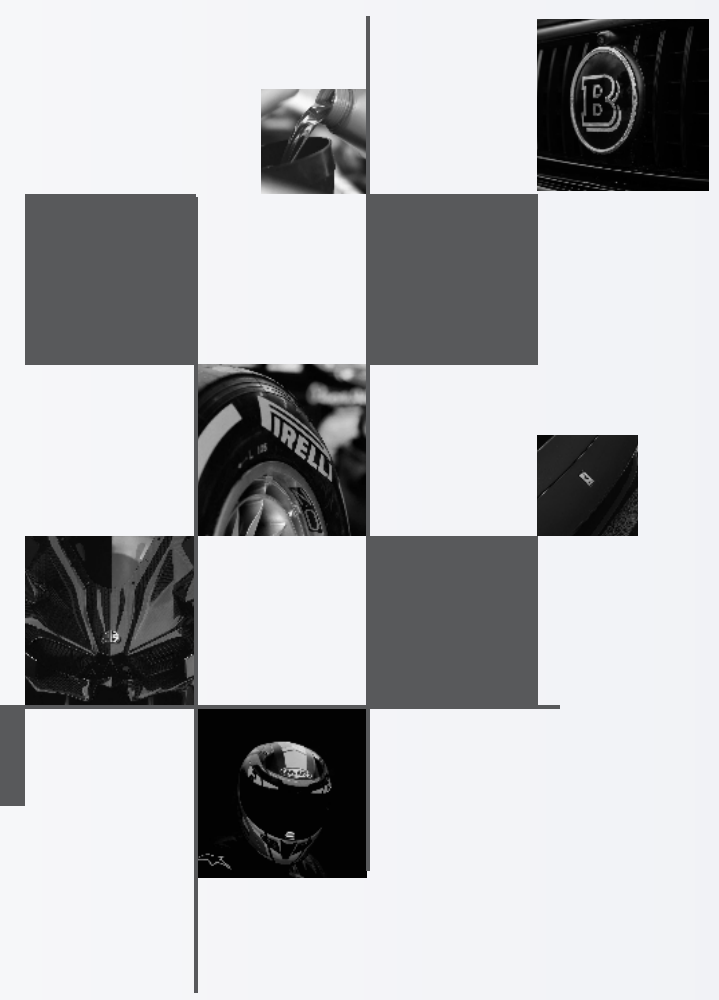


2022 CORPORATE PROFILE





HEAD OFFICE

218/C, Sena Kalyan Business Mart, Level-6
Tejgaon-Gulshan Link Road, Dhaka-1208



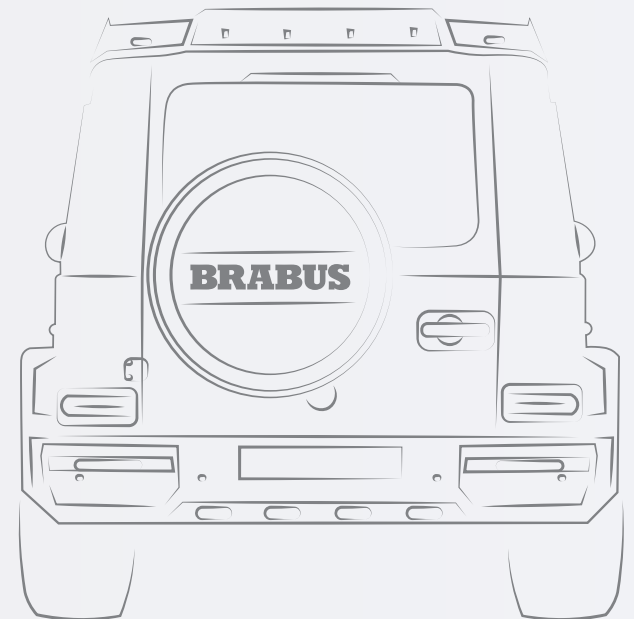
**FOUNDATION YEAR
2008**



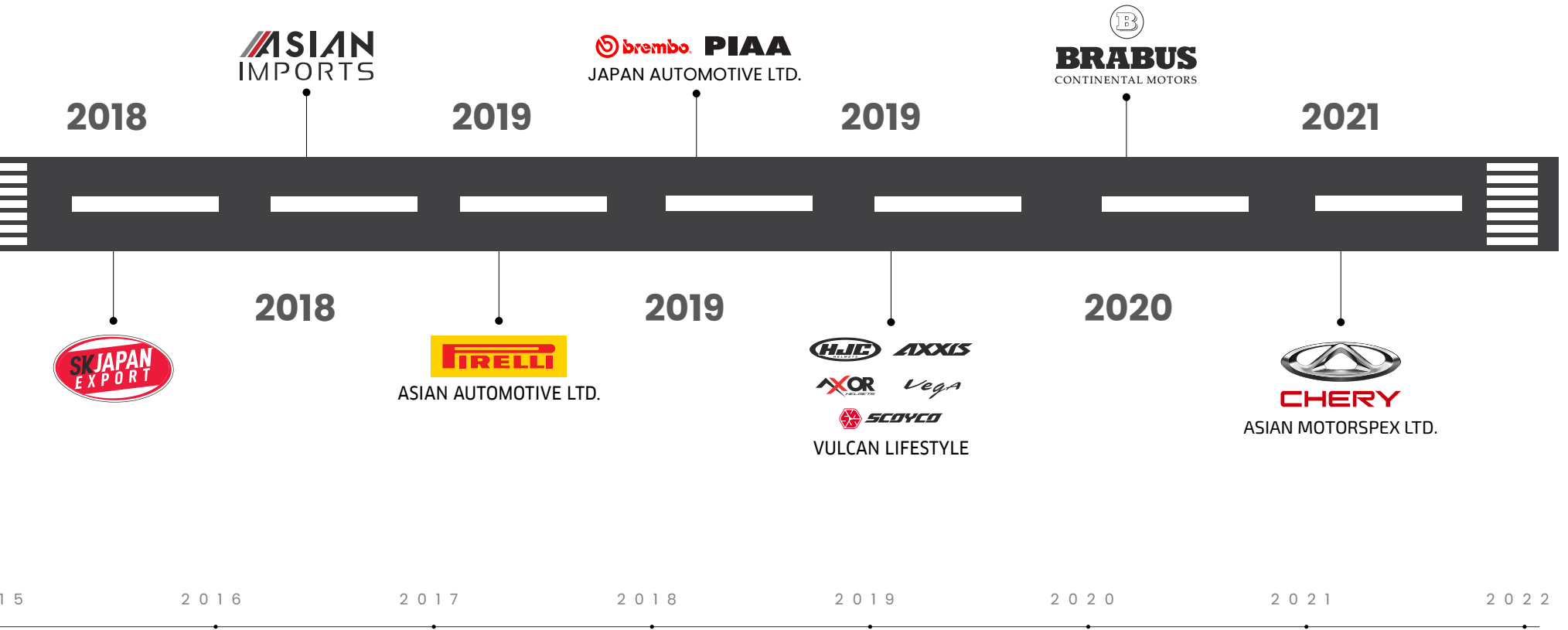
PURSUING EXCELLENCE IN EVERY STEP

Success is not a destination, it's a constant persuasion. You have to grow so that you can become big, and you have to strive constantly to stay big. And by the dint of sheer hard work, determination and strategic planning you get to be one of the biggest players in the industry.

And Asian Holdings stands today as one of the biggest group of companies in the automobile industry of Bangladesh.



14 YEARS OF GLORY



EXCLUSIVE GLOBAL DISTRIBUTORS

JAPAN

Kawasaki  **Idemitsu** **PIAA**

- > Kawasaki Motorcycle is one of the well-known motorcycle manufacturer around the globe.
- > Idemitsu the trusted choice of leading automakers worldwide for lubricant solutions.
- > PIAA is the global leader in the design and manufacture of LED and Halogen lighting systems and Silicone Wiper Blades to enhance visibility and safety.

GERMANY

 **BRABUS**

- > Brabus GmbH is a German high-performance automotive aftermarket tuning company founded in 1977 in Bottrop.

