



# PROJECT HYPE II

# FACE-TO-FACE WITH CUSTOMERS

Serving those in need through  
**Sipradian  
Sahayata Sanstha**

## ROAD SAFETY CAMPAIGN TO CURB ACCIDENTS AND FATALITIES

# SIPRA! TIPPER RESALE FAIR

## GLOBAL SERVICE CAMPAIGN NEPAL

**DYNAMIC HATCHBACK**  
**TIAGO**  
**IN NEPAL**





Serving those in need through

# Sipradian Sahayata Sanstha

Sipradi Trading has long been involved in serving those in need through its corporate social responsibility programs through Sipradian Sahayata Sanstha. In last few month, under CSR, numerous activities have been carried out, ranging from earthquake rehabilitation, running community kitchens, providing scholarships, entrepreneurship development programs to environment protection.





Along with providing humanitarian support to victims immediately after the April 25 Earthquake in 2015, the Sanstha, in partnership with the Akshaya Patra Foundation of India and with financial support of Tata Sustainability Group India, operated a Community Kitchen to serve hot meals to earthquake victims. Following the overwhelming response for the community kitchen project, the Sanstha is currently building a permanent infrastructure to upscale the program. The project aims to operate a mid-day meal program serving wholesome food to homeless children, orphans and students at local government schools.

Similarly, the Sanstha has started the reconstruction of six school buildings and two primary health posts in Sindhupalchowk district, the district worst hit by the earthquake, in collaboration with Tata Trusts. The reconstructions are being undertaken with support from the local community, further increasing

the ownership among the locals. At least 2,629 students will have access to better education facilities with the reconstruction of the school buildings, while over 5,000 people will have access to better health care facilities after the construction of the health centers.

Natural disasters occur frequently in Nepal. After the earthquake, the heavy flooding from an overflowing Bhoté Koshi River created havoc in Tatopani VDC in Sindhupalchowk in 2016, sweeping away over two dozen of houses and directly affecting hundreds of others. Similarly over 200 houses, located along the banks of the river in Tatopani VDC's Larcha and Liping, were washed away. Immediately after the flooding, the Sanstha distributed relief materials to 1,076 flood affected households. Each household were distributed 25 kg rice, two-litres cooking oil and two-packets kitchen salt.







The Sanstha has also been providing full scholarships to dozens of students in need. Through the program, over 90 students from 11 districts in the country currently have all their educational expenses covered-this includes school up to the graduate level, along with books and stationery, two sets of school and play clothes, two sets of shoes, a bag, stipend for tiffin/snack and basic medical support. Similarly, the initiative has installed solar systems at student hostels for underprivileged children belonging to the impoverished Chepang community.

Every year, thousands of youth enter in the job market. However, very few of them are able to find viable jobs in the country. In that backdrop, the Sanstha has been conducting short-term and long-term vocational trainings and apprenticeships, so that youths can become self-sustaining entrepreneurs and promote the development of enterprises. So far, 13-trainings have been conducted for 80 mechanics, while 12 participants from various parts of the country have been benefitted from an extensive six-month automobile

training. Similarly, dozens of others have received trainings on solar electrification, while separate trainings have been conducted for the mechanics who own workshops along national highways.

The Sanstha has also been working to uplift the skills of security forces. So far, it has conducted 15 trainings and development sessions for more than 30 security personnel from Nepal Army, Nepal Police and Armed Police Force.

Further, as part of its continued initiatives, the Sanstha has been conducting tree plantations, blood donations and yoga classes regularly, and looks to expand all its initiatives further in the years to come.





# FACE-TO-FACE WITH CUSTOMERS

## THE BIGGEST EVER CUSTOMER MEET IN NEPAL

For its first time in Nepal, Sipradi organised its biggest customer meet where over 3,000 participants were directly reached to in six different locations in the country. Organised from January 7 to January 14, 2017, the customer loyalty week saw the presence of 3,143 participants in events held in Itahari, Hetauda, Butwal, Kathmandu, Nepaljung and Pokhara.





The event in Itahari saw the footfall of 227 people; 619 in Hetauda; 447 in Butwal; 1150 in Kathmandu; 382 in Nepalgunj and 268 in Pokhara.

This event worked as a platform to build trust and rapport, the customers considered the event as a bridge between them and the top management team from Sipradi.

The event also served a great platform to inform customers on the latest products and other various service offerings. As a gesture for their coordinated efforts and to spur further

motivation, key customers were also felicitated during the event.

“We value our customers and support them in every way we can,” said Mr. Anup Mani Dhakal (DGM, Sales and Marketing, CVBU). He further stated that “The meet was indeed a great place to listen to our customers across the country. It is also a moment for us to reflect back on our work and to improve further.”

During the distribution of the awards, 7 KTM Duke bikes, 20 Bajaj Pulsar bikes and 30 Yamaha fascino scooters were distributed to customers.





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The customers considered the event as a bridge between them and the top management team from Sipradi.

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# ROAD SAFETY CAMPAIGN

## TO CURB ACCIDENTS AND FATALITIES



Kathmandu Metropolitan  
Traffic Police Division



Sipradi Trading Private Limited



Concerned with the rise of accidents and fatalities in the country, Sipradi Trading Private Limited, in collaboration with Metropolitan Traffic Police Division (MTPD), conducted a unique road safety campaign "Hamro Bus ko Kura" targeting school students, bus drivers and attendants.

