

# KIZUNA

THE RELATIONSHIP

## TRANSCENDING INTO A SUSTAINABLE FUTURE.



IS NOW



*Beyond ceramics, eXceeding imagination*



From the  
desk of the  
**Managing  
Director**

**Dear Business Partners/ Vendor Partners/  
Channel Partners/ Valued Customers,**

We are pleased to announce that in line with our global change of parent and group companies name, NGK Spark Plugs (India) Pvt. Ltd. has changed its company name to **Niterra India PVT. LTD.**, effective from April 1<sup>st</sup>, 2023.

This change reflects our continued growth and evolution as a company and our commitment to delivering innovative solutions to our customers and partners. The new English company name – ‘Niterra’ – is a coined word, which combines the Latin words ‘niteo’ meaning ‘shine’ and ‘terra’ means ‘earth’. It expresses the desire to be a company that not only contributes to a sustainable society but also one that makes the earth shine: a goal formulated in the company’s 2040 Vision. While ‘Niterra’ will become the Group’s overall name, the iconic brands – NGK and NTK – will continue to exist for the company’s respective product businesses.

As you know, we have been expanding our product portfolio beyond spark plugs to include a wide range of Automotive products, as well as other business avenues. This evolution will enable us to serve our customers with more comprehensive solutions and services, and we feel that it is time to adopt a new name that better reflects our broader range of capabilities.

Please note that this name change does not impact our legal status, ownership, or management. We remain the same company with the same dedication to providing the highest level of service and support to our customer with progressive vision and renewed commitments.

Our team is available to answer any questions or concerns you may have about this change.

We appreciate your continued trust in our products and services, and we look forward to working with you as Niterra India PVT. LTD.

Thank you for your attention.

**Mamoru Musasa**



## Unveiling of NITERRA Name & Logo

On April 7th, 2023, NGK Spark Plugs India Private Limited announced its name change to Niterra India PVT. LTD. at a glamorous event hosted at Hotel Hyatt Centric in New Delhi. This new name, derived from Latin words meaning 'shine' and 'earth', represents the company's dedication to a "Shining Earth". The ceremony was attended by all India distributors, sales team, media, and company officials, where the Managing Director, Mr. Mamoru Musasa, unveiled the company's new Vision, Mission, and Values. This rebranding decision demonstrates the company's commitment to creating a brighter, more sustainable future for all.



IGNITE YOUR SPIRIT



From the  
desk of  
**Senior Vice  
President,  
Sales &  
Marketing**

**Respected customers,**

One of the greatest aspects of leadership is that you never rest on your laurels and achievements. You never settle, you never stop evolving.

Leadership is not just a position; it is also about responsibility.

As a leader in the automotive parts industry, it is our responsibility to think about the future of our society and our planet and work towards making sustainable choices that will not only help the automotive industry, but also the environment, planet and our society at large.

For this, we will have to embrace change, we must work in a way that is different from our current ways and transform our company.

We have been a company that was driven by 'what ceramics can do'. But now, to face the challenges of the new world, we have to move 'beyond ceramics and work towards 'exceeding imagination'. We are aiming to create a new global Niterra Group with the vision of "Beyond Ceramics... Exceeding imagination".

Niterra is not just a new name for us, it is also a representation of our commitment towards a sustainable future. Niterra is a symbol of our renewed energy, our renewed focus and drive. It is our shining light, our guiding principle that will take us into a brighter and more shiny future. Niterra is the evolution, that builds on two very strong pillars, which are our two brands – NGK and NTK.

From the start of our business in India in 2006 as NGK Spark Plugs India, time and again, in our 16 years of presence, both our brands have proven their mettle and have been growing from strength to strength.

Our technology, quality, product delivery, dependability and policies has been a hallmark for the Indian industry and we became the major OEM supplier of NGK Spark Plugs and NTK sensors.

In the aftermarket we created a strong presence with more than 200 distributors and 400 sub-distributors reaching to all parts of India and making products available through a network of more than 50,000 retailers and 100,000 garages.

Under the new Vision and Mission of Niterra India, as unveiled by our Managing Director, in the coming years, both our brands NGK and NTK will continue to drive enormous business opportunities for all of us in India and create new Values.

While the NGK brand will continue to be the bedrock of our business, the brand NTK will open doors to newer and more exciting business opportunities in the future.

We look forward to partnering with all of you to create a brighter Earth and a brighter India for our future generations.

**SUDIPTO SANYAL**



**IGNITE YOUR SPIRIT**

## Distributor Conference

Niterra India conducted its All India Distributor Conference on 7<sup>th</sup> April at Hyatt Centric, New Delhi. Over 100 distributors from different parts of India attended the conference. The conference was an opportunity for the team members to showcase the achievements of the last fiscal year and present the plans for the upcoming fiscal year 2023-24. The event was a great success, and the attendees appreciated the insights the Niterra India members shared. The conference strengthened Niterra India's relationship with its distributors and helped in aligning its future strategies.



IGNITE YOUR SPIRIT

# All India Annual Sales Conference

The All India Sales Conference of Niterra India was held on 6th and 7th of April 2023, at the Hyatt Centric in New Delhi. The conference was attended by the sales team from all over India, along with members of the head office. During the event, the team discussed the achievements of the previous year and the plans for the upcoming year. The conference provided a platform for the sales team to network and share ideas, which will help them to improve their performance. Overall, the conference was a great success and was able to provide the sales team with valuable insights and strategies to achieve their goals for the upcoming year.



