

KIZUNA

THE RELATIONSHIP

THE SPARK PLUG EXPERT

VOL - XVIII/10/17

NGK **NTK**
SPARK PLUGS TECHNICAL CERAMICS
NGK SPARK PLUGS (INDIA) PVT. LTD.

NEWSLETTER

FROM THE DESK OF HEAD - SALES & MARKETING

In an industry like automotive where technology, responsiveness, quality and consistency are the key to survival, NGK is driven by a continual focus to deliver above and beyond the industry values and customer expectations.



While the implementation of BS VI is foreseen by 2020 this will mean significant upgradation in engine technology is required in the next couple of years. NGK-India, welcoming this transitioning phase with constant improvements in its product range of spark plugs, glow plugs & sensors.

In order to meet growing demands of high quality spark plugs to enhance efficiency in fuel combustion & high quality oxygen sensors to monitor exhaust exits the engine as per emission control regulation BS VI, NGK -Japan planning to invest more in India, to further strengthen and double production capability of spark plugs by 2018, and start of production of oxygen sensors in India. Also constant awareness of new technology spark plugs & sensors is important; hence we are focusing to accelerate marketing campaigns in more robust way.

I would like to wrap up here by acknowledging that NGK-India is a learning organization with an open culture & we welcome your all feedback to improve us further. We respect your associations & trust in NGK products.

ThankYou!

Yoshikazu Onari

SMART COLLABORATIONS : OEM ACHIEVEMENTS

Toyota Teams with NGK for Etios



NGK Spark plug (LFR5C - 11) has been selected for the fitment in Toyota Etios facelift model which was launched in August '17.



Yamaha ties up with NGK

NGK Spark plug DR8EA has been selected for the fitment in Yamaha FZ25 FI which were launched in July '17.

NGK's spark in Hero Moto Corp bikes

NGK Spark plug CPR6EA-9 has been selected for the fitment in Hero New Glamour 125CC bikes which were launched in August '17.



MAINTENANCE TIPS

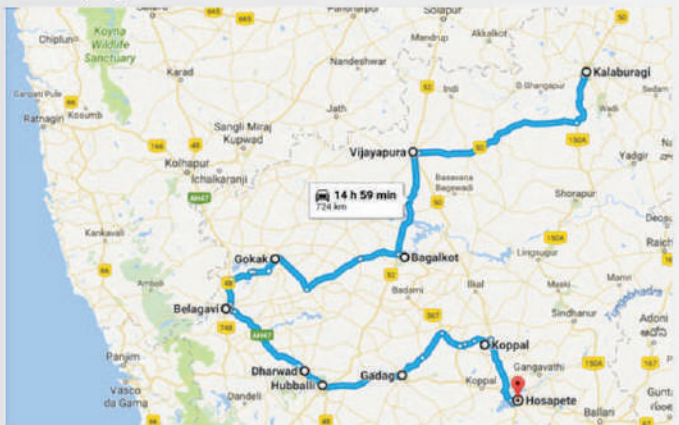
1. Carefully remove the spark plug cap.
2. Wipe with clean cloth around the plug to correctly examine the spark plug condition.
3. Use a spark plug spanner to remove spark plug to check condition of spark plug. Oil deposits or black crust around the plug tip means the engine is burning at less than perfect condition.
4. Dip it in petrol or kerosene and then give it a clean wipe.

NGK PRESENTS - "SALAAM USTAAD"

Demand Generation Campaign - Uttar Pradesh & Karnataka

With the ambition to be a market leader by 2020 NGK India leave no stone unturned to further strengthen its marketing approach by getting closer to mechanics who are the most influential spokesperson for any brand. The recent introduction of "Demand Generation Campaign" in Uttar Pradesh and Karnataka is a strong testimony of its niche marketing strategy thus creating an edge over other brands. Themed as "Salaam Ustaad- Hamaare aur ustaad mechanico ke atoot rishto ki kahani" the activation campaign covered more than 1450 garages in 2w, 3w and 4w with a footfall of more than 3000 mechanics during the various engagement activities conducted during the campaign.

The campaign covered 35 cities / towns in Uttar Pradesh and 22 cities/towns in Karnataka.



NGK PRESENTS - "SALAAM USTAAD"



FROM THE DESK OF SR. MANAGER - SALES ACCOUNTING

Hello everyone,

I am delighted to address you for the first time through our Newsletter - Kizuna. I am heading sales-accounting, billing & administrative department in NGK - India.

