

## Production of Bangladeshi cars underway

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A Monitor Report

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Dhaka : A sister concern of Hossain Group of Industries, Bangla Cars Limited, has started assembling cars in their factory at Panchabati in Narayanganj, marking a historic milestone for Bangladesh as the country steps into car production for the first time.

Bangla Cars Ltd has already sold a major portion of the assembled cars in 2021, which is the DFSK Glory, without formally launching their marketing activities yet. Unlike the other automobile companies being established in the country, Bangla Cars Ltd have plans to launch cars with their own design this year. The company is also manufacturing pick-up trucks, buses and full-sized container trucks.

Right now, Bangla Cars Limited is assembling cars with parts that come from various countries around the world, having to depend on Japan's ISUZU company for the supply of engine and chassis parts from Indonesia. By 2021, the company plans to manufacture 12 different types of vehicles which they aim to do with their own in-house designing team.

The automaker has a showroom in Tejgaon which showcases their cars in different colours and variants. According to reports, more showrooms will be launched in each of the eight divisions in the country in the first phase, followed by 30 more across the country.

Bangla Cars Limited aims to eventually sell 4,000 to 5,000 vehicles a year, including electric vehicles, which they are currently working on.

As the production is at a very early stage, they are looking to achieve sales volume to be 1,500 units of new cars within three years by building a state of the art factory and also offer 24-hour after-sales service.

Bangla Cars Ltd's DFSK Glory is already in the market. The price of the SUV is set at BDT 30 lac, which might come down significantly once they start manufacturing the entire car themselves without having to rely on imported components.