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**From a trading company in early eighties, Nitol Niloy Group has become a household name in less than twenty years. While it began its journey with Nitol Motors Ltd. as a marketer of TATA Motors' commercial vehicles, the company has now expanded its activities into a wide range of sectors in order to ensure excellent service to the customers. Because of its continuous diversification, it has metamorphosed into a true conglomerate from its original identity as a transport based organization.**

## Market

Putting forward its motto "One History-One Brand-One Industry", Nitol Niloy Group has grown to become the largest seller of commercial vehicles in the country. The company has a formidable presence in a wide range of product markets, while it also operates in the service sector. The diversity of its market presence is apparent in its marketing of mass-sold products like commercial vehicles as well as its being in the notably niche market of helicopter transportation services.

Nitol Motors Ltd., one of the major concerns of the conglomerate, began its journey in 1983, quickly becoming an important marketer of commercial vehicles in Bangladesh. In 1989, Nitol Motors Ltd. became the sole distributor of TATA vehicles in Bangladesh. Since then, it never had to look back as it is currently the market leader in this sector.

In 1991 a joint venture company named Nita Company Ltd. was formed between TELCO and NITOL for assembly of TATA vehicles in Bangladesh. This company is the flagship enterprise of Nitol Group and is in the business of assembling commercial vehicles. Chassis of trucks, buses and minibuses that are imported in completely knocked down condition (CKD) are assembled by this company. It is currently one of the leading vehicle assembling organizing corporations in the country.

## Achievements

In the August 2010 issue of TATA Motors' international publication 'Strides', the cover story featured Nitol Motors Ltd. and the remarkable success of its Project 500 - selling more than 500 trucks per month on a sustained basis. Nitol Motors was on the verge of a major expansion and had begun the year 2009 with a focus on projects that

would create more employment opportunities in Bangladesh. Project 500 fit the bill perfectly and the company had no hesitation in creating an exclusive division for Ace.

Nitol Niloy Group became the highest seller of the TATA Ace models worldwide. In addition to that, the company's market contribution to Bangladesh was no. 1 in all of TATA Motors.

## Product

Nitol Niloy Group's flagship operation is in the commercial vehicles sector as Nitol Motors Ltd. However, they have further subsidiaries in consumer product sectors such as grey and white cement, sugar, paper, etc. as well as in the service sector.

Nitol Cement Industries Ltd. is one of the earliest cement industries in Bangladesh. It has been producing quality cement since its inception and marketing the same to Khulna-Jessore-Satkhira-Kustia-Faridpur-Magura-Jhenidah and to parts of North Bengal. The group produces two types of cement: grey and white cement. The grey cement is very popular in the market and is being used to construct mainly bridges, highways, high rise buildings and other national infrastructures. The annual production capacity of the grey cement plant is in the tune of 130,000 MT. In the white cement front, the group produces Birla White cement under the joint venture agreement with Grasim Industries Ltd., India with an annual production capacity of 20,000 MT. Birla White cement is currently used for making tiles, ceramic products, paints, etc.

NREACH.NET is an Internet Service Provider from Nitol Group. It is licensed by Bangladesh Telecom

Regulatory Commission (BTRC) and member of Bangladesh Internet Service Provider Association (ISPAB). NREACH is in a position to provide the whole spectrum of internet related services and already the company has alternative VSAT & Submarine Cable, two technologies that make each other somewhat redundant. We also provide internet connectivity through prudent and tested technologies like optical fiber, WiFi, radio connectivity and traditional cable connectivity.

NITS Service Ltd. is a leading provider of GPS vehicle tracking systems from Nitol Group. The company aims at offering innovative and cost effective vehicle tracking solutions comprising of hardware as well as software. This GPS tracking technology is best suited for fleet management. It is a unique way for companies and individuals to monitor and control their cars, jeeps, trucks and other vehicles to precise details by sitting in the office. NTrack® GPS tracking system will enable customers to monitor the movements of their employees, drivers, vehicles or any other asset accurately.

The group's products expands to other subsidiary companies including Nitol Bay-Resort, Nitol Insurance Company Ltd., Central Properties Ltd., Nitol Cement Industries Ltd., VIP-Nitol Industries Ltd., NITS Service,(Pvt.) Ltd., NREACH NET, Nitol Tours & Travels and Nitol Aviation Services Ltd.