ITALY

 **PIRELLI**  **Brembo**

- > Pirelli is multinational tyre manufacturer based in Italy. Pirelli is focused on the consumer production of tyres for cars, motorcycles and bicycles. Brembo S.p.A. is an Italian manufacturer of automotive brake systems, especially for high-performance cars and motorcycles.

CHINA

 **CHERY**  **SCOYCO**

- > Chery Automobile Co., Ltd. was founded in 1997. It is a globalized automobile brand located in China.

- > Scoyco is the design and manufacture of riding gears such as Gloves, Riding Gloves, Racing Clothes, Riding Clothes, Protective Gear etc.

SOUTH KOREA

 **HJC**

- > HJC Helmets is a South Korean helmet manufacturer which was founded back on 1971. They produce helmets for motorcycle riders & bicycle riders.

SPAIN

 **AXXIS**

- > Axxis helmet is the Spanish born motorcycle helmet brand that begins its lifeline in 2010 headquartering in Cartagena, Spain.

INDIA

 **AXOR**  **Vega**

- > AXOR & Vega both are Indian motorcycle helmet brands, they produce various types of motorcycle helmets, bicycle helmets, riding gear & accessories.

UK

DUBAI

- > Export new & reconditioned cars



MESSAGE FROM THE MANAGING DIRECTOR



Asian Holdings for me has never been a dream. It has always been a distant reality. I believe passion, hard work & dedication are the three key sources of success and I started Asian Holdings with this belief. Our aim is to become the biggest conglomerate in the automobile industry of Bangladesh and we have been working towards this goal persistently.

I am very delighted to release the very first publication from Asian Holdings through which our esteemed clients and valuable stakeholders can learn about our businesses.

We are delivering value to our customers by fulfilling their needs of world class cars, motorcycles, spare parts, gears, accessories & lubricants. Our constant endeavor is to increase the control consumers have while importing their dream vehicle. We have already facilitated our clients' participation in the auctions & we are working towards a future where consumers can import their own vehicle and we will be there to assist them.

Across all of my businesses, I am ensuring top notch after-sale services and customer relations for greater customer satisfaction like no other.

Once one milestone is achieved, there is always another one waiting to be crossed. We will keep breaking our own milestones over time.

DEWAN SHAJEDUR RAHMAN

BOARD OF DIRECTORS



DEWAN SHAJEDUR RAHMAN
Managing Director

Has been working in the automotive sector for over 17 years. After completing his BSC in Computer Science, he started his career in automotive sales. Because of his passion for this industry he started importing automobiles & spare parts himself and is now involved in diversified businesses by forming Asian Holdings. He enjoys travelling, collecting exotic watches and sports cars. Mr. Shajedur Rahman has worked with Honda Motor Co. Ltd from 2010 to 2020 as a director & shareholder. He also worked with Suzuki from 2012-2020 as director & shareholder. He has experience in engine oil industry as well. From 2014 to 2018 he worked with Shell engine oil as a vice chairman.



DEWAN SAIDUR RAHMAN
Director

The automobile industry in Bangladesh has come a long way since its inception. Multiple brands have arrived on the market to earn their place in it. While others have simply tried to boost their sales over the years, we understood that the game is simply beyond sales. It's about providing an experience like no other; we need to take care of our customers every step of the way. In a modern world, simply transactional relationships are fragile. When you truly understand your customers and create a remarkable experience for them, success will surely come.



KOSUKE YOSHIDA
Director

After graduating from Yokohama National University, Kosuke Yoshida has worked with Honda Motor Co. Ltd. from 2009 to 2016. With his extensive knowledge in developing new models & strategic plans, he started working with SK Japan Export & Japan Parts as CEO. His experience with the industry gives him a sophisticated grasp on the automobile trends.



ARMAN RASHID
Director

Arman Rashid, the director of both Asian Petroleum & Asian Motorbikes started his career with ACI in 2008 and later worked with Mercedes-Benz, Mitsubishi & Honda. He completed his MBA from Institute of Business Administration (IBA), Dhaka University in 2012.