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## Environmental Awareness Programmes



Beherahmpur (Orissa)



Kotakpura (Punjab)



Salem (Tamilnadu)



Shivpuri (Madhya Pradesh)



Vijayawada (Andhra Pradesh)

## Smart Collaborations: OEM Achievements



### India Yamaha Motor Pvt. Ltd. join hands with NGK

NGK Spark Plug (CPR8EA-9) has been selected for the fitment in the 149 cc engine bike models FZ-X and FZ-S version 4.0 launched in February 2023.



### Maruti Suzuki India Ltd. partners with NGK NTK

NGK Spark Plug (ILZKR7D8) and NTK Oxygen Sensors (OZA2004-SU005, UAA3002-SU007) & Knock Sensor KNE-48 has been selected for the fitment in Fronx (YTB- K10C DITC) 1.0L engine car model launched in March 2023.



## UMC Birthday Celebrations



Brahm Motor's, Jalandhar (Punjab)



Grams Maruti Service Land, Calicut (West Bengal)



Harpal Motors, Chandigarh (Punjab)



Jiten Scooter & Motorcycle Works, Guwahati (Assam)



Lalit Auto Service, Indore (Madhya Pradesh)



Mangalmurti Honda at Kolhapur (Maharashtra)



Munna repairing centre, Varanasi (UP)



Pankaj Auto Engineering Works, Mainpuri (UP)



Praful Auto Centre, Bhavnagar (Gujarat)



Raj Honda Care, Jaipur (Rajasthan)



Raju Servicing Centre, Ramgarh (Jharkhand)



Saifi Bike Point (Delhi)



Sehgal Auto Electrical, Patiala (Punjab)



Shiva Bike Workshop, Jaipur (Rajasthan)



Simri Automobile, Nagpur (Maharashtra)



Sri Vinayaka Motors, Bangalore (Karnataka)



Tulsi Auto Garage, Surat (Gujarat)



Vimal Auto Works, Patna (Bihar)

# Marketing Dynamixes

## Van Campaign



Coimbatore (Tamilnadu)



Delhi



Indore (Madhya Pradesh)



Jaipur (Rajasthan)



Pune (Maharashtra)

## Corner Meets



Aurangabad (Maharashtra)



Fatehabad (Haryana)



Guwahati (Assam)



Jalandhar (Punjab)



Vijayawada (Andhra Pradesh)

## Retailer Meets



Chennai (Tamilnadu)



Gorakhpur (Uttar Pradesh)



Jaipur (Rajasthan)



Mumbai (Maharashtra)



Sangli (Maharashtra)

## Mechanic Meets



Aizwal (Assam)



Faridabad (Haryana)



Kolkata (West Bengal)



Muval (Gujarat)



Sangrur (Punjab)

## Local Association Meets



Kudal (Maharashtra)



Ludhiana (Punjab)



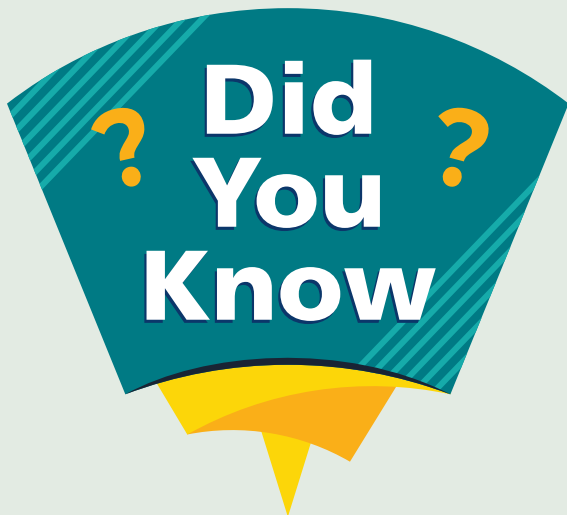
Nashik (Maharashtra)



Pune (Maharashtra)




Vijayawada (Andhra Pradesh)



### Question 1: What are the symptoms and disadvantages of a faulty/ damaged Oxygen Sensors?

**Answer:** Oxygen Sensor should be checked and replaced immediately in case of the following below symptoms:

1. MIL light turns "ON" .
2. Worse fuel efficiency and acceleration.
3. Starting trouble/ Unstable Idling.
4. Engine misfiring/ Poor Pick up.
5. Smoky Exhaust, high emission level.
6. Vehicle goes in flood or met with an accident.

\* 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: Which tool is recommended to tighten and loosen 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.

- It's side groove protects the lead wire from damage.
- Easy to use near engine/exhaust area.
- Compatible with Torque wrench that helps to protect the sensors from damage.

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



Bending sensor body



Broken lead wire



Loosen seal

### Question 3: What are benefits of new Immunity Booster Spark plugs (CR6HSAPLUS/ CPR8EA-9PLUS)?

**Answer:** Benefits are given below:

- a) High Ignitability - Concentrated & Strong Sparking
- b) More powerful blast:
  - Quick start
  - More Acceleration, Power & Pickup
- c) Efficiently burns BS-6 & Ethanol Blended (E10 & E20) petrol
- d) Improves the mileage by 8%\*.

\*Disclaimer – As per customer voice (when vehicle runs under ideal conditions).



## Niterra India PVT. LTD.

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### Editor's Note

“  
*The secret of change is to focus all your energy not on fighting the old but on building the new.*  
”

For any suggestions/feedback regarding the newsletter please feel free to contact the Editorial Team at: [customercare@ngkntk.in](mailto:customercare@ngkntk.in)