Inspired with Hamare Bus Ki Baat Hai campaign by TATA India which has been a successful initiative in raising awareness, mainly among the school students, parents, bus staff and drivers in India, Sipradi Trading conducted a similar campaign aiming to ensure safe and comfortable travel for children by making them aware about road safety and traffic rules. The initiative was started with a vision to lower the accidents and fatalities which have increased by more than 100 percent in last one decade.





Records at MTPD show that 953 peoples lost their lives in road accidents in fiscal year 2006/07 which increased to 1,834 in next five years in 2011/12 and soared to 2,006 in last fiscal year. The records also show that 75% of these accidents are caused by driver's negligence while 13% of the accidents are due to over speeding. Other reasons include cases of drunk-driving, recklessness of passengers, overtaking, mechanical breakdowns, overloading and the lack of awareness of traffic rules.

With the completion of 80 Road Safety and Traffic Awareness Sessions, a total of 35,160 students, including teachers and bus staff, were made aware about road safety and traffic rules. Similarly, dozens of students also participated in a drawing competition with the theme 'Safety Starts with Me' where the children artistically presented how an individual can contribute towards ensuring safe travel. In addition, two trainings on safe travel and driving were held for bus drivers, conductors and attendants from various schools in the Valley which was helpful in enriching the knowledge on road safety and safe driving. The training also focused on improving their daily tasks, and helping them to understand the psychology and behaviour of school children better.

The placement of traffic and road safety signage in 15 schools areas across the Valley was also done as a part of the campaign.

The campaign aims to cover 100,000 students and 1,900 Drivers, bus incharges and helpers by the time it concludes. The interactive and entertaining approaches like quizzes, video presentations, game sessions and product demonstration have been adopted for the campaign, so as to ensure a strong and practical learning.







TATA MOTORS  
हाम्रो बसको कुरा।  
"BE SAFE BE SMART"



Together with the safety programme, branding and merchandising were carried out through program banners, standees and safety rules leaflets where publicity of TATA Marcopolo School bus was prioritised as well. Similarly, branded merchandise such as badges, reflective jackets, informative cubes, mugs, T-shirt and bags were use a gift and prize items that were distributed to school management and students to improve recallability to the School Bus. As a result a remarkable 128% increment sales of TATA School buses was achieved during the campaign period.





# TATA का दमदार ट्रकहरूको प्रतिफल अब हुनेछ व्यवसाय भनै सफल

**LPT 1613 | LPT 3718 | LPT 3118**



पञ्चतत्त्व उत्कृष्ट मोडलेज उत्कृष्ट वारेण्टी देशकै सवै भन्दा ठुलो विक्री, सर्भिस र स्पेयर पार्ट्सको रजिस्ट्रार न्यूनतम मर्मत खर्च उच्च पुनर्विक्री मुल्य



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टोल फ्रि नं.: १६६००१५५७७७,  
८८०१५७५७७७



# PRIMA CLUB

FOR PREMIUM  
CUSTOMERS

**KATHMANDU:** In a bid to promote Prima, a heavy-duty truck, Tata Motors and Sipraadi Trading Private Limited (STPL), the sole authorized distributor of Tata vehicles in Nepal, initiated a campaign-Prima Club. According to STPL, the campaign is an effort to develop an exclusive community of Tata Prima brand in Nepal.

Through Prima Club campaign, STPL aims to give Tata Prima customers a sense of prestige and privilege in owning the next-generation, high-end truck and to ensure that the customer continues feeling so throughout the entire lifecycle of the Tata machine.

Prima Club members are entitled to a number of privileges like separate bay and





personnel ensuring fast service, top priority on availability of spare parts, 5-10 percent discount on spare parts, 18 percent discount on lubricants and eight percent discount on battery purchase.

The company had also conducted a number of activities like a nationwide product display to enhance Prima's visibility in strategic locations like Itahari, Janakpur and Birjung in the eastern region, Dang in the western region and Narayanhata in the central region. It was followed by a nationwide customer meet, training for drivers, distribution of nationwide Prima Club certificate distribution and a meeting with bankers to impart them with idea about profitability and return while making investment on the Tata Prima.



“ The Cabin of TATA PRIMA is very comfortable which allows drivers to do more trips than other vehicles.

ANIL PATEL, BIRGUNJ DRY PORT





STPL had launched Tata Prima trucks in Nepal in December, 2014. Prima's launch has helped the company set a new benchmark in terms of performance, style and features. The power machine from Tata has received a top-notch positioning because of the combination of power, world-class performance, fuel efficiency, superior technology and safety.







“

I am very happy with the performance of Tata PRIMA because it has good pickup and gives better mileage than any other vehicles. I would like to thank Tata Motors and Siprati for that.

BIRENDRA BAHADUR KURMI CHEETRI

“

I am very happy to receive Prima Club Membership Certificate. This club has given us even more facilities and privileges.

JITENDRA NEPALI

“

Tata PRIMA Trucks are very strong, durable and has good pickup. The cabin is very attractive and is packed with facilities which is really beneficial for drivers.