## Recent developments

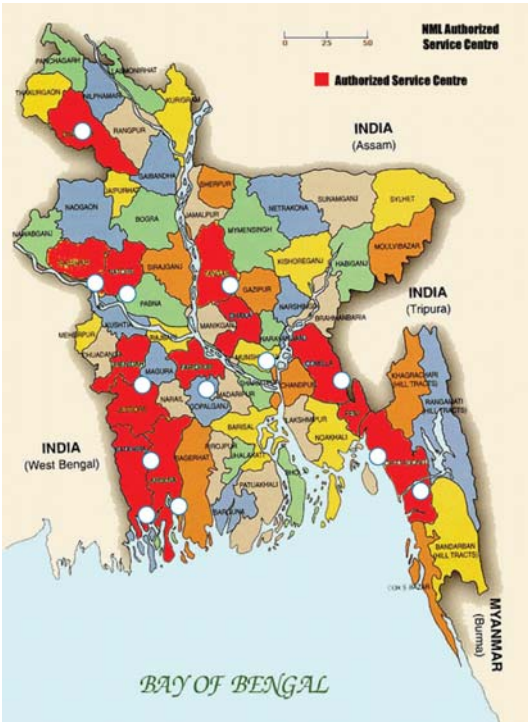
The company has recently acquired a sugar mill in Kaliachapra as well as a paper mill in Sylhet, from the government. This paper mill has acquired a 70-tonne capacity paper production setup from Scotland, capable of 60-350 gm paper production.



It has also started its work to launch operations in the footwear and denim industries. Recently the company launched NITS Service, a company providing human and vehicle tracking services on a commercial basis. Using this service, any vehicle or any person with a mobile phone can be pinpointed.

Promotion

Nitol Niloy Group believes in relationship marketing. Its customer relationship has helped the company grow through word-of-mouth promotion, which enabled it to expand its operations nationwide and into so many sectors. In remote rural regions, where mobile communication is only just beginning to grow, Nitol Niloy Group's reliance on viral marketing proved to be a crucial strategy behind the success.



The company also uses heavy trade promotion tools, offering higher than industry-standard profit sharing programs to its marketing partners. At the same time, it provides installment buying option. This enables customers to pay over time based on trust rather than showing collateral, which has been the norm for a long period of time.

An excellent example of the sales promotion tools is providing international tour packages as gifts to high performing marketing partners. People distributing the company's products were found traveling to Malaysia, Thailand and other popular global tourist destinations.

For the promotion of the TATA Ace under Project 500, the ACE campaign was launched grandly in April 2009 and was followed up by publicity and brand-building campaigns in various media such as print, radio, hoardings, etc. The customer contact program initiated by Nitol Motors supported



product claims with vehicle trials and clearly communicated the product's advantages on operating economics over other vehicles in the market.

Brand value

The core value of Nitol Niloy Group is trust. Especially when marketing high involvement products such as tractors in remote locations of the country, it is only by gradually building trust through solid products and genuinely efficient after-sales service can a brand excel. The brand also stands for teamwork, not only within its wide network of employees but also business partners at both supplying and marketing ends.

Things you didn't know

- NITS Service (Pvt.) Ltd., one of the conglomerate's subsidiaries, was the first company in Bangladesh to introduce human and vehicle tracking system in Bangladesh. This service installs a minute device inside a mobile phone or vehicle. Then, upon the customer's request, the company uses its custom designed 3D mapping system to notify the customer of the exact location of a person or vehicle.
- Due to its sustained expansion over the past few years, Nitol Niloy Group had to purchase new premises for its operations on a continuous basis. This has led to such massive growth that currently the company owns 0.1% of the entire area of Bangladesh.
- The company's recently purchased equipment from Scotland for its paper mill in Sylhet will enable it to become the first producer of security paper in Bangladesh. Even now, all paper of this category has to be imported.



History

1982

Trading in Automobiles from England and Japan

1985

Dealership: Hindustan Motors Ltd. And Eichner Ltd.

1988

Nitol Motors Ltd: Importer & Distributor of TATA vehicles from TELCO, India

1988

Nikita and Company Ltd: International trading wing for the company

1989

Nikita and Company Ltd: Manufacturing artificial flowers for export

1991

Nita Company Ltd: Assembling TATA vehicles under joint venture with TELCO, India

1992

Capital Service Centre Ltd.: Countrywide network for after sales servicing of TATA vehicles in Bangladesh

1994

Central Properties Ltd.: Real Estate Management for Nitol Group

1996

Nitol Construction Company Ltd.: Construction company for Nitol Niloy Group

1996

Niloy Cement industries Ltd: Grey cement plant (Public Limited Company)

1999

Niloy Motors Ltd: Motorcycles manufacturing plant

1999

Nitol Insurance Company Ltd.: General Insurance (Public Limited Company)

1999

Nitol White Cement Industry: Manufacturer of white cement

2000

Peter Khong Aviation Ltd: Private Helicopter Service

2001

Nitol Tyre Ltd: On-Going Project

2001

Nitol Software Development Industry Ltd: On-Going Project.

2004

Nitol Sugar Mills Ltd.

2004

Nitol Paper & Pulp Mills Ltd. (Ongoing Project)

2007

NREACH ISP (Internet Service Provider)

2007

NITS - GPS Unit