

KIZUNA

THE RELATIONSHIP

From the desk of Sr. VP - Sales & Marketing

Dear Valued Customers,

Niterra India (Formerly known as NGK Spark Plugs (India) Pvt. Ltd) has completed its 17-year journey in India this August 2023 and so on this occasion, I would like to congratulate all our business partners and thank all our esteemed customers from all over India who have shown immense faith in the superior quality and Japanese technology. Your support to us for the last 17 years helped us to grow this organization as a market leader in high technology and OEM approved products.

As you are already aware, our company name changed to Niterra India PVT. LTD., we have also been gradually changing our Vision, Approach, and Strategy as well. Customers being at the core of our business, we launched the Niterra India Mobile application which has seen a tremendous response from not only our partners but from Vehicle end users as well, with over 23,000 downloads in a few months. This adds weight to our ambitions of coming up with varied platforms that are Customer-centric.

Under the NTK Brand, we recently launched the Oxygen Sensor Socket Tool which is L-Lever compatible. This product has been of great help to the Mechanics for the safe Installation and removal of the Oxygen Sensors. Our Oxygen sensors are recognized and originally fitted by most big OEMs and continue to show great potential with the increase in education and awareness regarding emissions along with the Government's policies and directions regarding the increased use of high technology to reduce emissions. Products from

both NGK and NTK brands are not only environment friendly but also contribute towards the much-in-focus, Sustainable Development Goals (SDG) for Peace and Prosperity for People and the Planet, Now and into the Future.

NTK Brand will soar to new heights as we gear up to launch new product lines across segments expanding our product basket offering to our Channel partners and valued customers strengthening the already solid relationship of Trust, Respect, and Mutual Growth.

We have been a Market leader across segments that we operate in and as a company, we are proud of our products under the NGK Brand like CR6HSAPLUS and CPR8EA-9PLUS oval type of Immunity booster 2W spark plugs, K-series 4W Spark Plugs, and MR-Series 2W Spark plugs, for which only Niterra India has unique Hi - Ignitability technology and glow plugs.

With the onset of the festival season, we expect the business and the sales to grow further. With Shared vision, Coordinated efforts, and strong focus from Niterra India and its esteemed Partners, we are sure of making (Oct-Dec 2023) as the best ever Quarter for everyone.

Wishing you and your families a very Happy Festive season!!



Sudipto Sanyal

WATCH OUT FOR THIS SPACE!

Niterra India
to launch
NTK CLUTCH PLATES

Smart Collaborations: OEM Achievements

Honda Motorcycles & Scooters India join hands with Niterra India

NGK Spark Plug (MR8E-9) has been selected for the fitment in Honda Dio 125 scooter model launched in July 2023.

NGK Spark Plug (CPR8EA-9) and NTK Oxygen Sensors (ZSD1003-HG005) has been selected for the fitment in Honda SP 160 bike model launched in August 2023.



Hero Motocorp partners with Niterra India

NTK Oxygen Sensors (ZSD2204-SD002) has been selected for the fitment in Destini Prime 125 scooter models launched in August 2023.



Royal Enfield join hands with Niterra India

NTK Oxygen Sensors (AZD5001-JD001) has been selected for the fitment in Bullet 350 J Series bike model launched in September 2023.



Bajaj Auto collaborates with Niterra India

NTK Oxygen Sensors (OZAS ZSD2204-KD001) has been selected for the fitment in Pulsar N150 bike model launched in September 2023.



UMC Birthday Celebrations



Gebril Motors Jodhpur (Rajasthan)



C N Arif Indian Garage & Travels, Bangalore (Karnataka)



Ganesh Honda Care, Jaipur (Rajasthan)



Gautam Motors, Ghaziabad (Uttar Pradesh)



Gouse Motors, Manchiriyal (Telangana)



Gunjan Motors, Pune (Maharashtra)



Krishna Motors, Vadodara (Gujarat)



Nidhi Motors, Dharuhera (Haryana)



Om Priya Honda Care, Patna (Bihar)



Pooran Motors Alwar (Rajasthan)



Sabu Auto works, Cuttack (Odisha)



Samarth Auto Motors, Kolhapur (Maharashtra)



St. Joseph's Auto Service, Bangalore (Karnataka)



Vilas Honda Service Point, Nagpur (Maharashtra)



Subham Auto Garage, Dewas (Madhya Pradesh)



Super Automobile, Kolkata (West Bengal)



Surprise Bike Clinic, Malappuram (Kerala)



Wonder Mechanic, Kanpur (Uttar Pradesh)

Marketing Dynamixes

Van Campaigns



Balasore (Odisha)



Calicut (Kerala)



Jaipur (Rajasthan)



Rajkot (Gujarat)



Varanasi (Uttar Pradesh)

Corner Meets



Delhi



Hyderabad (Telangana)



Jaipur (Rajasthan)



Latur (Maharashtra)



Patna (Bihar)

Retailer Meets



Ahmedabad (Gujarat)



Raipur (Chhattisgarh)



Rajkot (Gujarat)



Salem (Tamilnadu)



Varanasi (Uttar Pradesh)

Local Association Meets



Bhavnagar (Gujarat)



Chennai (Tamilnadu)



Hyderabad (Telangana)



Mumbai (Rajasthan)



Vizag (Andhra Pradesh)

Environmental Awareness Programmes



Beawar (Rajasthan)



Haridwar (Uttarakhand)



Hyderabad (Telangana)



Nagpur (Maharashtra)



Siliguri (West Bengal)

Question 1: What are the symptoms of a faulty Glow plugs?

Answer: Below are some symptoms:

1. Engine misfires, long self or decrease in power, acceleration and fuel efficiency

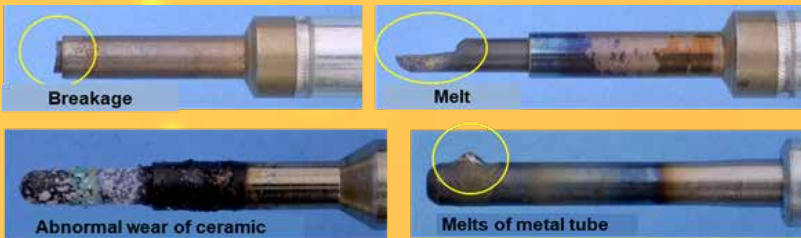
A faulty Glow plug can't provide any additional heat which aids in the diesel combustion. This may result in the engine misfires, loss in power, acceleration and even fuel efficiency.

2. Black smoke from the exhaust

Faulty glow plugs might disturb the combustion process, which causes the engine to produce a black smoke from the tailpipe.

For better result it is always advised to replace the glow plugs of each cylinders instead of replacing the faulty one.


Check and replace the glow plugs in the following conditions:



क्या आप
इंजन ऑयल
बदल रहे हैं?
तब ग्लो प्लग
की जाँच करना
ना भूलें...

Question 2: What are the symptoms 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.

Demand Generation Campaign conducted at Andhra Pradesh

To increase Niterra India SOB in Andhra Pradesh, a 12 days Demand Generation Campaign was conducted from 16th to 27th Aug'23 covering 15 districts and almost 3200 Km. During this DG campaign, joint visits were made to the Distributors / Sub Distributors / Retailers / Mechanic Associations / Club Mechanics. Apart from promoting the new company name the campaign also helped in creating awareness about the usage of the various NGK NTK products and their benefits.



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Editor's Note

“
*A journey of a thousand miles
begins with a single step.*
”

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