Support services to ease in doing business and mutual growth have converged hands like never before in last few years in all Industry. Therefore it will be quite impossible to determine a single success factor. At NGK, we believe delivering quality services by each department is the key to compete effectively in a global environment, to generating new avenues of growth and competitive advantage.

With this philosophy our department is always endeavor to add value to customers, channel partners & vendors by timely billing, scheme settlements, TOD settlements, account reconciliation, payments & others necessary requirements to enhance transparency & simplicity in doing business. I personally consider your complacency by our support service as the greatest branding tool

We welcome your all feedback to improve us further !

Thank you

Yatish Kaushal



NGK - PLUGGING INTO DIGITAL SPECTRUM

NGK's focus on the digital medium this year, is all about speaking to the consumers. The agenda was simple - **EDUCATE THE CONSUMER** so they start to ask for NGK Spark Plugs by brand name. From recognizing a faulty spark plug to benefits of using a NGK spark plug, we created different campaigns focusing on key aspects.

We held two contests, one which was based on the product and one where we asked our customers to share their images of monsoon rides.



We have over 31k followers on our Facebook page and we are growing everyday. We thank all our channel partners for making our page such a great success.

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

BIRTHDAY CELEBRATION OF UMC

A birthday is a time to celebrate the joy of life. It is also an occasion to rethink about your life: How great is the disparity between what you have accomplished May the birthday celebrations be great and full of fun throughout the next year.



SPREADING KNOWLEDGE FOR STRONG RELATIONSHIP MAINTENANCE

July
2017



Market visit of ATS team



Mechanic Meet with ATS Japan



Association meet conducted at Kadappa, Andhra Pradesh

Aug
2017



Association meet conducted at Trichi, Tamil Nadu



Association meet conducted at Ahmedabad, Gujarat



Association meet conducted at Kolkata, West Bengal

Sept
2017



Association meet conducted at Coimbatore, Tamil Nadu



Association meet conducted at Hubli, Karnataka



Association meet conducted at Belgaum, Karnataka



Q. What happens if you fit a wrong Spark Plug in your engine?

A. Wrong fitment of spark plugs may damage the engine and may also drop the fuel efficiency.

Q. What are parameters we must check to select the right Spark Plug?

A. Heat range and dimensions like Thread Length and Diameter are very important parameters to select the suitable Spark Plug. For actual part no. you need to check our Application Chart or Owner's manual.

Q. What is carbon fouling and its main cause?

A. It is a phenomenon in which carbon accumulates on the firing end of Spark Plug due to which the firing end turns deep black and causes electrical leakage that leads to mis-firing.

Main cause of Carbon Fouling are:

1. Wrong fitment of spark plug (Not as per the "Heat Range" & Our "Application Chart").
2. Due to poor quality of petrol (Because of additives in petrol).
3. Rich air fuel mixture supply.
4. Defective electrical system.

MARKET VISIT OF JAPANESE DELEGATES



We just keep going

MARKETING DYNAMIXES

CORNER MEETS



Corner Meet conducted at Barmer



Corner Meet conducted at Patna



Corner Meet conducted at Calicut



Corner Meet conducted at Kolhapur

VAN CAMPAIGNS



Van Campaign conducted at Haryana



Van Campaign conducted at Tamil Nadu



Van Campaign conducted at Chandigarh



Van Campaign conducted at Chattisgarh

MECHANIC MEETS



Mechanic meet conducted at Sehore, MP



Mechanic meet conducted at Una (Rajkot), Gujarat



Mechanic meet conducted at Raigarh, Maharashtra



Mechanic meet conducted by ATS team

BRANDING CAMPAIGN - FLEX BOARDS



EDITOR'S NOTE

"The best preparation for tomorrow is doing your best today."

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 Pallavi Gaur, Editorial Team.



NGK SPARK PLUGS (INDIA) PVT. LTD.

210 JMD Pacific Square, 32 Mile Stone,

Sector 15, NH-8, Gurgaon, Haryana

Land Line : 91-124-411-3960 - 3962

Fax : 91-124-411-3963

Website : www.ngkntk.in

Toll free no : 1800 532 0016 (8.30 am to 5.00pm)

Follow us on : [f /NGKsparkplugsindia](https://www.facebook.com/NGKsparkplugsindia)

The Spark Plug Expert