



PAK SUZUKI MOTOR CO. LTD.

DSU-13, Pakistan Steel Industrial Estate,
Bin Qasim, Karachi - 75000
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URL : [http : www.paksuzuki.com.pk](http://www.paksuzuki.com.pk)

December 10, 2021

Dealer Directors

Subject: One window solution: "New Car Every 2-3 years" customer promotion

Dear Sir/s,

Thank you for your efforts to promote sales of Suzuki products.

Prime objective: To create "*customer trend to upgrade the car every 2-3 years*" by getting car on low monthly installments through RV financing and then offer complete solution to replace to new Suzuki.

Other objectives:

- Attract young generation to upgrade to new car every 2-3 years
- Create customer trust by providing them Right Market Value
- Provide Buyback guarantee up to 3 years (subject to Terms and conditions)
- To increase customers' affordability and Customer Retention

Applicable Models:

- Suzuki Alto (VX & VXR)
- Wagon R (VXR, VXL & AGS)
- Cultus (VXL & AGS)

Duration:

- December 13, 2021, to March 31, 2022

Product Features/Customer Benefits:

- Free Registration (excluding taxes and service Charges)
- Preferred delivery in case of DEALER REFERRED case Bank referred case
- Mark-up rate break from Partner Bank (BAFL= KIBOR+3%)
- Insurance rate Break from Partner Bank (BAFL=1.99%)
- Buyback Guarantee from PSMC for up to 3 Years as per Terms and conditions.
- RIGHT MARKET VALUE to customer of old trade-in car

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REGIONAL OFFICE LAHORE
7-A, Aziz Avenue, Canal Bank Road,
Gulberg-5, Lahore.
Ph : (042) 35775456, 35775457
Fax : (042) 35751953

REGIONAL OFFICE RAWALPINDI
112-B, 3rd Floor, Mallhi Plaza,
Muree Road, Saddar, Rawalpindi Cantt.
Ph : (051) 5518073, 5567518
Fax : (051) 5585738

REGIONAL OFFICE MULTAN
Office No. 402, 4th Floor,
United Mall, Abadali Road, Multan.
Ph : (061) 4581127-4516765
Fax : (061) 4581126

Promotion Partner Banks:

We are launching a promotion in collaboration with,

- 1. Meezan Bank Limited- No.1 Islamic Bank in auto finance**
- 2. Bank Alfalah Limited- Among Top 3 conventional banks in auto finance**

Customer Savings:

Please find attached **Customer Savings in monthly installments on RV financing** (in attached sheets)

Ideal For Benefit to Corporate Customers:

- Monthly Installments savings by allocating cars to employees on reduced installments; by Employers
- Tax benefit to employer as asset is in Bank name and is Rental expense
- Offer vehicles to employees on Residual Value amount at tenure end
- Employee keeps car in good condition as he will be the owner at end of tenure

We will be aggressively promoting the scheme on Print Media, Digital Media and FM Radio from Dec. 13, 2021 (attch.).

All digital customer enquiries will be forwarded to dealerships through CMS.

Dealerships POP material will also be provided to be placed at your dealership sales area, 1) flex banners x4/dealership 2) cut out and 3) flyers for both partner Banks asap.

Pak Suzuki will provide Buy Back guarantee with terms and conditions which dealership will sales pitch to Customers.

Customers will be facilitated by dealerships who will pay Registration amount (without taxes) which will be reimbursed by company next month to dealerships as per prior practice

For all queries, contact our Regional Managers or call: Amir Nasir HoD cell No.: 0336-2630406 / Rana Hamid -Section Head: 0336-2425365 We sincerely hope that your Sales / Finance sales team will facilitate the Suzuki customer to afford cars through RV

financing and upgrade to a new Suzuki every 2-3 years through our One window solution!

Yours faithfully,



Ghulam Hussain Agha
General Manager Marketing



Aamir Shaffi
Executive Officer
Marketing & Sales

Attachments:

- List of Regional Managers/Points of contacts for both Banks
- Monthly Savings in installments on RV financing
- Promotion Plan/ Dealerships presentation for understanding and training of employees

MBL Sales Point Of Contact

Staff Name	Designation	City	Mobile Number	Email Address
Nasir Imam	Regional Manager-South	South	0304-0920651	nasir.imam@meezanbank.com
Arsalan Abbasi	Hub Manager	South	0304-0920530	Arsalan.Abbasi@meezanbank.com
Altaf Memon	Relationship Manager	Hyderabad	0321-3039304 & 0304-0920529	altaf.memon@meezanbank.com
Zeeshan Ahmad	Regional Manager Central I	Lahore	0304 0920538 0333 4687572	z.ahmad@meezanbank.com
Shahnaz Ali	Hub Manager	Faislabad	0304-0920543	shahnaz.ali@meezanbank.com
Arsalan Farooq	Regional Manager Central II	Central-II	0304-0920552	arslan.farooq@meezanbank.com
Nazim Ali Siddiqui	Hub Manager	Multan	3040920548	Nazim.siddiqui@meezanbank.com
Muhammad Zubair	Hub Manager	Bahawalpur	0323-2768979 & 0304-1927390	SM.Zubair@meezanbank.com
Adnan Masood	Hub Manager	R.Y.K	0304-0920549	adnan.masood@meezanbank.com
Imran Shami	Regional Manager-North	North	0304-0920554	imran.shami@meezanbank.com
Noman Haider Khan	Hub Manager	Islamabad	0304-0920675	noman.khan@meezanbank.com
Adil Naveed	Hub Manager	Peshawar	0304-0920551	adil.naveed@meezanbank.com
Syed Atif Hussain	Hub Manager	Rawalpindi	0304-0920553	atif.hussain@meezanbank.com
Usman Amjad	Hub Manager	Sailkot	0304-0921155	usman.amjad@meezanbank.com

