

Tata set to launch world's cheapest car

AFP, New Delhi

India's giant Tata Group plans to launch the world's cheapest car early in January while also looking set to drive off with two of the post-emergence Ford's iconic Jaguar and Land Rover brands.

Ratan Tata, head of the tea-to-steel Tata conglomerate, will unveil the "People's Car" January 10 at a New Delhi auto show that will carry a sticker price of 100,000 rupees, or 2,500 dollars, which some analysts say could revolutionise automobile costs worldwide.

And Tata, which has been on an aggressive overseas expansion drive, is also expected to win its reported two-billion-dollar bid for the British Land Rover and Jaguar brands in January - putting it in the unusual position of making two prestige cars as well as the world's lowest-cost automobile.

"The cheap car, a pet project of Cornell-trained architect Ratan Tata that he helped design, is aimed at getting India's masses off their motorbikes and into cars."

"I hope to make a contribution to making life safer for them (the masses)," said reclusive tycoon Ratan Tata, who has spearheaded the growth strategy of the company known for its philanthropic values and paternal management style.

"That's what drove me -- a man on a two-wheeler with a child standing in front, his wife sitting behind, add to that the wet roads -- a family in potential danger," Tata, who turned 70 on Friday, said on the company website.

But despite its low price and safety factors, analysts say the four-door, five-seater could be a tough sell for Tata's vehicle arm, Tata Motors, even with an economy growing by a scorching nine percent, creating new affluence.

If motorbike owners wanted to graduate to cars, there are a lot of good second-hand cars for 100,000 rupees or less, analysts say.

"You don't find large sections of two-wheeler owners buying second-hand cars simply because they don't find them as attractive a proposition," said Mahantesh Sabarad, analyst at Mumbai brokerage Prabhudas Lilladher.

"A two-wheeler, the most popular kind, would cost 35,000 to 40,000 rupees, so it's still a big jump up," Sabarad said, adding cars cost far more to maintain.

"It will not be an immediately profitable venture, it will take a longer time to break even -- at least three years," said Angel Broking analyst Vaishali Jajoo.

Tata has said it's targeting the car at Indian and eventually

other emerging markets. A Tata Motors board member recently revealed the car would get a significant 25 kilometres (15.5 miles) per litre.

"Acceleration wise, it's the same as a Maruti 800," board member R.A. Mashelkar said, referring to the most popular budget model made by Japanese-owned rival Maruti Suzuki that sells for 4,800 dollars.

A lot is riding on the cheap car with Tata Motors "betting large sums of money," said Sabarad.

"The projected expenditure of Tata Motors and suppliers on the project is 25 to 30 billion rupees. Half of that amount is what Tata Motors would spend."

Tata Motors is taking on the challenge at a time when its share price has slid some 20 percent this year due to a decline in its vehicle sales.

Analysts, meanwhile, are also wary of Tata's bid for Jaguar and Land Rover, saying a global economic slowdown would hit luxury car sales.

"I really doubt Tata Motors can do better than Ford did with these brands over the past decade," said Sabarad.

"They're definitely not looking at a near-term view in their strategy," added Jajoo.

Libra Infusions okays 17.50pc dividend

Libra Infusions Ltd has declared 17.50 percent dividend for its shareholders, says a press release.

The dividend declaration came at the 29th annual general meeting of the company on Thursday in Dhaka. Managing Director Raushan Alam, Director Monami Alam and Independent Director MH Chowdhury, among others, were present at the AGM.

Orient Thai Airlines begins operation in Nepal

XINHUA, Kathmandu

Orient Thai Airlines, a Thai budget airline company, began three-a-week flights between Bangkok and Kathmandu from Saturday, becoming the ninth airline to fly in Nepal's sky in the last 14 months.

The number of airlines offering services to Nepal has doubled during this period, while several more added frequency, The Kathmandu Post reported yesterday.

"The flights are operated with A70-seater MD-82 aircraft," said Ajay Simha of Orient Asia International, the general sales agent of Orient Thai in Nepal. "The response is very good. We are targeting corporate and religious tourists from Thailand headed for birthplace of Gautam Buddha."

According to the daily, four more airlines including Air Arabia, Etihad Airways, Thai Airways, and Qatar Airways are planning to increase their frequencies, wooed by soaring flow of travellers to Nepal.

With peace returning to Nepal, vacationers are flocking in and foreign airlines are flying high.

The rising number of domestic travelers and the continuing problems with the national flag carrier, Nepal Airlines Corporation (NAC), are further incentives for world carriers to fly to Nepal.

At a time when foreign airlines are merrily operating packed flights to Nepal, NAC has virtually disappeared from international skies. Nearly two weeks ago it suspended all its international flights till December 31 after its only operating Boeing flew off to Brunei for routine maintenance.



Dutch-Bangla Bank Ltd (DBBL) Managing Director Md Yeasin Ali inaugurates the bank's 46th branch at Lohagara in Chittagong on Wednesday. Senior officials of the bank are also seen.



Eastern Bank Ltd (EBL) Managing Director & CEO Ali Reza Iftikhar inaugurates the 26th branch of the bank at Raazan in Chittagong recently. EBL Head of Consumer Banking Mamoon Mahmood Shah and other officials were also present.

CURRENCY

Following is Sunday's (Dec 30, 2007) forex trading statement by Standard Chartered Bank

Sell				Buy	
TT/OD	BC	CURRENCY	TT/CLEAN	OD/SIGHT/DOC	OD/TRANSFER
68.8700	68.9000	USD	67.9000	67.8774	67.8321
102.9882	103.0331	EUR	98.4143	98.3815	98.3158
138.6075	138.6680	GBP	133.7291	133.6845	133.6953
61.3976	61.4244	AUD	58.3601	58.3406	58.3017
0.6250	0.6253	JPY	0.5983	0.5981	0.5977
61.6397	61.6665	CHF	59.5980	59.5781	59.5384
10.7343	10.7389	SEK	9.9256	9.9223	9.9157
70.9488	70.9797	CAD	68.3993	68.3765	68.3309
8.6352	8.6390	HKD	8.6885	8.6856	8.6798
46.1811	46.2020	SGD	46.7180	46.7025	46.6713
18.8990	18.9073	AED	18.3469	18.3348	18.3226
18.5030	18.5111	SAR	17.9768	17.9708	17.9588
14.3059	14.3121	DKK	12.7821	12.7779	12.7684
248.7676	248.8782	KWD	245.9247	245.9247	245.9247