

KIZUNA

THE RELATIONSHIP

TRANSCENDING INTO A SUSTAINABLE FUTURE.



IS NOW



Beyond ceramics, eXceeding imagination

From the desk of Vice President-Sales & Marketing

Dear Valued Customers,

The start of this FY has been Iconic for all of us. As you are aware that we changed our company name to Niterra India PVT. LTD, the feedback received post the launch has been overwhelming. On this occasion, I would like to congratulate all our business partners and esteemed customers from all over the country who have stood by us through thick & thin and shown immense faith in the superior quality and Japanese technology of two strong brands – NGK and NTK from Niterra India. Your insights, value-addition, and most importantly the support extended to us have been invaluable to take this company to newer heights and being the market leader in advanced technology and OEM-approved products from both our brands NGK and NTK.

With the company name change, our vision for the company has also changed. Keeping in mind the future of the automotive industry, we are already reshaping our future strategy, with a huge focus on sustainability. With the new global vision of "Beyond Ceramics... Exceeding Imagination", we have been expanding our product portfolio beyond Spark plugs to include a wide range of Automotive products, as well as other business avenues. To support this, we have recently launched the much-awaited- Niterra India Application which as a platform is of great use for our business partners as well as customers available for both IOS and Android Operating systems. The Niterra India mobile application is an all-inclusive platform designed to provide users with comprehensive information about Niterra India and its wide range

of offerings. With this app, retailers, parts shops, mechanics, and end-users can easily access information regarding present and future products, as well as their technical applications, all in one convenient location.

The last quarter (April-June'23) threw various challenges for us as well as our channel partners. But with the strong focus, dedicated efforts, and incredible support of our business partners and sales team, we were able to achieve our Q1'23 targets. The results have further injected trust in our products and motivated everyone for performing better than ever before.

Our products like CR6HSAPLUS and CPR8EA-9PLUS oval type of Immunity booster 2W Spark plugs, MR-series 2W Spark plugs, and K-series 4W Spark plugs continue to be highly appreciated and sought-after products because of their unique technology and functionality. The Oxygen Sensors are also witnessing greater interest with the enhancement of vehicle Emission control awareness and also them being originally fitted by most OEMs.

Together with our valued channel partners and customers, we wish to create an eco-system that is Sustainable in terms of business, demand, value enhancement, and most importantly the world we live in.

On behalf of the entire Niterra India team, we would like to thank you once again and wish you a happy selling for FY'2023-2024.

Akihiko Yamauchi



Smart Collaborations: OEM Achievements

Maruti Suzuki partners with Niterra India

NGK Spark Plug (KR6A10) and NTK Knock Sensor (KNE43) has been selected for the fitment in Maruti Jimny 4/5 door K-15B engine car model launched in May – June 2023.



Honda Cars collaborates with Niterra India

NGK Spark Plug (DILZKAR7C11H), NTK Knock Sensor (KNE37), NTK Oxygen Sensor (365325JE 0040) and NTK LAF Sensor (365315WJ 0040) has been selected for the fitment in Honda Elevate 1500cc engine car model launched in June 2023.



Honda Motorcycles & Scooters India join hands with Niterra India

NGK Spark Plug (MR8E-9) and NTK Oxygen Sensors (ZSD1005-HG008) has been selected for the fitment in Activa 125cc engine scooter model launched in April 2023.



NGK Spark Plug (CPR7EA-9) and NTK Oxygen Sensors (ZSD1005-HG013) has been selected for the fitment in Honda Shine 100cc engine scooter model launched in May 2023.



Bajaj Auto partners with Niterra India

NTK Oxygen Sensors (OZAS ZSD2204-KD001) has been selected for the fitment in Pulsar NS160 160cc engine bike model launched in March 2023.



Hero Motocorp join hands with Niterra India

NTK Oxygen Sensors (ZSD2204-SD001) has been selected for the fitment in Xtreme 160R 160cc 4 valve and in Xtreme 200S 200cc 4 valve engine bike models launched in June 2023.



Mahindra & Mahindra collaborates with Niterra India

NTK ZAFS Sensor (UAA3002-ZD001) has been selected for the fitment in Bolero Maxx Pik-up 1.3/1.5/1.7/2.0L engine models launched in April 2023.



NGK Spark Plug (CR7HSA) and NTK Oxygen Sensors (ZSD2204-SD003) has been selected for the fitment in Passion Plus 100cc engine bike model launched in June 2023.



UMC Birthday Celebrations



Ambadi Two Wheeler Spares & Service, Trivandrum (Kerala)



Bali Motors, Bathinda (Punjab)



Gore Auto Center, Raipur (Chattisgarh)



Hero Honda Yamaha Service Centre, Muzaffarnagar (U.P.)