KHIM BAHADUR CHEETRI



SIPRADI

# TIPPER RESALE FAIR

## A SUCCESS STORY



**KATHMANDU:** In order to encourage existing Tata customers to replace their old tippers with new ones, as well as to attract new buyers, Siprati Trading Private Limited (STPL), the sole authorized distributor of Tata vehicles in Nepal, organised the Siprati Tipper Resale Fair from December 9-10, 2016 in Naikap, Kathmandu.

Given that Nepal's population is disbursed geographically, it is difficult for buyers as well as sellers to gather in a common platform to obtain knowledge about products available in the market today.

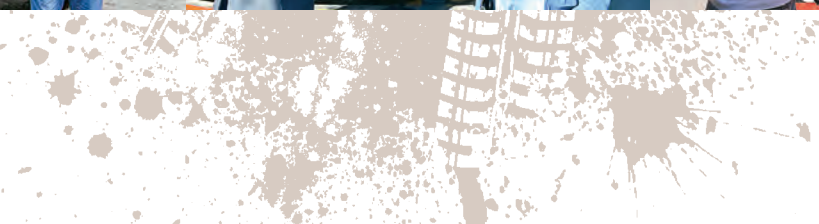
Hence, the key concept with this event was to present its wide range of available vehicles to buyers across the country, disburse information about vehicle health through service report cards, give an opportunity to negotiate prices, provide choice of multiple vehicles and to offer on the spot financing facility to strengthen its presence in the Nepali market by gathering stakeholders at a common venue.

Living up to the expectation, the event managed to draw in 120 plus buyers and 200 plus sellers. The two-day fair witnessed













over 160 people walk into the event to gather information about Tata vehicles. Likewise, over 100 vehicles were checked and bookings for 16 vehicles, including a Tata Prima heavy-duty truck, were received during the fair.

Apart from fulfilling the desire of customers wanting to upgrade to a new vehicle, the event also succeeded in providing financially weak customers with the opportunity to buy old tippers. On the other hand, the process helped STPL to maintain high resale value and prospects for Tata tippers in the domestic market.

To make sure that the Sipradi Tipper Resale Fair was not just a usual business, a range of entertainment programs and sports activities, including dances, basketball, darts, shooting and customer interaction, was held at the venue. A food stall was also maintained at the premises.

A wide coverage in the mainstream print and online media before and after the event played a significant role in grabbing attention of prospective customers.





**TATA MOTORS**

## **LAUNCHES THE MUCH AWAITED DYNAMIC HATCHBACK**

# **TIAGO**

### **IN NEPAL**

- Tiago comes with a confident, agile stance and bold, sculpted body with sharp lines, with signature hexagon grill and new multi-faceted Tata emblem as well as inviting interiors
- Class-defining driving dynamics with new Revotron 1.2L petrol engine for a refined on-road performance
- ARAI Fuel efficiency certification under test conditions - Revotron 1.2L: 23.84 km/l
- First-in-segment Multi-drive modes - City and Eco – delivering fuel economy and a peppy driving experience
- Available in 3 dynamic variants – XE, XM & XZ
- Six exciting colour options - Striker Blue, Berry Red, Sunburst Orange, Espresso Brown, Pearlescent White and Platinum Silver
- An intelligent Next-Gen ConnectNext Infotainment system, exclusively developed by HARMAN™
- Segment-first applications like the Turn-by-Turn Navi app and the Juke-Car app



Tata Motors launched its sporty new hatchback, TIAGO with cutting edge design, technology and driving dynamics to create new segment benchmarks in the industry. At a starting price of NPR 22.50 up to 22.55 Lakhs, ex-showroom, Kathmandu, for the Revotron 1.2L (petrol) variant, the TIAGO can now be booked across the country. The TIAGO was showcased publicly at the NADA Auto Show 2016, stall number A6.

Tata Motors will also take its customer service engagements to the next level through the mobile application Tata Motors Connect, to







MOMENT OF PLEASURE AND PRIDE ON  
RECEIVING AN HONORABLE AWARD FOR

# BEST DISTRIBUTOR OF THE YEAR 2016



The Chairman of Sipradi Trading receiving an award for "**Best Initiative Customer Engagement 2016**"













An award for **"Highest Sales MHCV Trucks 2016"**



Group Picture of TATA Distributors representative from 45 countries on  
**"TATA Motors Global Achievement Awards 2016"**





make the post-purchase experience easy and stay connected at all times, and a host of other existing value added services like 48 hours repair guarantee, fast track service, 24 hours customer assistance centre for a hassle-free service experience. It also offers free pick up and drop services along with the highest network across Nepal.

Speaking at the launch, Mr. Johnny Oommen, Head - Passenger Vehicles International Business, Tata Motors, said, "With the aim to deliver the best of products and services to our customers, we at Tata Motors are delighted to bring the TIAGO hatchback to the Nepal market.







This globally benchmarked car, represents the next big leap in our transformation journey and we are confident that TIAGO's strong and distinct character will make it stand out in this highly popular but immensely competitive segment."

Mr. Saurya Rana, Director, Siprati Trading Pvt. Ltd, said, "The Tiago with its class leading features, advanced driving dynamics, outstanding fuel efficiency, offers great value to our customers. We are happy to expand our product range with this exciting new product."



