

KIZUNA

THE RELATIONSHIP



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

From the desk of Vice President - Sales & Marketing

Dear Valued Customers,

I am glad to share that NGK Spark Plugs (India) Pvt. Ltd. has successfully completed its last financial year sales targets.

We all experienced a very challenging year as COVID-19 changed almost everyone's lifestyle in of last financial year i.e. FY21-22. We witnessed partial lockdowns, faltering economies & businesses, work from home and new norms like social distancing, wearing masks and regularly sanitizing the hands in our lives. Despite of all the adverse situations we were able to achieve our last year sales target. I am thankful to our dedicated employees, customers and channel partners; this is all possible because of your sincere efforts and hard work.

This financial year has already started on a promising note with overwhelming response from our channel partners and we look forward to expand our product basket and achieve all our sales targets for this year.

I believe NGK India team always looks a step ahead and try to introduce products that fulfills the existing and future requirements of Indian customers. With same philosophy NGK India was first company to introduce "BS-6 Compliant" Spark Plugs in Indian aftermarket,

which are compatible with BS-6 fuels, new 2-Wheeler fuel injection systems and 2W oxygen sensors as well. With the addition of Glow Plugs and Ignition Coils, we have enhanced our product offerings for the aftermarket. NGK India is continuously working to add more & more suitable products so that we have an adequate "basket of products". As you know, NGK India has launched state-of-the-art Oxygen Sensor for 2-Wheeler segment in the aftermarket and soon we will be coming up with the oxygen sensor socket tool as well. As a company, we are confident that our new and upgraded products will help in improving the environment and will be beneficial in increasing the profitability of your business.

I therefore, seek continued patronage of our valued channel partners, cooperation of our employees and thank our well-wishers who have contributed to the growth of the organization.

Wish you all a Happy Selling for FY 2022-23.

Akihiko Yamauchi



LAUNCH OF NEW RANGE BS-6 COMPLIANT SPARK PLUGS

Since inception, NGK has provided high quality standard products to its Aftermarket customers. In line with the same strategy NGK Spark Plugs (India) Pvt. Ltd. has launched its new range of **BS-6 Compliant** Spark Plugs with Oval Shape Design.

The newly launched **BS-6 Compliant** Spark Plugs part nos. are:

- **CR6HSAPLUS**
- **CPR8EA-9PLUS**



With the New Age Japanese Technology, these spark plugs will act as an **IMMUNITY BOOSTER** for your Two Wheeler.

ENEOS Tie-up

Celebrating New Beginning

Aiming for new business opportunities and to drive growth in the next decade, NGK India, World's No.1 Japanese Spark plugs inked a strategic agreement with ENEOS, Japan's No. 1 Oil Company, to market ENEOS products through the extensive NGK distribution network.

The association was announced and celebrated at the Head office of NGK India in Gurugram on 24th February 2022, as it was a prestigious moment for both organizations.

The signing ceremony took place in the presence of NGK India's Top

Management Team - Mr. Mamoru Musasa (Managing Director), Mr. Sudipto Kumar Sanyal (Sr. Vice President), Mr. Akihiko Yamauchi (Vice President), Mr. Yogendra Kumar (Asst. General Manager), and the top management team of ENEOS - Mr. Hirofumi Morikawa (Managing Director), Mr. Unshi Ryo (DGM, Sales & Marketing), and Mr. G. Suresh Basker (GM- Sales & Marketing), Mr. Ashish Vats (Deputy Manager - Sales & Marketing).

Joining hands provide both organizations with a strong opportunity to further expand their businesses in India and offer their customers a wholesome experience with leading Japanese technology of Spark Plugs, Sensors, and Lubricants.



NGK India is pleased to announce that we have received the DivHERsity 2022 Award — a celebration of gender diversity in the workplace, in a virtual award ceremony held on March 4th, 2022, organized by the #JobsForHer.

This one-of-a-kind gender diversity award is curated to support and recognize the commitment and excellence of Indian companies in increasing female participation in the workforce. The DivHERsity Awards by JobsForHer recognizes exceptional work done by companies to accelerate female participation and performance in the Indian workforce.

This award “Top 20 companies in DivHERsity (SMEs)” in India is proof that NGK Spark Plugs India Private Limited has made efforts in the right direction and has now also been acclaimed in the form of this award.

Thank you to all the employees of NGK Spark Plugs India Private Limited for making this possible.



NGK stands for Care and Performance, be it for its Customers or Employees. Our Certificate of Appreciation by the Health Department, Government of Haryana proves it. NGK India is 100% Vaccinated to fight the ongoing pandemic because we will not let anything stop us.