CONTINENTAL MOTORS

CONTINENTAL MOTORS

Continental Motors is a premium luxury car importer that aims to serve those who truly appreciate luxury automobiles. Working closely with some of the biggest names among the automobile manufacturers in the world, we offer the most extensive customization options.

We believe that sustaining relationships is one of the keys to our success and over the past few years majority of our businesses has been from returning customers.

Our own service center specializes in the maintenance & repair of Range Rover, Porsche, Mercedes & other European cars. Our technicians & foreign experts have decades of experience in working with European Cars & equipped with the very latest diagnostic equipment.

We are dedicated to providing an unforgettable experience for our customers.

For the people who would not settle for anything less than perfection, Continental Motors is the place to be.



TEAM



Location

Continental Motors, Rahman's Regnum Centre, 191/1 Ground Floor,
Bir Uttam Mir Shawkat Road, Tejgaon I/A, Dhaka 1208

Hotline Number
+880188 6000 600

CONTINENTAL MOTORS

THE ONLY PLACE IN BANGLADESH WHERE YOU CAN FIND
EUROPEAN **SUPERCARS, SPORTS CARS & LUXURY**
CARS.

AUTOMOTIVE EXPERIENCE OVER **20 YEARS**

THE OFFICIAL & SOLE DISTRIBUTOR OF
BRABUS TUNING VEHICLES IN BANGLADESH.



ASIAN
MOTORBIKES

ASIAN MOTORBIKES LIMITED

Not just four wheels, we work proudly with two-wheeled segment as well. Asian Motorbikes is the official distributor of Kawasaki Motorcycles in Bangladesh from 2018. Our customers can get the highest level of services.

To bring a revolution in the motorbike industry of Bangladesh, Asian Motorbikes is working relentlessly to promote & distribute Kawasaki Motorbikes and provide the best after-sales service to existing customers. With the launching of Kawasaki Ninja® 2020 edition in December 2019, Asian Motorbikes Limited has reached a new milestone. The response has been overwhelming from the bikers around the country.

With two showrooms in prominent locations like Eskaton & Tejgaon, we are determined to provide top-notch Kawasaki bikes to our customers.

Our service centers are also equipped with Kawasaki global standard equipment, full range of spare parts and trained technicians to make sure our customers can get the highest level of services.



TEAM



AUTHORIZED DISTRIBUTOR OF KAWASAKI MOTORCYCLE

DETERMINED TO PROVIDE **TOP-NOTCH KAWASAKI BIKES** TO OUR CUSTOMERS.

ASIAN MOTORBIKES IS WORKING RELENTLESSLY TO PROVIDE THE BEST **AFTER-SALES SERVICE** TO THE CUSTOMERS.

Location
Kawasaki, 85/A, New Eskaton Road, Dhaka, Bangladesh-1000

Hotline Number
+8801844-560056

ASIAN MOTORBIKES LIMITED



ASIAN MOTORSPEX LIMITED

Asian MotorspeX, a concern of Asian Holdings, is the official distributor of Chery automobiles in Bangladesh. As a business entity, we have a proven track record of over 10 years in the automobile industry of Bangladesh and developed long-term profitable relationships with our customers in almost every vehicle segment. As a globally expanding brand, Chery Automobile not only assures quality of its vehicles, but also after-sales support through our organization. Asian MotorspeX believes every customer relationship is precious and it doesn't end after the purchase of a vehicle, it only begins!

We understand that vehicles are an integral part of daily life mobility and a lot of dreams and aspirations are associated with it for a customer. That is why we go the extra mile to assure quality service to you. In an expanding market with a need for quality vehicles, we are relentlessly working to build an incredible customer experience with a view to providing hybrid, PHEV and electric vehicles in the future. Our sense of achievement lies within a better tomorrow for all of us.