With inputs from the Pune, UK and Italy design studios, the TIAGO's appealing exterior design has a dynamic silhouette to emphasize the compact look and sharp design. The new 3-dimensional 'T' Logo is placed in a semi vertical position on the signature hexagon grill,

giving it a bold, expressive face with a confident, agile stance. TIAGO's interiors have been crafted with utmost precision for a premium feel. The geometric texture accented with chrome handles, knitted fabrics, colour harmony, layered design theme with a dual tone interior, customisable air vents, premium graphics on the fabric and body hugging seat bolsters all give it an upmarket, inviting feel.

The stylish design is complemented by enhanced performance and driving dynamics. The TIAGO will be available in petrol variants with Revotron 1.2L petrol engine, which has been indigenously developed by the company and globally benchmarked for a refined road performance. It has been designed and programmed to deliver superior fuel economy and a peppy driving experience with a segment-first







feature, the Multi-drive mode – City and Eco – making it equivalent to offering two engines in one. The two drive modes are supported by an advanced Engine Management System (EMS). TIAGO's many safety features include dual front airbags, advance 9th generation ABS with EBD and corner stability control, rear parking sensors with display on infotainment screen and energy absorbing body structure for superior safety.

TIAGO comes with class leading fuel efficiency of 23.84 km/l on Revotron 1.2L petrol (as per Automotive Research Association of India certification), under test conditions.

Recognising the dynamic consumer world with increasing need for connectivity, TIAGO comes equipped with an infotainment\* system designed exclusively by HARMAN. The car comes with new segment-first applications like the Turn-by-Turn Navi app and the Juke-Car app.



The car will come with a warranty of 4 Years / 75,000 KM (whichever is earlier) and is available in 3 variants – XE, XM, & XZ, TIAGO will come in six exciting colour options - Striker Blue, Berry Red, Sunburst Orange, Espresso Brown, Pearlescent White and Platinum Silver.







# सामाजिक उत्तरदायित्वका लागि टेस्ट ड्राइभ अभियान

**TATA MOTORS**

**शिक्षाका लागि टेस्ट ड्राइभ**

**टेस्ट ड्राइभ गर्नुहोस् टाटाको कार, कसैले पाउँछन् शिक्षा उपहार**

अब तपाईंले गर्नुभएको हरेक **TEST DRIVE** बापत टाटा मोटर्सले रु. ५०० विपन्न तथा जेहेन्दार विद्यार्थीको शिक्षाको लागि खुट्याउने छ । आउनुहोस् हामी सबै मिलेर पूर्ण शिक्षित समाज निर्माण गर्न पहल गरौं ।

**TOLL FREE NO.: ८००१५७७७**  
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कुनैपनि व्यवसायलाई दिगो रूपमा सहि तरिकाले अगाडी बढाएर उल्लेख्य सफलता हाँसिल गर्नका निमित्त कर्पोरेट सामाजिक उत्तरदायित्व (CSR) को भूमिका अपरिहार्य छ भन्दा दुईमत नहोला ।

आजका आम उपभोक्ताहरू बढी सचेत र स्मार्ट बनिसकेका छन् । सोहीअनुरूप कर्पोरेट हाउसहरूले पनि आफ्नो व्यवसायलाई निरन्तरता दिनका निमित्त नयाँ सोचको विकास गर्दै कर्पोरेट सामाजिक उत्तरदायित्वका विभिन्न क्रियाकलापहरूमा लगानी गर्दै आएको पाइन्छ । समाजका लागि केही योगदान गर्ने र आफ्नो कम्पनीको सामाजिक छविलाई अझ राम्रो बनाउने उद्देश्यका साथ विभिन्न कम्पनीहरूले भिन्दा भिन्दै क्रियाकलापहरू गर्दै आइरहेका छन् ।

यसै सन्दर्भमा नेपालको सुप्रसिद्ध व्यापारिक घरानाहरूमध्ये एक र टाटा मोटर्सको नेपालका लागि एकमात्र आधिकारिक वितरक, सिप्रदी ट्रेडिङ प्रा.लि.

ले नेपालमा पहिलो पटक "शिक्षाका लागि टेस्ट ड्राइभ" नामक सामाजिक अभियान सफलतापूर्वक सम्पन्न गरेको छ ।

सेप्टेम्बर १०, २०१६ बाट संचालन भएको उक्त टेस्ट ड्राइभ काठमाडौं उपत्यका लगायत उपत्यका बाहिरका विभिन्न विद्यालयहरूमा जनवरी २०, २०१७ सम्म २५ वटा विद्यालयहरूमा संचालन भएको थियो ।

सिप्रदी ट्रेडिङ प्रा.लि. का प्रमुख कार्यकारी अधिकृत, राजनबाबु श्रेष्ठका अनुसार यो अभियानको नाम नै शिक्षाका लागि टेस्ट ड्राइभ भएको हुनाले प्रत्येक सहभागीले विपन्न तथा जेहेन्दार विद्यार्थीको शिक्षाका लागि टेस्ट ड्राइभ मार्फत अप्रत्यक्ष रूपमा सहयोग गरेका छन्, जसले गर्दा नेपालमा रहेका विपन्न तथा जेहेन्दार विद्यार्थीहरूको शिक्षामा मद्दत पुग्नेछ । अभिभावकहरूद्वारा गरिएको प्रत्येक टेस्ट ड्राइभ बापत टाटा मोटर्सले रु. ५०० विद्यालयलाई प्रदान



