



A HOUSEHOLD NAME: RANGS LIMITED

Interview with *Shoeb Ahmed, Chief Operating Officer, Automotive division of Rangs Group*

Rangs has become a household name for everything from telecommunication to electronics to automobiles. With such a large scale to the brand, how much of the focus is on automobiles?

One of the leading Group of Companies in Bangladesh, Rangs Group is representing some of the world's top brands. Over three and half decades of its journey, Rangs Group has established strong, well-diversified and well managed organizations. Among the wide range of brands, Rangs Group's focus in automobiles is very strong. This, in turn,

helped the name Rangs Group to become one of the prominent names in Bangladesh's automobile industry. Rangs Group has been offering brand new vehicles of the world's top and renowned brands i.e.; Mercedes-Benz, Mitsubishi etc. for years.

Mitsubishi sells the Pajero Sport, which is assembled locally by Pragati Heavy Industries. How is the market response to a locally assembled vehicle? How are you marketing the Pajero Sport SUV?

Rangs Limited sells Pajero Sport SUVs which are made in Thailand

and assembled by Pragati Industries Limited. Market response for locally assembled Pajero Sport is quite good due to the powerful engine and rich features. We are marketing Pajero Sport SUV through focusing on its ruggedness, power along with affordability. Right now we are offering installment facility for buying Pajero Sports SUVs along with top-notch aftersales services.

How has political instability affected your ability to conduct business?

The political instability affects most businesses adversely, regardless of

the industry. Business of Rangs Group Automotive Division is not an exception. During political instability, it becomes very difficult to deliver the vehicles on time; customers cannot come to showroom, which leads to a slow communication process. All these lead to customer dissatisfaction and thus, hamper the business.

Where do you see Rangs heading in 2016?

We are looking forward to more successful business in the year of 2016; focusing on providing a wide

range of high-end and superior products, better customer service, real-time and improved after sales services. 2016 will be the year for us of providing innovative offers to valuable customers in every possible ways. Customers will get smoother as well as advanced services regardless of car purchase or after sales services in the upcoming year; leading towards more satisfied customer base as well as stronger brand image. This will help Rangs Group to establish itself more strongly in the automobile industry.



L I S T I N G S

COMPANY:
EXECUTIVE MOTORS LTD.



**BMW 218i Active Tourer/
Coupe/Convertible**
1.5 litre
136 HP/162 lb-ft
Front wheel drive/6-speed
Steptronic
BDT - T.B.A.
2 years standard warranty,
maintenance up to 5 years.

COMPANY:
EXECUTIVE MOTORS LTD.



BMW 318i
1.5 litre
136 HP/162 lb-ft
Front wheel drive/6-speed
Steptronic
BDT - T.B.A.
2 years standard warranty,
maintenance up to 5 years.

COMPANY:
EXECUTIVE MOTORS LTD.



BMW 520i
2.0 litre
184 HP/199 lb-ft
Front wheel drive/6-speed Steptronic
6-speed automatic with Steptronic
BDT - T.B.A.
2 years standard warranty,
maintenance up to 5 years.

COMPANY:
EXECUTIVE MOTORS LTD.



BMW 730Li
2 litre
258 HP/295 lb-ft
Front wheel drive/6-speed Steptronic
BDT - T.B.A.
2 years standard warranty,
maintenance up to 5 years.

COMPANY:
EXECUTIVE MOTORS LTD.



BMW X4
1.5 litre
136 HP/162 lb-ft
220
Front wheel drive/6 speed Steptronic
BDT - T.B.A.
2 years standard warranty,
maintenance up to 5 years.

COMPANY:
AG AUTOMOBILES LIMITED



FORD RANGER
2.2 litre
120-150 HP/210-276 lb-ft
4 wheel drive/5 or
6 speed manual
BDT - 43,50,000
3 year or 60,000 km
service warranty

COMPANY:
AG AUTOMOBILES LIMITED



FORD ECOSPORT
1.5 litre
112 HP/104 lb-ft
Front wheel drive/
Manual, Auto
BDT - 29,50,000
3 year or 60,000 km
service warranty

COMPANY:
AG AUTOMOBILES LIMITED



FORD ESCAPE
2.0 litre
134 HP/130 lb-ft
4 wheel drive/6
speed automatic
BDT - 69,00,000
3 year or 60,000 km
service warranty

COMPANY:
AG AUTOMOBILES LIMITED



FORD FIESTA
1.5 litre
Petrol
112 HP/103 lb-ft
Front wheel drive/auto
BDT - 28,50,000
3 year or 60,000 km
service warranty

COMPANY:
DHS MOTORS LTD



HONDA JAZZ
1.5 litre
128 HP/114 lb-ft
Front wheel drive/CVT
BDT - 26,50,000
3 year or 30,000 km warranty,
1 year free service

COMPANY:
DHS MOTORS LTD



HONDA CITY
1.5 litre
118 HP/106 lb-ft
Front wheel drive/CVT
BDT - 31,50,000
BDT - 28,75,000 (promotional)
3 year or 30,000 km warranty,
1 year free service

COMPANY:
DHS MOTORS LTD



HONDA HR-V
1.5 litre
118 HP/106 lb-ft
Front wheel drive/CVT
BDT - 39,95,000
3 year or 30,000 km warranty,
2 year free service

COMPANY:
DHS MOTORS LTD



HONDA ACCORD
2.0 litre
152 HP/165 lb-ft
Front Wheel Drive
5AT
BDT - 69,00,000
3 year warranty,
1 year free service

COMPANY:
DHS MOTORS LTD



HONDA CR-V
2.0 litre
152 HP/140 lb-ft
4WD/auto
BDT - 63,00,000
BDT - 69,90,000 (promotional)

COMPANY:
HYUNDAI MOTORS BANGLADESH LTD.



HYUNDAI EON
0.8 litre
55 HP/53 lb-ft
Front Wheel Drive/manual
BDT - 11,40,000
3 years/40,000 km whichever
comes first

COMPANY:
HYUNDAI MOTORS BANGLADESH LTD.



HYUNDAI GRAND I10
1.2 litre
81 HP/83 lb-ft
Front Wheel Drive/4 speed auto
BDT - 15,40,000
3 years/40,000 km Whichever
comes First

COMPANY:
HYUNDAI MOTORS BANGLADESH LTD.



HYUNDAI ACCENT
1.4 litre
98 HP/99 lb-ft
Front Wheel Drive/4 speed auto
BDT - 22,40,000
3 years/40,000 km Whichever
comes First

COMPANY:
HYUNDAI MOTORS BANGLADESH LTD.



HYUNDAI SONATA
2 litre
154 HP/145 lb-ft
Front Wheel Drive/6 speed auto
BDT - 47,40,000
3 years/40,000 km Whichever
comes first

COMPANY:
HYUNDAI MOTORS BANGLADESH LTD.



HYUNDAI SANTA FE
2.4 litre
173 HP/167 lb-ft
4 wheel drive/6 speed auto
BDT - 69,00,000
3 years/40,000 km
Whichever comes first

COMPANY:
MILLENNIUM MOTORS LIMITED



JAGUAR XJ L
2.0 Litre Turbocharged
236 HP/250 lb-ft
Rear Wheel Drive/8 sp sequential auto
BDT - 2,20,00,000
3 years or 1,00,000 km whichever
comes earlier

COMPANY:
MILLENNIUM MOTORS LIMITED



**LAND ROVER DISCOVERY
SPORT**
2.0 litre
236 HP/250 lb-ft
4WD/9 speed auto
BDT - 1,35,00,000
3 years or 1,00,000 km

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