the Uttara Motors and Pragoti Industries Ltd. for all Isuzu products from 1st December to 10th December in Dhaka, Chittagong, Moulvi Bazar and Sylhet. The Isuzu Motors Ltd. assisted in organising the clinic.

Mr. Y.C. Koh, Service Manager of Singapore Office of IMODC along with Uttara Motors and Pragoti engineers organised the Clinic from 8th December in Dhaka. Great enthusiasm was shown by the ISUZU vehicle owner and the response was even more favourable than the previous years. Forty-two vehicles ranging from Trooper to NKR truck chassis and

Bus Chassis were brought at the Clinic. Uttara Motors Offered free filter to each vehicle and diagnosis of the defect, if any. The Clinic team visited the Dhaka City Corporation (DCC)

The team also visited Chittagong where 30-Trooper NKR and NHR products were brought to Clinic for checkup.

From Chittagong the team went to Moulvi Bazar, where they checked 30 NKR trucks and busses during its two-day stay. The team then moved to Sylhet where the response was fantastic, some 47-vehicles were inspected there.



### Visit of Personnel from MITSUI, Japan

On October 2 last year, Mr. T. Kakimoto from the Tyre Section of Mitsui & Co. Ltd. of Japan paid a visit to Bangladesh with a view to gearing up marketing of Japanese Bridgestone tyre in Bangladesh. The main objective of his visit was to explore ways through which to boost tyre-sales.

During his stay Mr. Kakimoto visited a number of tyre-dealers in Dhaka, with whom he had very fruitful discussions, specially on questions related to marketing.

Mr. Mujibur Rahman, Director of Eastern Motors Ltd. invited the visiting Japanese guest to a lunch at Dhaka Sheraton Hotel attended by other directors and Mr. M.S. Zaman of Mitsui, Dhaka.

Afterwards Mr. Kakimoto was taken to the newly set-up Bandag Tyre Retreading Shop at Tongi, where he was shown around the place by Engr. T. Mohsin, Director in-charge of the plant.

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