गर्नेछ । जम्मा भएको रकम विद्यालयले विपन्न तथा जेहेन्दार विद्यार्थीहरूको पढाईका लागि खर्च गर्नेछ, श्रेष्ठ थप्नुहुन्छ ।

यसैक्रममा सिप्रदी ट्रेडिङ्ग प्रा.लि. का सिओओ, राजेश प्रसाद गिरीका अनुसार नेपालमा अहिले पनि त्यस्ता विपन्न परिवारहरू छन् जसले आर्थिक अभावका कारण आफ्ना बालबच्चाहरूलाई विद्यालय पठाउन असक्षम छन् । यस्तो परिस्थितिमा आफ्नो कम्पनीले एउटा रणनीतिक सोच बनाएको, जसले गर्दा विद्यालयहरूले आफ्नो छात्रवृत्ति कोषहरू बढाएर जम्मा भएको रकम त्यस्ता असक्षम परिवारका बालबालिकाहरूको शिक्षाको लागि खर्च गर्ने कुरा उहाँले थप्नुभयो । एउटा विद्यालयले टेस्ट ड्राइभ गराएर छात्रवृत्ति कोष खडा गरी पछि संकलित रकमलाई विपन्न तथा जेहेन्दार विद्यार्थीहरूको शिक्षाका लागि खर्च गर्न पाउनु उनीहरूको लागि आफैँमा ठूलो उपलब्धी भएको साथै अभिभावकहरूप्रति

पनि सकारात्मक सन्देश जाने र विद्यार्थीहरूलाई समेत आफ्नो विद्यालयको सामाजिक उत्तरदायित्वको कार्यप्रति गर्व हुने कुरामा आफूहरू आशावादी रहेको कुरा उहाँले जानकारी गराउनुभयो ।

गिरीका अनुसार उक्त अभियानले टाटा कम्पनीलाई सामाजिक उत्तरदायित्व भूमिका निर्वाह गर्ने जिम्मेवार कम्पनीको रूपमा प्रस्तुत गरेको छ साथै सबै मिलेर पूर्ण शिक्षित समाज निर्माण गरि देशलाई विकासको बाटोतिर लम्क्याउन अवश्य सहयोग गर्नेछ ।

हामीले यस्तो अभियान संचालन गरेका छौं जहाँ अभिभावकहरूलाई पैसाको साटो आफ्नो थोरै समय निकालेर सामाजिक कार्यमा योगदान पुर्‍याउन सहयोगका लागि अपिल गरिन्छ । यस अभियानमा हजारौं अभिभावकहरूले उपस्थिती जनाई टेस्ट ड्राइभ गर्नुभयो र आफ्नो सन्तुष्टी समेत

व्यक्त गर्नुभयो जसले हामीलाई निकै हर्षित बनाएको छ । हामीले हरेक टेस्ट ड्राइभ बापत छात्रवृत्ति कोषका लागि केही रकम छुट्याएका छौं जसलाई विद्यालयहरूले थप गरि आवश्यक परेका बालबालिकाहरूको शिक्षाको लागि खर्च गर्नेछ, टाटा मोटर्स को नेपालका लागि कन्ट्री म्यानेजर हेमन्त पुरानिक भन्नुहुन्छ ।

यसैक्रममा सिप्रदी ट्रेडिङ्ग प्रा.लि. का महाप्रबन्धक प्रविन खतिवडाले शिक्षाका लागि टेस्ट ड्राइभ अभियानले आफूहरूले सोचेभन्दा बढी सफलता हाँसिल गरेको कुरा बताउनुभयो । साथै उहाँले यस अभियानको शुरूका दिनहरूदेखि नै अभिभावकहरूले उल्लेख्य सहभागिता जनाएको र विभिन्न विद्यालयहरूबाट निरन्तर साथ पाएकोले नै तोकिएको अवधिभर उक्त टेस्ट ड्राइभमा १०,०७२ जना अभिभावकहरूको उत्साहजनक सहभागिता भएको कुरा जानकारी गराउनुभयो ।







# ACE

## A TALISMAN FOR ENTREPRENEURS

For Bishnu Bahadur Khulal, his TATA ACE vehicles have been a life changer. Khulal who only just a few years ago struggled to make ends meet is now a proud owner of five TATA ACE vehicles and his journey of a rags-to-rich story has just begun.

Bishnu Bahadur Khulal quit school early on and then began a string of various menial jobs, including furniture workshops and construction companies to serving as helper for loading and unloading goods into trucks. Eventually, when Khulal began working as a helper at a drinking water company, he learned how to drive and began delivering bottled water to retail outlets across Kathmandu. But as fate would have it, the company soon folded. He then worked as driver for another company where he had to drive an old vehicle that frequently needed maintenance and would stop running all together quite often. Frustrated, he made his way to the Thapathali-based Sipradi's showroom to inquire about a TATA ACE. Quietly impressed, he immediately booked one for himself.

