

Motorcycle prices should not go beyond Rs.25,000

Anwar Iqbal

Anwar Iqbal has diversified experience of different industrial and business sectors that includes Petroleum, Banking, Pharmaceuticals, Fast moving consumer products and on the top of that automobiles. He served Raja Group of Industries, Manufacturer / Assembler of Vespa Scooter and three wheelers. He established Fateh Motors Limited as Director. Fateh Motors is producing / assembling HERO Motorcycle. The total idea of HERO motorcycle was conceived and executed by him. He had started his career in 1982 from Esso Eastern Inc. an American Petroleum Company. Then worked in various multinational companies like Union Texas Petroleum, Squibb Pakistan and Singer Pakistan. He also joined some prestigious Pakistani companies such as Bankers Equity, Shabbir Tiles and Jaffer Brothers. Having Masters of Business Administration in Marketing and Management from USA, he had studied M.A. (Economics) and B.Com from University of Karachi.



Anwar Iqbal, Chief Operating Officer of Dewan Motorcycles Limited, is actively engaged in automobile sector since 1990. Dewan Motorcycles Ltd., producer of STAR brand Motorcycle is an associate company of Dewan Mushtaq Group. STAR Motorcycle has achieved 2nd position in Pakistan motorcycle market just within six month of its induction and Anwar Iqbal is very confident that they will become market leader within two-year time. He is also the President of AMPAM (Association of Manufacturers of Parts for Auto Rickshaw & Motorcycles).

In his exclusive interview with MOBILE WORLD Anwar Iqbal highlighted the problems being faced by the Motorcycle Industry in Pakistan and urged

the Central Government that first of all she must decide and announce the rules & regulations for establishment of local motorcycle industry. If a person desires to establish motorcycle industry in Pakistan or brings foreign investment in this particular field what he should do? This is not known to anybody. Hence, the govt. should publicize its requirements about this field. Because, till today it is not known by the ***This is ridiculous that motorcycle, a poor man's transport means is intentionally being targeted and discouraged for malicious reasons, Anwar Iqbal stated.***

govt. too whether the motorcycle manufacturing / assembling is a declared industry or not?

By elaborating the example of government's unawareness he stated that initially we were five applicants to get registration as motorcycle assemblers / manufacturer. Out of those five three got approval but other two are still awaiting. The reason is not stated on what grounds the other two were not allowed. Therefore, we demand that all procedures and rules of business should be transparent, printed and known to everybody who seeks entrance. He should be informed on the very first stage what is the system and what are the requirements for establishment of a motorcycle industry in the country.

This set of rules or procedures should