

FROM THE DESK OF VICE PRESIDENT - SALES & MARKETING

Indian auto component sector witnessed healthy growth over last few years. Some of the factors attributable to this include: improved technology, a buoyant end-user market and improved consumer sentiment towards branded quality products.

I believe with stable government framework, increased purchasing power of consumers and new financial system after GST, this will definitely break the traditional mindset of aftermarket auto component industry towards more organized and high quality driven industry. Also I believe the ongoing transformation to new products due to technology evaluation for future next BS-VI, and changing consumer behavior will give adequate liquidity in the channel which ultimately gives organized profitability at all levels of aftermarket channel.

Where on the one hand there is tectonic transformation in auto component industry and on the other hand the changing Spark Plugs market driven by our activities like "Demand Generation Campaigns" to educate the mechanics about correct usage of spark plugs and its impact on the vehicles, gives a plethora of opportunities to our esteemed channel partners to sell and service their customers with World Class product range which is the growing need in this transformation phases.

On a concluding note, I would like to thank all my channel partners, suppliers, employees and associates in NGK business. I am confident that with your support in new transforming India, under GST we will continue to tread steadily on the growth trajectory and achieve many more milestones in the years to come.

Wish you all Very Happy Selling !!

Sudipto Sanyal



SMART COLLABORATIONS : OEM ACHIEVEMENTS

Maruti Suzuki Partners NGK for Dzire



NGK Ignites the spark:

NGK **Spark plug (LKR6F-10)** has been selected for the fitment in Maruti Suzuki Dzire model which was launched in May '17.

Glows of NGK:

NGK **Glow plug (Y8003J)** has been selected for the fitment in Maruti Suzuki Dzire model which was launched in May '17.

Amplifying the trust of Sensors

NGK **UEGO Sensor (18213M69P00)** has been selected for the fitment in Maruti Suzuki Dzire model which was launched in May '17.



Royal Enfield's faith on NGK plugs

Amplifying the trust of Sensors

NGK **Oxygen Sensor AZD4001-JD001 (ZFAS-S4)** has been selected for the fitment in Royal Enfield models - Continental GT 535 FI and Himalayan 410 FI which were launched in April '17.

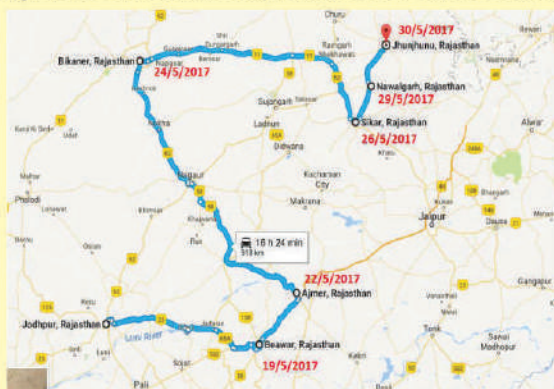
NGK's ignites the spark in Honda scooters

NGK **Spark plug (MR7C-9N)** has been selected for the fitment in Honda Cliq scooter, which was launched in June '17.



NGK PRESENTS - "SALAAM USTAAD" Demand Generation Campaign

"Salaam Ustaad" a marketing concept was developed in view of generating demand for NGK products in untouched areas or low key markets. Apart from creating demand, the other objective of this program was to make the mechanics aware about the technical and commercial benefits of using NGK products, build a relationship between a mechanic and a retailer. The program was also aimed to project NGK's respect and pay tribute to all those loyal mechanics who are an integral part of the NGK group. "Salaam Ustaad" campaign started from the Rajasthan sector and to follow in Uttar Pradesh, Telangana and Karnataka.



NGK PRESENTS -

“SALAAM USTAAD”



FUELS FOR FUTURE GROWTH - AFTER MARKET SALES

Over 10 Years of Indian operations, countless hours of hardwork and our customers support is the secret to our success. We are NGK Spark Plug and we are preparing for new times and new challenges ahead !

We are Committed to creating extraordinary opportunities and making a difference! For the NGK Spark Plugs milestones are stepping stones ..Our journey started with insistence on high standards of ethics, teamwork & commitment to quality and innovation, We at NGK have showcased growth & delivered excellence to our customers. Because people have varied needs- We have well diversified solutions.

We have always believed in the fact that there is nothing more powerful than employees passion and initiative to make customers and consultants happy to spark long-lasting word of mouth about your brand. Any company is as great as the people who embody the mission of the organization.

M. P. Jambhale, Sr. Manager, After Market Sales



NGK -

PLUGGING INTO DIGITAL SPECTRUM

NGK would like to thank all their friends and partners in helping us to reach 28,000 likes on Facebook. This not only means that we are now talking to a lot more consumers directly but we can now initiate our marketing endeavours on the digital platform as well. While our marketing effort on ground will always be our prime focus, as moving ahead with the latest trend in the technology and consumers engagement through digital mediums. We will be using a lot of digital to talk to our customer directly.

We look forward to your support by interacting with our social media post.



NGK On Facebook

Our Facebook page has seen a lot of action. With regular updates of the Salaam Ustaaad campaign carried out in May in Rajasthan and in June in UP. Its been an exciting time for us in social media with photographs with our Ustaads and videos capturing the fun time they had interacting with our teams.

Our total number of followers has now reached almost 28,000. Thank you everyone who has shared and liked our posts, we have grown exponentially. Keep liking & sharing our posts.

During the months of April and May we also had posts about the Japanese technology that is part of the spark plug which gives us an advantage over our competition and why we are the preferred fitment in most OEMs.

There is more on ground activities planned and so much happening, stay updated with the news and happenings here.

Using Mobile Marketing

Very often we send out SMS campaigns to our channel partner and our customer to keep in touch with everyone to wish them or inform them of special promotion on our product.

NGK - ALL INDIA SALES CONFERENCE MEET, APRIL 2017

The Conference



Awards

and Celebrations



SPREADING KNOWLEDGE FOR STRONG RELATIONSHIP MAINTENANCE

April 2017



Association meet conducted at Rajkot, Gujarat



Association meet conducted at Rajkot, Gujarat



Market visit of ATS, Japan



Customer meet conducted at Ahmedabad, Gujarat



Association meet conducted at Palladam, Tamil Nadu



Meet conducted at Godhra, Gujarat

May 2017

June 2017



Association meet conducted at Raipur, Chhattisgarh



Association meet conducted at Ludhiana, Punjab



Meet conducted at Andhra Pradesh

We just keep going

MARKETING DYNAMIXES

CORNER MEETS



Corner Meet conducted at Kolkata



Corner Meet conducted at Aurangabad



Corner Meet conducted at Chennai



Corner Meet conducted at Mandi

VAN CAMPAIGNS



Van Campaign conducted at Jharkhand



Van Campaign conducted at Madhya Pradesh



Van Campaign conducted at Gujarat



Van Campaign conducted at Telangana

MECHANIC MEETS



Mechanic meet conducted at Guwahati, Assam



Mechanic meet conducted at Azamgarh, UP



Mechanic meet conducted at Bhadrak, Odisha



Mechanic meet conducted at Palwal, Haryana

BRANDING CAMPAIGN - FLEX BOARDS



EDITOR'S NOTE

The content of Kizuna includes what our customers want and care about. We are canvassing the actual event and news on the blog. Happy Reading!!!

Please feel free to share any information which you feel should be posted in the newsletter.

For any queries / suggestions please contact - Gaurav Sharma and Somita Kapoor, Editorial Team.



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