Maa Kamakhya Engineering Works (Assam)



Mayank Automobiles (Delhi)



Star Auto Parts, Nagour (Rajasthan)



Om Sai Motor, Jodhpur (Rajasthan)



Umesh Honda Workshop, Hazaribagh (Jharkhand)



Rakshith Bike Point, Hyderabad (Telangana)



Ramu Motorcycle Works, Vishakhapatnam (Andhra Pradesh)



Swiss Motors, Bhubaneswar (Odisha)



Sakshi Automobiles, Koregaon (Maharashtra)



Shri Ram Motors, Sonipat (Haryana)



Sri Ganesh Automobile, Nagpur (Maharashtra)

Marketing Dynamixes

Van Campaigns



Coimbatore (Tamilnadu)



Coochbehar (West Bengal)



Roorkee (Uttarakhand)



Sikar (Rajasthan)



Surat (Gujarat)

Corner Meets



Bhopal (Madhya Pradesh)



Hisar (Haryana)



Jalandhar (Punjab)



Patna (Bihar)



Vizag (Andhra Pradesh)

Retailer Meets



Bhubaneswar (Orissa)



Chennai (Tamilnadu)



Delhi



Jalgaon (Maharashtra)



Rajkot (Gujarat)

Local Association Meets



Buldhana (Maharashtra)



Ghatal (West Bengal)



Rajkot (Gujarat)



Rajkot (Gujarat)



Vizag (Andhra Pradesh)

Environmental Awareness Programmes



Jhansi (Uttar Pradesh)



Kolkata (West Bengal)



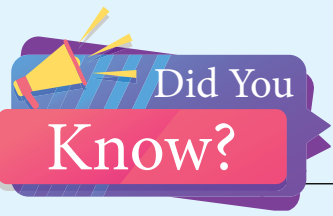
Madurai (Tamilnadu)



Nerchowk (Himachal Pradesh)



Pune (Maharashtra)



Question 1: What are the applications of NTK Oxygen Sensors?

Answer: NTK Oxygen sensors are recommended for the below:

2W Oxygen Sensor Applications			
Part No.	Company	Model Recommendation	Lead-Wire Length (mm)
OZAS-S5	Honda Motorcycle & Scooter India Pvt. Ltd.	Activa 6G 110cc/ OBD2A (BS-6), Activa 125cc/ OBD2A (BS-6), Grazia 125cc/ OBD2A (BS-6), X-Blade 160cc/ OBD2A (BS-6)	165
		CD 110 Dream (BS-6) and Livo 110cc/ OBD2A (BS-6)	195
		Shine 100cc/ OBD2A	220
		Unicorn 160cc/ OBD2A (BS-6)	235
OZAS-S6	Bajaj Auto Ltd.	CT100 (BS-6), CT110 (BS-6), CT125 (BS-6), Platina 100 (BS-6), Platina H-Gear 110cc (BS-6), Pulsar 125/ 150/ 250/ NS160/ NS200/ RS200/ 220F (BS-6)	200
	TVS Motor Company Ltd.	XL 100cc Moped (BS-6), Pep+ 100cc (BS-6), Apache 160 (BS-6)	335
	Hero Moto Corp. Ltd.	Glamour 125cc (BS-6), I Smart 110cc (BS-6), Passion Pro 110cc (BS-6), Passion + 100cc (BS-6), Xtreme 160R/ (4 Valve)/ 200S/ (4 Valve) (BS-6), HF Deluxe 100cc (BS-6), Xpulse 200cc	235
		Maestro Edge 125cc (BS-6), Destini 125cc/ XTEC (BS-6), Pleasure + 110cc/ XTEC (BS-6)	440

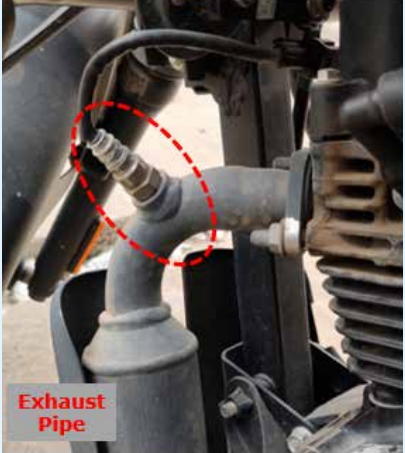
*For Oxygen Sensor lead wire, refer to the instruction manual provided inside the NTK Oxygen Sensor packs.

Question 2: What is the location of Oxygen Sensor in the vehicle?

Answer: Oxygen Sensors are either installed on the "Exhaust Pipe" or on the "Engine Head".

Question 3: Which tool is recommended to tighten and lose the Oxygen Sensors?

Answer: NTK has developed and launched a special socket tool that is compatible with NTK Oxygen Sensors OZAS-S5, OZAS-S6, and with other M12 dia. sensors.



Exhaust Pipe



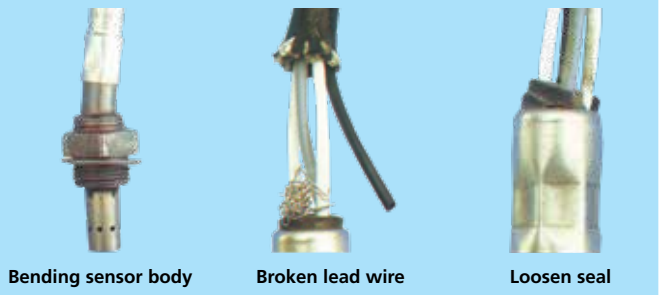
Engine Head



PART NUMBER - OSST001



Note: It is always recommended to use the Oxygen sensor socket. Open-end spanner should not be used as it may lead to the following problems:



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Editor's Note “
*To improve is to change;
 to be perfect is to change often.*”

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