

KIZUNA

THE RELATIONSHIP



From the desk of Vice President - Sales & Marketing

Dear Valued Customers,

Quarter 2 (July - September) is the time when the monsoon hits the Indian subcontinent. This is also the time when many vehicles get stuck due to flood waters, water logging, etc. and maintenance is required. Because of the good rainy season in the last quarter, NGK sales were fairly good compared with the last quarter. We are happy that our channel partners bounced back with extra energy and enthusiasm and purchased more spark plugs. I am thankful to all our dedicated employees, customers, and channel partners, that despite of few adverse situations, we are trying to fulfill the demand of the market. This is because of the sincere efforts and hard work that you all have put in.



August was the month when the company completed 16 years of existence in India. On this occasion, I would like to thank and congratulate all our internal and external customers for showing immense faith in the company and its product which comes with superior quality and Japanese technology of NGK. We will try to strengthen the faith in the coming times.

As you know NGK India has a range of spark plugs that are designed for specific applications. A few of them are CR6HSAPLUS and CPR8EA-9PLUS oval type of Immunity booster 2W spark plugs, MR-Series 2W Spark plugs, K-series 4W Spark Plugs, etc. We also have glow plugs and ignition coils, oxygen sensors for motorcycles & scooters, and oxygen sensors sockets for Indian aftermarket.

We strive to make these high-technology products available to our aftermarket customers to upgrade by using high-quality, high-technology products to enhance vehicle performance and reduce environmental pollution. That is the reason we are the first company in spark plugs to launch BS-6 Ready & BS-6 Compliant spark plugs in the aftermarket. We are looking forward to expanding our product basket and being a multi-product company.

I thank all our valued channel partners, employees, and our well-wishers who are continuously contributing to the growth of the organization.

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

Akihiko Yamauchi
Vice President

NGK SPARK PLUGS (INDIA) PVT. LTD.
presents
ONE STOP SOLUTION APP

LAUNCHING SOON

DIGITAL MARKETING

Digital marketing is a process of gaining visibility for a product or service in the online world. Digital marketing is also known as online marketing, internet marketing, web marketing, and e-marketing.

NGK India has been using digital marketing to boost its awareness and reach customers in India. They have been using social media platforms like Facebook, Instagram, LinkedIn, YouTube, etc. to create brand awareness among people. They have been using YouTube videos to promote their products while Facebook has helped them in building a strong customer base.

In the last quarter, the major focus was the promotion of newly launched BS-6 Compliant Spark Plugs- CR6HSAPLUS & CPR8EA-9PLUS in the aftermarket. We have highlighted the features and benefits of the Immunity Booster spark plugs through several posts on various social media platforms. We also shared posts related to different festivals like Independence Day, Raksha Bandhan, Ganesh Chaturthi, Onam, and Durga Puja festivals. Apart from all these, NGK India celebrated 70 years of Indo-Japan relations through social media posts with the online audience.



Smart Collaborations: OEM Achievements

HMSI collaborates with NGK & NTK



NGK Spark Plug (SILMAR7D9DS) and NTK Oxygen Sensors (AZD4003-HG028) has been selected for the fitment in CB300F 300 cc engine bike model launched in August 2022.

Piggio join hands with NTK

NTK Oxygen Sensors (AZD5001-LB001) has been selected for the fitment in Piggio Auto Ape NXT+ 230 cc engine 3-wheeler model launched in July 2022.



Hero Motocorp join hands with NGK & NTK



NGK Spark Plug (CPR8EA-9) and NTK Oxygen Sensors (ZSD2204-SD001) has been selected for the fitment in Xtreme-160R 160 cc engine bike model launched in Sept 2022.

Maruti Suzuki India Ltd. partners with NGK & NTK

NGK Spark Plug (ILZKR6F-11) have been selected for the fitment in Alto K10C engine car model launched in July 2022.



NGK Spark Plug (ILZKR6Q-11 NGK Japan) and NTK Knock Sensor (KNE48) has been selected for the fitment in Grand Vitara 1.5L engine car models launched in Sept 2022.



Bajaj Auto partners with NTK



NTK Oxygen Sensors (ZSD2204-KD001) has been selected for the fitment in Bajaj Pulsar N160 160 cc engine bike model launched in Sept 2022.

Mahindra & Mahindra collaborates with NTK

NTK Oxygen Sensor (OZA0001-ZD001) has been selected for the fitment in Scorpio-P 2.5L engine car model launched in Aug 2022.