TEAM



ASIAN MOTORSPEX LIMITED

Location

206/1-207/1 Bir Uttam Mir Shawkat Sarak, Tejgaon Gulshan Link Road
Dhaka 1208, Bangladesh

Hotline Number

09639 119977

TECHNOLOGY DRIVEN AUTOMOBILE COMPANY

HIGH PERFORMING & RELIABLE VEHICLES

CUSTOMER FRIENDLY AFTER-SALES SERVICE



ASIAN PETROLEUM LIMITED

With more than 100 years of experience in the petroleum industry, Idemitsu continues to be one of the best for both personal and commercial vehicles. Idemitsu is the trusted choice of leading automakers around the world.

In Bangladesh, Asian Petroleum is the sole distributor of Idemitsu lubricants and we are proudly distributing it all over the country.

Environmental protection is one of the key importance to us and drives Idemitsu's commitment to lead the development of environmentally friendly lubricants. Utilizing years of knowledge & technology, Idemitsu has become specialist in low-viscosity, fuel-saving lubrication solutions.

At Asian Petroleum, our success is attributed to and driven by the outstanding support and loyalty we receive from our customers.



TEAM



ASIAN PETROLEUM LIMITED

JAPANESE LEADING LUBRICANT

GLOBAL **OEM** LUBRICANT MANUFACTURER

SUPERIOR **PERFORMANCE**

EXTENDED **ENGINE LIFE**

Location
277, Tejgaon I/A, Dhaka 1208

Hotline Number
+88 0199 2018 700



ASIAN AUTOMOTIVE LIMITED

The Pirelli brand is an international icon standing for technology, tastefulness and Italian excellence. Pirelli was founded in Milan in 1872 and today stands as a global brand known for its cutting edge technology, high-end production excellence and passion for innovation that draws heavily on its Italian roots.

In Bangladesh, Asian Automotive Ltd. is the sole distributor of Pirelli Tyres. With a view to serve the high value Tyre market, we started off with Tyres for motorcycles in 2019 & now we are offering Tyres for passenger Cars/SUVs as well.

Over the years, Pirelli has concentrated, above all, on the development, production and marketing of Tyres with large rim sizes, special technical and aesthetic characteristics and associated with high performance, advanced technology and safety.

through extensive number of dealers Asian Automotive is determined to serve the Bangladeshi Tyre market with innovative Tyres for cars, motorcycles and also planned commercial vehicles from Pirelli.



TEAM

ASIAN AUTOMOTIVE LIMITED



GLOBAL **OEM** TIRE MANUFACTURER

PERFORMANCE

DURABILITY

Location

218/C, Sena Kalyan Business Mart, Level-6
Tejagao-Gulshan Link Road, Dhaka-1208

Hotline Number

+88 01400 440 440



**PREMIUM NEW & RECONDITIONED
JAPANESE CAR RETAILER**

ASIAN IMPORTS

Asian Imports is a place for everyone who wants a Japanese car. From affordable sedans to luxury SUV's, we have it all. It is a place that does not compromise on quality or service yet provides you the best Japanese cars at a competitive price. At Asian Imports, we allow our customers to bid for their dream car & join auctions held at actual Japanese car auction site. Our customers' journey starts with a simple registration and throughout the process we make sure our customers can get their desired car without any hassle.

To gain customer trust we even provide original shipping documents within one week after shipment. We have even plan where customers can import directly.

We are one of the very few who provide service warranty as well.

Whether for personal use or for your business, the very best of imported Japanese cars awaits you.



TEAM



Location
277, Tejgaon I/A, Dhaka 1208

Hotline Number
+88 0188 6000 300

ASIAN IMPORTS

HERE YOU CAN FIND **ALL BRANDS UNDER ONE ROOF**

LARGEST VEHICLE COLLECTION IN BANGLADESH

TOP OF THE LINE **AFTER SALE SERVICE.**

PROFESSIONAL SALES PEOPLE WITH
DETAILED KNOWLEDGE ON CARS



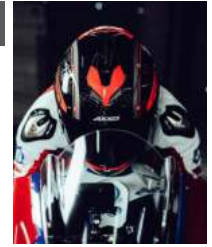
VULCAN LIFESTYLE

While working with two-wheeler segment we realized the need and passion bikers have for high quality gear, parts and accessories. That is when we decided to introduce a premium one-stop solution for motorcycle gears & accessories for the first time in Bangladesh. Vulcan Lifestyle- a wing of Asian Motorbikes Limited is providing all premium motorcycle gears and accessories brands under one roof at the heart of motorcycle market – Eskaton, Dhaka.

