

Honorable Ambassador,

We would like to introduce Atlas Bangladesh Limited (ABL), an enterprise of Bangladesh Steel and Engineering Corporation (BSEC) under the Ministry of Industries, which is the only state owned motorcycle assembling company in Bangladesh.

We are engaged in CKD motorcycle assembling and marketing in Bangladesh since 1966 to till now. In 1988, it was transformed into a public limited company and listed with the Dhaka `stock exchange.

Since its inception, ABL was engaged in assembling only Japan origin Honda Motorcycle and did Business under Technical Collaboration (TC) Agreement. In 1993, Honda Japan permitted us to import Hero-Honda Brand motorcycle from Hero Honda Motors Ltd., India. At the same time we imported motorcycles from Atlas Honda Ltd., Pakistan and successfully marketed that in Bangladesh. But in 2010 and 2013, Honda and Hero-Honda dissolved their partnership with each other and after then both the company's discontinued their business with Atlas Bangladesh Ltd.

Afterward, we have been doing business with Zongshen, China since 2014 and TVS, India since 2018. But in here Chinese Motorcycle could not enter into the market due to marketing of Indian and Japanese Motorcycle. However, in 2018 Government of Bangladesh has given an opportunity to local manufacturers in the country and encourages them by reducing taxes and the price of raw materials in import stage. By this time, several companies have already grabbed the opportunity to locally manufacture and assembling the motorcycle and have successfully released their models in the market as well.

At present, the motorcycle market size in Bangladesh is about 0.5 million, which is again increasing significantly day by day and within next three years it is expected to be 1 million. As the population size of the country is over 160 million and their purchasing power has increased significantly. There also, our road network and power generation has expanded tremendously and all these are being increased as well. On the other hand, green economy is the burning issue in Bangladesh. According to UN Conference on Environment and Development (UNCED), the Government of Bangladesh wants to operate its commercial and industrial activities by clean technologies, renewable energy and natural infrastructure as a part of Green Economy Initiative and Sustainable Development Goal. In those above-mentioned causes, a huge scope for fuel energy as well as electric energy motorcycle & scooter manufacturing and marketing in Bangladesh.

Under the above circumstances, ABL wants to make long-term win-and-win Joint-venture business line up with good quality two wheeler company in your country. We will produce some parts/components to become a manufacturer and rest will be brought from the principal company and then assembly will be done in here.

ABL is a well reputed motorcycle assembling company in Bangladesh. We have vast existing dealer networks all over the country. It is expected that if a well reputed motorcycle company establish a business relationship with us, we shall try heart and soul to sell & achieve the market share tremendously.

Hope that you have understood our plan for motorcycle and scooter manufacturing & marketing in Bangladesh. We expect a renowned motorcycle manufacturer company from your country that will be a part in this automobile development activities by giving it's technical assistant and also to supply CKD components to us as a **sole distributorship** for manufacturing & assembling of various models of motorcycle and scooter in Bangladesh market.

With best regards,
Md. Ajibor Rahman
Managing Director

Atlas Bangladesh Limited

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