BAFL Sales Point Of Contact

Name	Designation	Contact no.	Email
Javed Amir	National Sales Manager	0321-4471770	Javed.Amir@bankalfalah.com
Ahmed Hassan	Product manager	0300-4303662	ahmed.hassan@bankalfalah.com
Syed Wajeeh	RSM - Karachi Region	0300-2460013	syed.wajeeh@bankalfalah.com
Malik Abdul Matin	RSM - Lahore Region	0321-4014071	mabdulm@bankalfalah.com
Anwar ul Hasan	RSM - Multan Region	0333-4046644	ahasan@bankalfalah.com
Aamir Zaidi	RSM - Pindi Region	0308-5050572	SyedAamir.Raza@bankalfalah.com

Savings on monthly installments on RV financing:

Bank Alfalah Limited				
Vehicle	Car Price	Discounted RV Instalment	Normal Instalment	Savings¹
Alto VX	1,274,000	24,512	40,112	15,600
WagonR VXR	1,760,000	33,831	55,382	21,551
Cultus VXR	1,904,000	36,593	59,906	23,313

Note: Above monthly installments are based on 15% Down payment, 60% RV (60% of Loan Amount/50% of value), 3 years tenure and including insurance

Savings on monthly installments on RV financing:

Meezan Bank Limited				
Vehicle	Car Price	Discounted RV Rental	Normal Ijarah Rental	Savings
Alto VX	1,274,000	25,563	39,519	13,956
WagonR VXR	1,760,000	35,315	54,595	19,280
Cultus VXR	1,904,000	38,205	59,062	20,857

Note: Above monthly installments are based on 15% Security Deposit, 50% RV (50% of value), 3 years tenure and including takaful

PROMOTIONAL PLAN

A. Print Media: (Dec 13 to Jan 13, 2021)

S.No	Channels	Station	Caption	13-Dec Mon	15-Dec Wed	20-Dec Mon	22-Dec Wed	24-Dec Fri	27-Dec Mon	3-Jan Mon	6-Jan Thu	10-Jan Mon	13-Jan Thu
1	DAILY DAWN	Khi-Isl-Lhr	RV Financing	●		●				●			
2	KHABRAIN	Khi-Lhr-Isb-Mul-Sukkur-Hyd-Muz-Psw	RV Financing	●									
3	BUSINESS RECORDER	Khi-Isl-Lhr	RV Financing		●								
4	NAWA-I-WAQT	Khi-Lhr-Isb-Mul	RV Financing			●							
5	EXPRESS TRIBUNE	Khi-Isl-Lhr	RV Financing				●						
6	THE NATION	Khi-Isl-Lhr	RV Financing					●					
7	JEHAN PAKISTAN	Khi-Isl-Lhr	RV Financing							●			
8	DAILY JANG	Khi-Isl-Lhr-Qt-Mul	RV Financing						●				
9	DAILY EXPRESS	Khi-Isl-Lhr-Mul-Fsd-Guj-Srgd-Suk-Phw-Qta-RYK	RV Financing								●		
10	THE NEW	Khi-Isl-Lhr	RV Financing									●	
11	DUNYA	Khi-Lhr-Isb-Fsb-Sgd-Guj-Qta-Mul	RV Financing										●

B. FM RADIO Date: (Dec 13-31, 2021 to Jan 1-25, 2021)

S.No	Channels	Station
1	FM Samaa	Khi, Lhr, Isl, Bahawalpur
2	FM 106.2	Khi, Lhr, Isb, Psh, sukkar
3	FM 100	Khi, Lhr, Isb, Hyd, Mul, Abt, Jhelum
4	FM 91+B13	Karachi, Lahore, Islamabad, Gawadar
5	Radio City	Isb, Peshawar, Haripur, Mnowshera, Sawabi, Swat, Chakwal, Rawalpindi, Dera Ghazi khan, Muzaffargarh, Burewala, Arifwala, Vehri, Layyah, Gujrat, Wazirabad, AJK, Mirpur, Bhimber, Bhag
6	Mast FM 103	Khi,Lhr, Faislabad, Multan
7	Voice Of Khyber	Peshawar, Dera Ismail Khan, Malakand, Parachinar
8	FM 107	Karachi
9	Radio Awaz	Khi, Lhr, Isb, Hyd, Sargodha, Attock, Gujrat, Sahiwal, Gujranwala, heikhaupura, Okara, Bhalwal, Bhawalpur, Jhang, sadiqabad/Rahminyar Khan, Khanpur, Ranjanpur, Pakpatten, Jehlum, Sahiwal, Mandi Bahauddin
10	FM 99	Gilgit, Baltistan, Attock, Skardu, Lucky Marwat
11	Platinum FM	Tandoadam, Nooriabad, Khairpur, Badin, Kashmor, Shaikhupura, Khanewal, Multan, Jhelum, Muzaffargarh, Gujar Khan, Quetta, Pashin, Qila Abdullah, Peshawar, D.I.Khan, Mirpur, Kotli, Muzaffarabad
12	Rung Punjab	Khanewal, Sheikhpura

C. Digital Media channels: Dec 13, 2021 to Feb 2022

1. Google
2. Facebook
3. Instagram
4. Business Recorder
5. Geo News
6. Pro Pakistan
7. Daily Pakistan
8. Tribune