Our goal is to create the best possible shopping experience to any enthusiast who visits us in-store or online surfing for riding jackets, apparel, helmets, motorcycle gear, accessories & almost everything else a biker needs.

We have brought premium brands like HJC, Axxis, Scoyco, Axor & for the motorcycle enthusiasts in Bangladesh.

Vulcan is here to set you up for all riding conditions!



TEAM



VULCAN LIFESTYLE

A ONE STOP HUB FOR ALL MOTORCYCLE **ACCESSORIES**

OUR GOAL IS TO CREATE **THE BEST POSSIBLE SHOPPING**
EXPERIENCE TO ANY BIKE ENTHUSIAST

WE HAVE BROUGHT **PREMIUM BRANDS** LIKE
HJC, AXIS, SCOYCO, AXOR & VEGA FOR
THE MOTORCYCLE ENTHUSIASTS IN BANGLADESH.

Location
85/A New Eskaton Road, Dhaka-100

Hotline Number
+8801844 56 0000



JAPAN AUTOMOTIVE LIMITED

Using genuine parts ensures that vehicles will drive & function the way it was intended. While replacing the parts, the genuine brands are the only ones that can be trusted. Automobile spare parts segment never took the big leap forward in Bangladesh as a branded entity with reliability and high ambition; until we stepped in. Japan Parts is the first ever E-commerce site for auto parts. We work towards bringing original and reliable automobile parts and accessories in Bangladesh from Japan at a reasonable price. Because at Japan Parts, we accept that genuine parts designed by the brand understand the specifications of the car and the particular model, thereby making sure that the spare part fits perfectly.

Working with brands like Idemitsu, PIAA, Koito, Advics & Carmate, Japan Parts makes sure customers have access to high-quality spare parts.



CO
RES
DURA

TEAM



JAPAN AUTOMOTIVE LIMITED

Location
277, Tejgaon I/A, Dhaka 1208

Hotline Number
+8801708-125227

ONE STOP SOLUTION OF **AUTHENTIC SPARE CAR PARTS**
FOR THE MILLENNIALS AT BANGLADESH

THE MOST **BIGGEST AND DETAILED ECOMMERCE PLATFORM**
FOR AUTO CAR PARTS IN BANGLADESH

MOST **TRUSTWORTHY AND EFFICIENT SPARE PARTS**
SOLUTION AROUND THE COUNTRY



LEADING CAR EXPORTER
FROM JAPAN

SK JAPAN EXPORT

SK Japan Export is one of the most trusted companies dedicated to provide the highest quality Japanese cars in Bangladesh. Located in Japan- one of the largest automotive manufacturers in the world, we export vehicles around the world. Our customers can register on our auction site without any cost and search their desired cars from a massive collection. Following "On-Time Shipment Policy" we ensure your car is delivered at your convenient time and you get all the original shipping documents.

We are committed to deliver maximum value to our customers by helping them find their dream vehicle.



TEAM



Location

SK JAPAN EXPORT: 10F Shiba Daimon Center Building,
1-10-11 Shiba Daimon, Minato ku, Tokyo, Japan

Hotline Number

Customer Relationship (24/7): +81345789778
Viber / Whatsapp: +81 80 4059 7700

SK JAPAN EXPORT

SK JAPAN EXPORT CO. LTD. PRIMARY BUSINESS IS **EXPORTING SECOND-HAND JAPANESE VEHICLES** TO COUNTRIES AROUND THE WORLD

DEDICATED TO PROVIDING THE GLOBAL MARKET WITH **THE HIGHEST QUALITY JAPANESE CAR**

COMMITTED TO DELIVERING **MAXIMUM VALUE** TO OUR CUSTOMERS BY HELPING THEM FIND THEIR DREAM VEHICLE.



