



UTTARA NEWS

**UTTARA
MOTORS
LTD.**

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The Lady with Mystic Smile Launched at Port City Chittagong

After the sensational introduction of Maruti - 1000 in Dhaka in the first week of January '92, Uttara Motors Ltd arranged for the formal introduction of the 1000c.c. Maruti popularly called 'the Lady with mystic smile' in the port city of Chittagong, on February 12, 1992. The pool side of Chittagong Club Ltd. wore a festive look where elites & distinguished guests of the city were invited to unveiling of the car built in India by Maruti Udyog Ltd. under joint collaboration agreement with Suzuki Motor corporation of Japan. Welcoming the guests Mr. Matiur Rahman, Director UML said the unique design and features have been carefully developed keeping in mind the road condition, driving habits and especially the climatic conditions of the sub-continent. The car has met with instant success in India & already a number of vehicles plying in Dhaka has made a positive impact for its elegant look &



trouble free performance. Mr. H.R. Chowdhury, Director Technical explained to the guest the technical aspects of this four door sedan and announced the special warranty for one year or 10,000 miles for the car.

Uttara Motors Ltd also arranged for special quiz programme on the

occasion and prizes were distributed among the winner by Deputy High Commissioner of India in Bangladesh.

EMEI Director in Dhaka

Mr. Lin Chang Jiang, Director, Sichuan Internal Combustion Engines Works, China along with Mr. Ren Hongbin, Chief Representative of CAAS in Dhaka paid a visit to UML on 2nd March '92 and discussed about the possibility and prospect for further expansion & diversification of business with them. The M.D. of UML appreciated the active co-operation rendered by them in successfully promoting & popularising EMEI Diesel Engine in Bangladesh and opined that further business activities can be developed in the near future to the mutual benefit of all.

Message



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M/S. Menoka Motors of Uttara Group have been associated with Bajaj Auto for over 15 years.

During all these years, We have had an excellent business relationship with them. Menoka Motors have indeed very well promoted Bajaj vehicles, in particular three wheelers in Bangladesh, and the efforts put in by them for the promotion of Bajaj vehicles are indeed commendable.

I am sure that Menoka Motors will continue their good work in future as well and promote the sale of Bajaj two wheelers, of which there is a wide range available to choose from 50 cc to 150 cc

I am glad to learn that Uttara Group is doing equally good work for the other franchises that they are holding. My congratulation to Mr. Mukhlesur Rahman and his colleagues at Menoka Motors for their excellent performance so far and best wishes for their further growth and prosperity.

P.C. Nahar
Executive Director

Uttara Apparels

As a part of diversification programme Uttara Group has in one of its Board Meeting decided to set-up an export oriented garment factory in Dhaka under the name and style of Uttara Apparels Ltd. Necessary arrangements have already been made and the unit is expected to go into production by the end of the year. Mr. Naotaka Sugita of Juki Corporation of Japan from where most



From Left Mr. Imdad Hossain E. D., Mr. Mukhlesur Rahman, M. D., Mr. Naotaka Sugita, Juki Corporation & Mr. Habibur R. Chowdury, D.T. of Uttara Motors Ltd.

of machineries are being imported called on the chairman of the Group & held discussion on future prospect of the project. During discussion Mr. H.R. Chowdhury, Director Technical & Mr. Gafoor of Zakaria Enterprise was also present.

C. ITOH's G.M. in Dhaka

Mr. Noriyuki Yamaguchi, General Manager, C. Itoh & Co. Ltd. came to Bangladesh on 18th April. He was received at the airport by our Managing Director Mr. Mukhlesur Rahman. Mr. Yamaguchi's visit was aimed at ascertaining the feasibility of Uttara Automobiles Assembly Plant. Local management explained and showed him the layout plan and further programme of the Assembly Plant. Mr. Yamaguchi enquired about market sharing of our product.



Mr. Noriyuki Yamaguchi & Managing Director & other Directors of Uttara Motors Ltd.

Mr. Mukhlesur Rahman, Managing Director hosted a dinner in 'Vintage' of Sheraton Hotel where Mr. T. Hironaka, Manager of C. Itoh & Co. Ltd. was also present. Mr. Yamaguchi left for Japan on 21st April.



Holiday in Bhutan

The Chairman and Managing Director of UTTARA GROUP OF COMPANIES took all the Directors and their family members to a holiday trip to Bhutan during the Eid-ul-Fitr break. The Managing Director's daughter and son, who is also a Director of the Company also accompanied. The party flew to PARO by DRUK AIR on the afternoon of 5th April enroute to THIMPU, the capital of Bhutan.



The trip lasted for three days when the Uttara party visited many beautiful sites, including the observatory at Punakha situated at 4,800 ft above mean sea-level. The weather in Bhutan at this time of the year was rather chilly, but the trip was surely enjoyed by all. The group returned to Dhaka on the morning of 8th April also by DRUK AIR.

MARUTI Clinic-92



Like every year Uttara Motors Ltd. and Maruti Udyog Ltd. of India jointly organized clinics for all Maruti products from 29th February to 6th March, 1992 at Dhaka and Chittagong.

Mr. Amitav Roy, Deputy Manager (Service) of Maruti Udyog Ltd's Calcutta Regional Office and Engineers from Uttara Motors Ltd. jointly conducted the clinics. Fifty units of Maruti 800 c. c. Maruti Gypsy and Maruti Omni attended the clinic at Dhaka and 19 units of Maruti vehicle were brought to the clinic in Chittagong for check-up. Great enthusiasm was shown by the Maruti vehicle owners. Uttara Motors supplied filters and diagnosed defects if any.