Since then, the TATA ACE has indeed become his talisman. Not only did his business boom, it began to thrive to such an extent that a single vehicle could not meet the demand—he added another TATA ACE to his fleet because he loved the superior mileage and power of the vehicle boasts.

Now he is the proud owner of his own drinking water company Aqua Oceans 100. The business is rapidly expanding and to keep up pace, he now has five TATA ACE in his fleet and employs 10 other people in the company.

"Can you imagine a person who a decade ago did not have any life in this city and has now purchased land and a house of his own," said Khulal. "TATA ACE has really been a boon for my business, as well life-changing experience for me."



The life of Pravin Bista has been on a similar trajectory as Khulal. Hailing from eastern Nepal, Bista moved to Kathmandu along with his wife and daughter in 2008, and the couple began a small coffee shop in Jorpati. After three years, a friend suggested to Bista that he should invest in the drinking water business as well.

Fascinated with the idea, he hit the ground running—he started delivering drinking water and decided to purchase his own vehicle.

Fortunately, his brother-in-law suggested that he buy a TATA ACE and with the vehicle came good fortune. Soon thereafter, he secured distributorship of Bluepine Mineral Water Company of Jorpati; and as his business expanded, he purchased another TATA ACE.

Furthermore, in a short span of time, he has been able to purchase his own land and built a two-storeyed house in Kathmandu. He also feels very fortunate that because of the added income he is now making from his TATA ACE vehicles, he is able to send his daughter to a very good school.

"Because of TATA ACE, my small business grew day by day and because of that I have been able to provide employment to eight others. I am here today only because of TATA ACE," he says.





# जुनसुकै प्रयोजनको लागि ACE THE BEST

टाटा मोटर्सको बलियो एंव भरपर्दो Ace गाडीहरू खरिद गर्नुहोस् र आफ्नो आम्दानी बढाउनुहोस् ।



क्याफेटेरिया



फलफूल तथा तरकारी भ्यान्



वोतल बोक्ने वाहन



हुपर टिपर



बक्स टिपर



उत्कृष्ट माइलेज



उत्कृष्ट वारेण्टी



देशकै सभै भन्दा ठूलो बिक्री, सर्भिस र स्पेयर पार्ट्सको संजाल



न्यूनतम मर्मत खर्च



उच्च पुनर्विक्री मूल्य



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An ISO 9001:2008 Certified Company

टोल फ्री नं. : १६००१५५७७७  
८८०१५७५७७७



# घर मै छ सँसार

टाटा मोटर्सले रोजगारका लागि विदेशियका नेपाली दाजुभाईहरूलाई नेपालमै परिवार को साथमा बसेर विदेशमा भन्दा पनि राम्रो आम्दानी गर्न सकिन्छ भन्ने मुल सन्देशका साथ "टाटा घर मै छ सँसार" भन्ने योजना लिएर आएको थियो । उक्त योजना अर्न्तगत जो नेपाली विदेशियर नेपाल फर्केपछि के गर्ने भन्ने दोधारमा भएकालाई सिप्रदी ट्रेडिङ् आफैले नयाँ रूट, रोड परमिट तथा किस्तामा गाडी उपलब्ध गराएर मासिक







रु. एक लाख सम्म कमाउन सकिन्छ भन्ने सूचना प्रचार-प्रसार गर्नका निमित्त नेपालका चर्चित हाँस्य कलाकार जितु नेपाल का साथमा सिप्रदि टिम ओखलढुङ्गा, रामपुर तथा सोलुखुम्बुको पातले पुग्यो । उक्त कार्यक्रममा सहभागी भएका दर्शकले टाटा मोटर्सले ल्याएको यो योजना अति नै आकर्षित तथा उत्साहित भएको प्रतिक्रिया दिए । उक्त कार्यक्रम सोलु एफ.एम. बाट प्रत्यक्ष प्रसारण समेत भएको थियो ।





## सिप्रदियन सहायताद्वारा खेल सामग्री हस्तान्तरण

सिप्रदियन सहायता संस्थाले नेपालका राष्ट्रिय खेलाडी सुनिल धमला र आरिफ शेखलाई क्रिकेट सामग्री हस्तान्तरण गरेको छ । विहिवार आयोजित एक कार्यक्रममा संस्थाका वरिष्ठ उपाध्यक्ष एवम् सिप्रदि ट्रेडिङ प्रा. लि. का निर्देशक शम्भु प्रसाद दाहाल र कम्पनीका उपाध्यक्ष शौरभ राज थपलियाले खेलाडीलाई एक एक थान ब्याट, प्याड, हेल्मेट र अन्य जरुरी सामाग्री संयुक्त रूपमा प्रदान गरेका छन् । सिप्रदीयन सहायता संस्थाले यी दुई खेलाडीहरूलाई विगत छ महिना देखि प्रायोजन गर्दै आएको छ ।







