

FATEH MOTORS LIMITED

MOTORCYCLE INDUSTRY

An efficient transport and communication network is a prerequisite for socio-economic growth of a country. While Pakistan has made considerable progress in recent years in the field of communication, the transport system remained under strain from the growing needs of the expanding economy. Presently there are over 3.24 million motor vehicles on road in the country, of which

motorcycles/ scooters are 1.58 million, motor cars 0.60 million, jeeps 0.05 million, station wagon 0.12 million, tractor 0.44 million, buses 0.07 million, motor cabs/taxis/rikshaws 0.12 million, delivery vans 0.09 million, trucks 0.12 millions and others 0.07 million.

Problems of transport and communication will remain in Pakistan being under developed country due to economic

resources, national priorities and population pressure. The population of Pakistan has increased four times i.e. from 32.5 million in 1947 to 135.25 millions by January 1, 1997. The cur-



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Director, Fateh Motors Ltd.

rent growth rate of 2.77 percent is considered the highest in the region.

IMPORTANCE OF MOTORCYCLE INDUSTRY

Importance of motorcycle industry in Pakistan cannot be ignored

and has its own significance due to buying power of population, road conditions specially in the interiors and as a major means of transportation, specially in rural areas as 60% population lives in villages. Percentage distribution of population from 15 to 64 years of age is approximately 50.4%.

According to the latest Labour Force Survey during 1994-95, the overall labour

force participation rate is 37.15 percent, 26.96 percent from rural areas and 10.19 percent from urban area. The data reveals that over 90% class cannot even dream for the luxuries of a four wheeler, and a reasonable percentage of age group people have to depend upon two wheeler.

GOVERNMENT POLICIES

Liberalisation policies continued by the government during On page 10 >>>>>

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1996-97, because in the recent years the large scale manufacturers have fell short of expectations in terms of growth. The Prime Minister Economic Revival Programme announced on the March 1997 and the package to revive capital market had given needed support to the manufacturing sector.

This sector as a whole recorded growth of 1.78 percent against 4.4 percent last year due to lacklustre performance of large scale manufacturers declining by 1.43 percent in value added. Production of motorcycles during 1995-96 and 1996-97 is as under:-

MOTORCYCLE NUMBERS PRODUCTION

• Year 1995-96	70200
• Year 1996-97	71400

motorcycles at a reasonably affordable price in particular and the people should cherish the polluted free environment from vehicles smoke and noise in general.

FATEH MOTORS LIMITED

In view of the above, Fateh Motors Limited a leading industrial group i.e. an asso-

the leading industrial group. This corporation is already producing more than three million motorcycles per annum and they also have 20 joint venture set-up all over the world.

Fateh Motors Limited have product range in motorcycles from 50 CC to 500 CC, but in the first phase have



been pleased to introduce their manufactured motorcycle on very competitive price in the market i.e. Rs 49,900.00, whereas dealers price is Rs 47,400.00. Product of Fateh Motors Limited is highly competitive in its class, get-up, performance and above all more economical in price as compared to others. Technically the product is manufactured in accordance with Japanese technology. HERO RF-70 is backed by manufacturer warranty and elaborate after sale service set-up including complete range of spare parts.

Display centres have been established in major cities of Pakistan and a wide network of dealers has also established. The product has been launched in all over Pakistan. It has been

growth has been observed in motorcycle demand since last three years due to high prices. HERO is cheaper in comparison to other compatible models available in market. Although "HERO" having many added features like Anti theft device, Double dial speedometer, Bigger fuel tank and Aerodynamic silencer. On the other hand we are introducing different schemes which are useful for motorcyclist. In the recent part snatching is very common to overcome/ reduce this problem we have introduced a unique plan. We issue a certificate for Rs 2500/- and in case of snatch and theft a new motorcycle, free of cost shall be provided to the customer.

We are also providing one more service to our corporate clients that they can