Environmental Awareness Programme

The Environmental Awareness program (EAP) is an action-oriented initiative designed to connect the community with the environment and to provide education on how to improve daily habits and reduce negative environmental impacts. This program is an initiative to raise awareness among the public about the need for a cleaner environment. The program aims to create a collective consciousness of the importance of preserving our natural resources.

NGK is one of the many companies that have started to take part in this initiative. They have created a program that encourages their internal & external customers to take care of their environment and be environmentally aware. NGK India has introduced products that help in keeping the environment clean like BS-6 Compliant Spark plugs, Oxygen sensors, etc.

Jaipur (Rajasthan)



Rajnandgaon (Madhya Pradesh)



Haridwar (Uttarakhand)



Hyderabad (Telangana)



Upleta (Gujarat)



Marketing Dynamixes

VAN CAMPAIGN



Delhi



Jaipur (Rajasthan)



Kerala



Pune (Maharashtra)



Ranchi (Jharkhand)

CORNER MEET



Agra (Uttar Pradesh)



Bhilwara (Rajasthan)



Calicut (Kerala)



Nagpur (Maharashtra)



Raipur (Chhattisgarh)

RETAILER MEET



Aurangabad (Maharashtra)



Balaghat (Madhya Pradesh)



Indore (Madhya Pradesh)



Trichy (Tamilnadu)



Varanasi (Uttar Pradesh)

LOCAL ASSOCIATION MEET



Honda Racing Event at Chennai (Tamilnadu)



Kerala



Ludhiana (Punjab)



Nagpur (Maharashtra)



Pune (Maharashtra)

UMC Birthday Celebrations



Auto craft, Rourkela (Odisha)



Care Maruti Workshop & Auto Gas Kit Service, Deoria (Uttar Pradesh)



Baba Maruti Workshop, Kota (Rajasthan)



BN Motor, Udaipur (Rajasthan)



Car Automobile, Calicut (Kerala)



Classic Motors (Hyderabad)



Gayatri Motors, Ghaziabad (Uttar Pradesh)



Delhi Motor, Vikaspuri (Delhi)



Goodwill Automobiles, Jaipur (Rajasthan)



Hero Honda Workshop, Raipur (Chhattisgarh)



Sri Lakshmi Motors, Karmanghat (Telangana)



Kumar Auto Service, Howrah (West Bengal)



Subham Auto Garage, Dewas (Madhya Pradesh)



Sunlex Auto Garage, Coimbatore (Tamil Nadu)



Mistry Automobiles, Ahmedabad (Gujarat)



Japan Auto Garage, Bhavnagar (Gujarat)



Vilas Honda Service Point, Nagpur (Maharashtra)



Vikash Auto Garage, Pune (Maharashtra)



Pooran Motors, Alwar (Rajasthan)



Ashok Automobiles, Ballabgarh (Haryana)

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

Answer: A faulty glow plug can usually cause problems with the drivability & performance of the vehicle. Some are listed below:

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.

A regular check-up of Glow plugs during the routine check-ups of your engine is important. For better result it is always advised to replace the glow plugs of each cylinders instead of replacing the faulty one.



Faulty Glow plugs

Question 2: What are the advantages of NGK Glow plugs?

Answer: The advantages of NGK glow plugs are given below:

1. Double coil technology with good electrical insulation - gives long service life.
2. Better Heat up performance - reaches up to 10000 C in few second.
3. Easy & smooth Engine Start -up.
4. Quick Reliable cold Start - Helps to start engine even at low temperature.
5. Protect battery from fast drain.
6. Helps to reduce harmful gas emissions.
7. Approved/ Recommended by major OEM companies.
8. BS-6 Ready - Suitable for BS-6 engines and fuel.



Question 3: FAQ regarding NGK Immunity booster spark plugs?

- Q 3.1.** What type of technology used for these plugs?

Ans. These plugs are made on latest Oval shape technology.

- Q 3.2.** Can these spark plugs burns the ethanol blended fuels?

Ans. Yes, it can burn ethanol blended fuels (E10 & E20) more efficiently.

- Q 3.3.** Can these spark plugs helps to increase the mileage?

Ans. Yes, these spark plugs helps to increase the mileage by 8%*.



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



Editor's Note



“Stand together as a team. With integrity, vision, and determination together you will succeed where others cannot.”

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



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