सिप्रदियन सहायता संस्था सन् २०१२ मा सिप्रदि ट्रेडिङ्ग प्रा. लि. द्वारा स्थापित गैर-सरकारी संस्था हो जसले समाजको हितको लागि काम गर्दैआएको छ । उक्त संस्थाले शैक्षिक क्षेत्रमा जेहेन्दार र गरिब बालबालिकाको लागि छात्रवृत्ति प्रदान गर्नुका साथै शिपमुलक तालिम प्रदान गर्दै आएको छ । यस संस्थाले प्राकृतिक बिपत्ति र प्रकोपका लागि आपत्कालीन राहत र पुर्नःस्थापनाका कार्यक्रमहरु सञ्चालन समेत गर्दै आएको छ ।

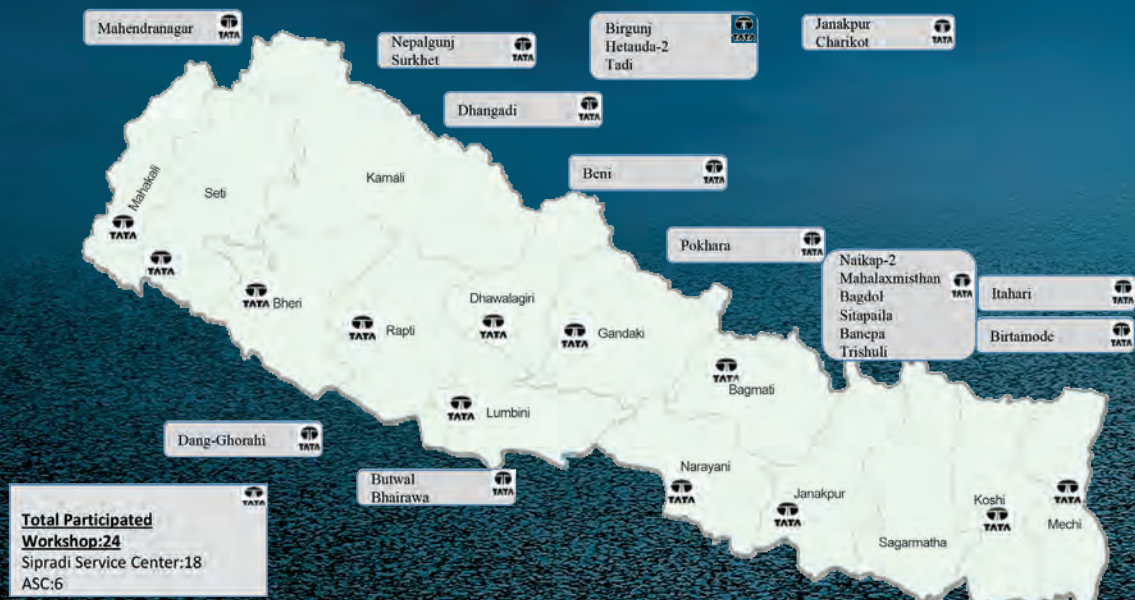




## GLOBAL SERVICE CAMPAIGN NEPAL

## टाटा मोटर्स ग्लोवल सर्भिस क्याम्प

संसारभरी रहेका सम्पूर्ण ग्राहकहरुलाई उच्चकोटिको सेवा प्रदान गर्ने उद्देश्यले टाटा मोटर्सको सम्पूर्ण डिलर, डिस्ट्रिब्यूटर तथा आधिकारीक सर्भिस सेन्टरहरुमा एकै साथ ग्लोवल सर्भिस क्याम्पको आयोजन गरेको छ । त्यसै अवसरमा सिप्रदि ट्रेडिङ प्रा. लि. ले नेपालभरीका २४ वटा सर्भिस सेन्टरमा मंसिर ६ देखी ८ गते सम्म सम्पूर्ण टाटा कमर्सियल गाडिहरुका लागि सर्भिस क्याम्प को साथमा अन्य विविध कार्यक्रम को आयोजना गरेको छ जसमा सहभागी ग्राहकहरुले निम्न सेवा तथा सुविधाहरु प्राप्त गर्नेछन् ।



सर्भिस चार्ज  
ब्याट्री तथा इलेक्ट्रिकल चेकअप  
फ्यूल इन्जेक्सन पम्प(FIP) चेकअप

नि:शुल्क  
नि:शुल्क  
नि:शुल्क

आँखा तथा साधारण स्वस्थ्य जाँच  
चालकहरुका लागि तालिम  
एच. इ. बी. एड्स जनचेतना तालिम  
म्याक लुब्रिकेन्टस्  
टाटा जेन्यूइन स्पेयर पार्टसमा

नि:शुल्क  
नि:शुल्क  
नि:शुल्क  
२०% छुट  
१०% छुट











उत्कृष्ट माइलेज अवार्ड  
प्रत्येक दिन मोवाइल जित्ने अवसर  
प्रत्येक गाडीलाई आकर्षक उपहार  
नयाँ मोडेलका टाटा गाडीहरुको प्रदर्शनी, जानकारी र बम्पर उपहारमा  
४० इन्च एल.इ.डि. टि.भि. जित्ने अवसर