The Certificate of Appreciation was received by the Managing Director of NGK India, Mr. Mamoru Musasa, in a small event on 18th January 2022. We dedicate this recognition to all NGK India employees who made it possible through their tremendous support & continuous efforts during this pandemic. All NGK employees were timely vaccinated and strictly followed all the Covid protocols to safeguard themselves & others.

We also extend this appreciation to Covid Task Force Leaders / Sub-Leaders who motivated our employees for vaccination. We show our gratitude towards top management for their guidance & suggestions to make this vaccination drive fruitful.

NGK India requests you all to stay safe and stay protected.

Smart Collaborations: OEM Achievements

Hero Motocorp join hands with NGK & NTK



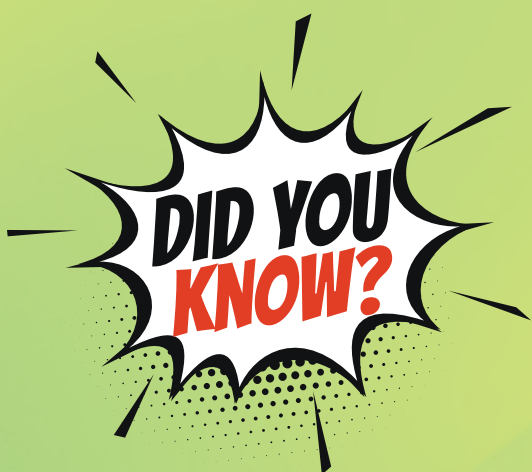
NGK Spark Plug (CPR6EA-9) and NTK Oxygen Sensors (ZSD2203-SD002) has been selected for the fitment in Destini Xtec 125cc engine bike model launched in March 2022.

Maruti Suzuki India Ltd partners with NGK



NGK Spark Plug (ILZKR6F-11) have been selected for the fitment in Wagon R (K-engine) 1.0L & 1.2L and in Baleno (K-engine) 1.2L engine car model launched in February 2022.

NGK Spark Plug (ILZKR6F-11) have been selected for the fitment in Dzire - S CNG 1.2L engine car model launched in March 2022.



Question 1: For Oxygen Sensor, based on its visual appearances what are the conditions to change it?

Answer: Oxygen Sensors should be changed in case of following damage or deposits found on its body:



* With a faulty/ damaged Oxygen Sensors, your vehicle may fail to meet the BS-6 Emission Norms and you may not get the PUC Certificate that may cause you a heavy fine of Rs. 10,000.

Question 2: What are NGK's Immunity Booster Spark plugs?

Answer: NGK's Immunity Booster spark plug part numbers are CR6HSAPLUS & CPR8EA-9PLUS.

These Immunity Booster spark plugs are used to enhance the vehicle performance even in the abnormal conditions like:

- Late starting problem at morning time
- City stop and go situation
- Uneven road conditions
- Increase in load factor
- Irregular maintenance
- Impure fuel uses
- Low power feel on slopes (flyovers), etc.

Immunity Booster spark plugs comes with two unique features

1. Oval shape Ground Electrode &
2. BS-6 Compliant



Benefits of these features are:

- Better Ignitability -**
 - Concentrated & Strong Sparking
 - More powerful blast
 - Quick start
 - More Acceleration, Power, pickup
 - Improved mileage by burning the BS-6 fuels more efficiently, etc.
- Lesser Wear & Tear growth -**
 - Maintain the required Gap b/w the electrodes
 - Minimize misfiring issue
- C. Protect - ECU, FI system & Oxygen sensor from malfunction**

Marketing Dynamixes

VAN CAMPAIGN



Bhubaneswar (Odisha)



New Delhi (Delhi)



Indore (Madhya Pradesh)



Madurai (Tamilnadu)



Punjab

CORNER MEET



Ahmedabad (Gujarat)



New Delhi (Delhi)



Jaipur (Rajasthan)



Kerala



Patna (Bihar)

MECHANIC MEET



Chhindwara (Madhya Pradesh)



Dehradun (Uttarakhand)



Dharmapuri (Tamilnadu)



Jaipur (Rajasthan)



Jamshedpur (Jharkhand)

RETAILER MEET



Chennai (Tamilnadu)



Gaya (Bihar)



Gurgaon (Haryana)



Kanpur (Uttar Pradesh)



Pune (Maharashtra)

LOCAL ASSOCIATION MEET



Nadiad (Gujarat)



Pune (Maharashtra)



Rajkot (Gujarat)



Rajkot (Gujarat)