UTTARA special awards



Visit to **bajaj** Factory at Pune

Director Technical Mr. Habibur Rahman Chowdhury and Mr. Asmat Ali, Factory Manager, Menoka Motors Ltd. along with Mr. A. Halim, the oldest dealer for Bajaj products, visited the Bajaj Factory at Pune from 26th to 28th March, 1992. BAL officials showed Menoka personnel and dealers around the factory. During his stay, Director Technical discussed various problems faced in Bangladesh because of short supply and other manufacturing problem.



Mr. Kamath, G. M. & other senior personnel of Bajaj auto Ltd. together with Habibur R. Chowdhury, Director Technical of Uttara Motors Ltd.

On the 27th, a high powered meeting between Menoka personnel and Bajaj senior departmental heads was held chaired by Mr. M.V.D. Kamath, G.M., Bajaj Auto Ltd., where detailed discussions were held and Bajaj personnel assured that henceforth problems faced by Menoka Motors will be looked after specially. A minute of the meeting was prepared and signed by both parties.

MML personnel also paid a courtesy call on Mr. P.C. Nahar, Executive Director Bajaj Auto Ltd, before their departure for Dhaka via Calcutta.

To encourage and appreciate their skill and excellence in drawing of cartoons and sketches, the Managing Director awarded prizes among the winners of a competition held during the annual picnic. The prizes were distributed at the end of picnic to TARANNUM TASWIR (1st prize), SAIKA RAHMAN (2nd prize) and KAZI TARANNUM HOSSAIN (3rd prize).

bajaj PERSONNEL IN CITY



From Left Mr. Imdad Hossain, E. D. of UML, Mr. K. V. Nair, Manager, Bajaj auto, Mr. Mukhlesur Rahman, M. D. of UML & Mr. M. H. Chowdhury, Marketing Director of UML.

Mr. K.V. Nair, Area Manager (Export) of Bajaj Auto Ltd. of India came to Bangladesh on 5th of May enroute to Myanmar.

Mr. Nair discussed with Managing Director and Executive Director of Menoka Motors Ltd. further expansion of business and other outstanding pending matters.

Managing Director hosted a dinner in honour of Mr. Nair at his residence and all the Directors attended the party. Mr. K.V. Nair left Dhaka on 7th May.

UTTARA MOTORS Annual Picnic '92



Away from the crowd, Dhaka Office organized the annual picnic on 7th February at Kona Bari near Kashimpur which is about 40 km away from the capital city. Managing Director of Uttara Motors and all directors, officers

and staff with families and children joined the picnic.

It was a grand occasion with good food, drinks and lot of fun. Ladies organized a Meena Bazar where they sold different items. Sports events were there as well. The Lottery was an interesting and exciting event when beautiful prizes and cash money were awarded.

At the sunset the joys of the picnic came to a close and it was time for all to return home with sweet memories of the day's fun and games.

UTTARA Family society



To encourage our ladies to participate in socio-cultural activities, the management in one of its monthly meetings formed the "UTTARA MOTORS FAMILY SOCIETY". Responsibility for organizing the society was entrusted to Mrs. Ruby Hossain, wife of the Executive Director.

As a part of their activity, society members participated in an "ANANDA MELA" organized by the Muslim Women's Welfare Organization at Gulshan Shishu Park on 17th & 18th of January '92.

The ladies put up a stall, selling traditional food and handicraft, and earned third prize for their performance.

visit to thermax Ltd at Pune

Mr. Habibur Rahman Chowdhury, Director Technical of Uttara Motors Ltd. visited Thermax Ltd. at the Indian city of Pune on 28th March, 1992.



He was received by Mr. Veerdhaval Shirole, Senior Sales Engineer.

Mr. Chowdhury discussed with Thermax personnel about the possibility of supplying Paint Booth/Oven for their Uttara Automobiles Ltd.

After thorough discussion with Mr. Baskhar Bhat, Manager Sales, a memorandum of understanding was jointly signed.

Director Technical also met Mr. S.H. Vaishnav, General Manager and Mr. V.V. Sarwade, Divisional Manager of International Division of Thermax.

Mr. Girish Trivedi, Managing Director, Thermax Devilbiss showed the Director Technical around their facilities and the plant.

Mr. and Mrs. S.H. Vaishnav hosted a dinner at a local Hotel in honour of D.T. and the Factory Manager of Menoka Motors Ltd.

PROMOTION

Mr. K. I. Hossain
Director Operation
has been elevated to the status of the Executive Director of this Group of Companies with effect, from 1.3.1992.



Appointment



Mr. Rahman worked in different capacities in various industrial and engineering enterprises particularly in the automobile section. He is married with two children.

Mr. Md. Matiur Rahman joined Uttara Motors Ltd. as Assistant General Manager on 16th April 1992. With his long experience of about 20 years.

Training Course on Isuzu Products by Uttara Motors Ltd.

A service training programme for Isuzu NKR/UBS vehicles was organized by Uttara Motors Limited in collaboration with Isuzu Motors Ltd. from 9th May to 13th May '92.

Mr. Y.C. KOH, Service Manager of IMODC, Singapore and Mr. J. Alam Workshop Manager of Uttara Motors conducted the training programme. The course was inaugurated by Mr. M. Mizukawa, General Manager of C. ITOH & CO. LTD.



Mr. Matiur Rahman, Director distributing the certificate to participants.

A large number of trainees from Bangladesh Rifles, Bangladesh Navy, Bangladesh Air Force, Bangladesh Police, Post Office, Pragoti dealers and Pragoti personnel attended the course.

In his inaugural speech, Mr. Habibur Rahman, Director Technical told the participants to utilize the knowledge acquired through such training courses. Success of such course will be if participants can contribute to the betterment of service of their workshops.

Director Mr. Matiur Rahman distributed certificates among the participants of the course at the concluding function, which was attended by Directors of Uttara Motors Ltd. and other distinguished guests.

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