सहभागि ग्राहकहरुका लागि खाजा को साथमा अन्य विविध  
मनोरन्जनका कार्यक्रमहरु पनि रहेका छन् ।  
त्यस अवसरमा फ्यूल इन्जेक्सन पम्प, ब्याट्रि, टायर, तथा अन्य  
एन्सिलरी सप्लायर्सहरुले पनि आफ्नो स्टल राखेर ग्राहकहरुलाई  
प्रत्यक्ष सेवा प्रदान गर्ने छन् । तीन दिनमा २००० भन्दा बढि गाडिलाई  
सेवा प्रदान गर्ने उद्देश्य कम्पनिको रहेको छ ।







# 407

**TATA MOTORS**

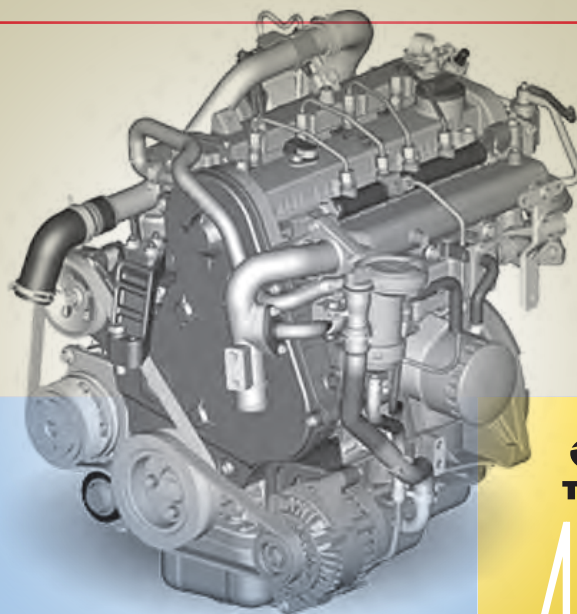
## PROJECT HYPE II

Reintroduction  
and Expansion of  
407 range

TATA Motors has remained the preferred choice of vehicles in the Nepali market and the company remains committed to furthering its brand and loyalty among consumers. Which is why a reinforcement and expansion of the 407 range Trucks and Pickups were carried out as Hype Project I and Hype Project II, this year. The central focus of the drive was to introduce and increase the penetration of the newly-refreshed SK 407, along with the six other regular models under the 407 range.







407

Many  
applications  
One  
solution



**SK**   
**407 EX**  
with power steering







Under the initiative, buyers were made aware of the revamped vehicles in the range and their improved features.

With a three-pronged target audience—suppliers, owners and drivers, the campaign sought to disseminate information regarding features, technical specifications and advancement in new products through a range of activities, which included BTL and ATL promotional activities, financing support activities and other social campaigns. Pamphlet distribution and hoarding board placements in different cities, road shows by a b-boying dance troupe and trust and trail campaigns were also held on the BTL promotion. Similarly, television advertisements were also broadcasted with an appealing message on product functionality and utility.

Through partnerships with Banks and Financial Institutions, loans and introduction of flexible credit facilities were made available to prospective customers. The company also introduced exchange offers to attract customers towards newer models. In addition, customers were also reached out to via social media campaign which helped in disseminating the message among the masses.

Despite various unavoidable disruptions, 12 road shows were held in major urban centres and cities, reaching over two hundred prospective buyers; while there 35 trail tests and 17 product demonstration drives were also held. At each event, organisers made an concerted effort to gather testimonials for future marketing campaigns.

Under the 407 Project Hype II Project, extensive Prospective Customer Meets were organised in pocket areas where TATA products are facing stiff competition. Under the initiative, buyers were made aware of the revamped vehicles in the range and their improved features. As the focus of the project was the reinforcement and expansion of the 407 range in





At each event, organisers made an concerted effort to gather testimonials for future marketing campaigns.



competitive major urban pockets, creating a buzz about the range of vehicles was essential. During the drive, an aesthetical modifications was done on a SK 407-with Flaming Stripes on Doors, Attractive Rims on Tyres, Cool Fog lights and Advanced Sound System in place- so that customers could perceive the series with novelty and freshness. At least 800 potential customers were reached under the project activities.

During the project, a revamped SK 407 was unveiled amid hyped functions, where Target 407-Dart Games, along with video testimonials and quizzes were conducted. As the new TATA 407's build ups make it suitable for waste management (collection and disposal), an SMS campaign was also conducted targeting the members of Waste Management Association, informing them about the vehicle's features. The trail and demonstrations were also carried out to gain the trust of customers which was perceived very well by them.

Using and managing SK 407 is quite easy and comfortable when compared to tractors, therefore, a separate trail and demonstration among tractor owners was held. The initiative, on the one hand, helped build rapport with the Tractor Association and also to sell five units of SK 407 among the tractors users. The drivers are the ultimate handlers of vehicles. With that in mind, a designated programme was also carried out for drivers, where trails and trainings were carried out to enhance product perception.







गौरवान्वित छौं निरन्तर सेवा दिन पाउँदा  
आभारी छौं सदैव तपाईंको साथ र माया पाउँदा

बिक्री, सेवा र स्पेयर पार्ट्समा नेपालको सबैभन्दा ठूलो सञ्जाल



उत्कृष्ट माडलोज



उत्कृष्ट वारेण्टी



देशकै सँगै भन्दा ठूलो विक्री, सर्भिस र स्पेयर पार्ट्सको सञ्जाल



न्यूनतम मूल्य सर्टी



उच्च पुनर्विक्री मूल्य



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