Surat (Gujarat)

UMC Birthday Celebrations



Mobike Care,
Guwahati (Assam)



Nath Bike Repairing
Centre, Guwahati
(Assam)



Raju Servicing
Centre, Ramgarh
(Jharkhand)



Vimal Auto Works,
Patna (Bihar)



Jolly Motors, Jalandhar
(Punjab)



Friend's Automobiles Company,
Jaipur (Rajasthan)



Gurmeet Motors,
Ludhiana (Punjab)



Rakesh Auto Spare & Parts,
Jodhpur (Rajasthan)



All in One Motor,
G.T. Karnal Road, (Delhi)



Max Automobiles,
Noida (U.P.)



Surendra Service Centre,
Mau (U.P.)



Toni Auto Workshop,
Narela (Delhi)



A-One Autos,
Calicut (Kerala)



M.H. Automobiles,
Chennai (Tamil Nadu)



Sri Lakshmi Ganapati Motors,
Visakhapatnam (A.P.)



Vel Motors, Vellore
(Tamil Nadu)



Car Gas Points,
Pune (Maharashtra)



Moto Mech,
Mumbai



Patel Motors Garage,
Surat (Gujarat)



Vasant Auto Centre,
Nagpur (Maharashtra)

Environmental Awareness Programme

Bhilai (Chhattisgarh)



Jhansi (Uttar Pradesh)



Ranchi (Jharkhand)



Chittaurgarh (Rajasthan)



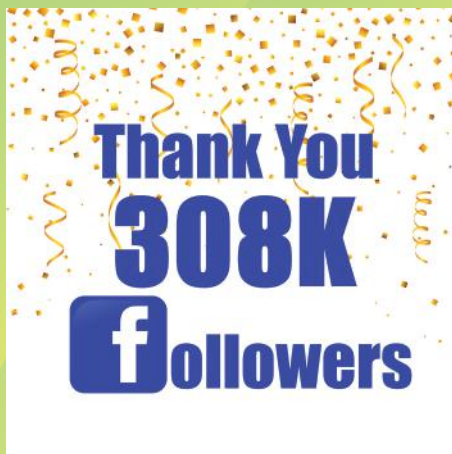
Shivamogga (Karnataka)



Digital Marketing

In the era of this pandemic caused by COVID-19, Digital Marketing has now become even more popular stream in India where every business is stepping into the new strategy to build a high competitive strength. It is not only cheaper to reach out to a very wide audience, but you can also target your product to very specific groups and users - by age, occupation, gender, location, interests, and many other categories. Like pre-COVID era, NGK India is continuously focusing on reaching out to its online audience through all possible social media platforms.

In the last quarter of FY21-22, NGK India promoted BS-6 Compliant spark plugs. The posts were targeted to motivate the customers to change to the upgraded NGK



BS-6 range of products. The creatives were also focused on all individual categories of products like spark plugs, glow plugs, ignition coils, and oxygen sensors. We also continued promoting Iridium plug sales through Amazon on various social media platforms to inspire online buyers to purchase via Amazon platform. Apart from Iridium spark plugs, we focused on G-Power spark plugs on various social media platforms. Few of the posts were also dedicated to special days Republic Day, Lohri, Makar Sankranti, Valentine's Day, Vasant Panchami, Holi, etc.

Also, NGK would like to thank all its online audience in helping us to reach 3,08,000 page followers on Facebook at the end of last financial year.

NGK's CSR Initiative



NGK Spark Plugs India is committed significantly to the welfare of society. As part of the Corporate Social Responsibility (CSR), NGK Spark Plugs (India) Private Limited donated 10 road barricades to Kasola Police Station Incharge, Shri Vidyasagar, to promote awareness about traffic etiquettes and safety regulations.

This initiative of NGK India's management team - Mr. Mamuru Musasa (Managing Director), Mr. Sudipto Kumar Sanyal (Sr. Vice President), and Mr. Rahul Yadav (Asst. General Manager, HR and Admin) were highly appreciated and encouraged by the Station Incharge. Ms. Shiksha Kohli and Mr. Deepak from NGK India also graced the occasion with their presence.



Mr. Rahul Yadav, Asst. General Manager (HR & Admin) stated that the organization has earlier given financial assistance and life-saving equipment to the Rewari Administration during the tough times of Covid-19.

Editor's Note



*"Our talent determines what we can do.
Our motivation determines how much we're willing
to do. Our attitude determines how well we do it."*

For any suggestions/feedback regarding the newsletter please feel free to contact the Editorial Team at: customer@ngkntk.in



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