SPECIALIZED TECHNICIANS WITH
LATEST EQUIPMENT

CONTINENTAL WORKS LIMITED

While others are only satisfied with selling cars, we strive to provide a wholesome vehicle solution for all of our customers. This is why we initiated Continental works, a car workshop like no other. Being the first and biggest Hybrid & Electric vehicle workshop in Bangladesh, we work on the cars of every major auto manufacturer.

From the moment you walk through our doors to the moment you drive away in your vehicle, we promise you exceptional service.

At Continental Works, we use the latest diagnostic technologies with trained, experienced professionals to provide high-quality service. Trust us as your experts & we will keep your vehicle in top condition.



TEAM



CONTINENTAL WORKS LIMITED

Location

Continental Works Limited, 322, Saudi Masjid Road,
Jagonnathpur, Apollo Hospital Exit Road, Bhatara, Baridhara, Dhaka-1229

Hotline Number
+88 0188 6000 500

**BIGGEST AND FIRST HYBRID &
ELECTRIC WORKSHOP** IN BANGLADESH

EXCEPTIONAL SERVICE

LATEST DIAGNOSTIC TECHNOLOGIES WITH
TRAINED & EXPERIENCED PROFESSIONALS



PEOPLE & AMBITIONS



MD NAYAB MAHMOOD
HEAD OF BUSINESS

As the head of operations, I love to take a hands-on approach to all operational activities. Not only this ensures great team chemistry among the employees involved, but also allows us to adapt very quickly to our ever-changing business and operational management landscape. We believe that achieving peak operational efficiency is only a part of our job- we only enjoy a sense of accomplishment when our activities in a timely manner put a smile on our end customers' faces and further develops a remarkable business relationship with them.

We work for our passion, nothing else. We just don't sell brands but we sell the lifestyle too to our customers. I am very proud to be a leading part of this brilliant organization with full of young bloods and high energy that keeps me making new milestones everytime.



SAFAT ISHTIAQ
HEAD OF BUSINESS



NAZMUL HASAN
MANAGER, SALES

Some say salesmanship is a divine gift, either you are born with it or you simply aren't. I believe that statement to be a bit untrue. It's a complex mix of skills like emotional intelligence, negotiation tactics, product knowledge, confidence, and empathy towards your customers. Whenever I meet a customer, I try to understand their needs and aspirations; and provide an unparalleled experience. As an organization, we don't settle for less and are always willing to go the extra mile. Excellence in our line of work is a never-ending journey and we are willing to take the adventurous road ahead.



MOHAMMAD MUSA KHAN

DEPUTY MANAGER, SALES

I'm a sales professional and an avid motoring enthusiast above all. I'm equipped with the ability to sense my client's requirements. I seek to immerse my audience in an effort to make the brands I represent a living entity; a most visceral experience; and something that can be lived instead of just bought. To me, you're a friend and a fellow comrade.

To ensure financial and transactional transparency - the role of the audit team is immensely important. On a regular basis, our auditors review and verify the accuracy of financial records and ensure that our organization complies with financial and taxation taxes. Our members remain ever vigilant to protect our business entities from fraud and highlight any discrepancies in accounting methods if they occur.



AMANAT ULLAH

HEAD OF AUDIT



TAJIMUL ISLAM

MANAGER, SALES

Results-oriented Auto Sales Associate with over 8 years of experience in new and pre-owned vehicle sales. A hard-working, knowledgeable and target-oriented Sales Manager (Bhaiya's Designation) with an extensive successful sales record. Building and maintaining a loyal client base through strong relationship-building skills, and excelling at devising strategies for increased sales and repeat business has always been my primary goal. I think not everyone is cut out for a car sales career, but for many who go down that road without looking back, the rewards are tremendous. Either way, it's not something you must necessarily learn the hard way. Having the right idea about car sales and enough self-insight to picture yourself behind this wheel before buckling up will make the drive to potential fulfillment much smoother. An aptitude for sales and business alone won't take you very far. But an honest and thorough inventory of your inner driving forces can make all the difference in avoiding roadblocks and potholes.

TEAM & SYNERGY

FINANCE



MARKETING



SALES



HR



CRE

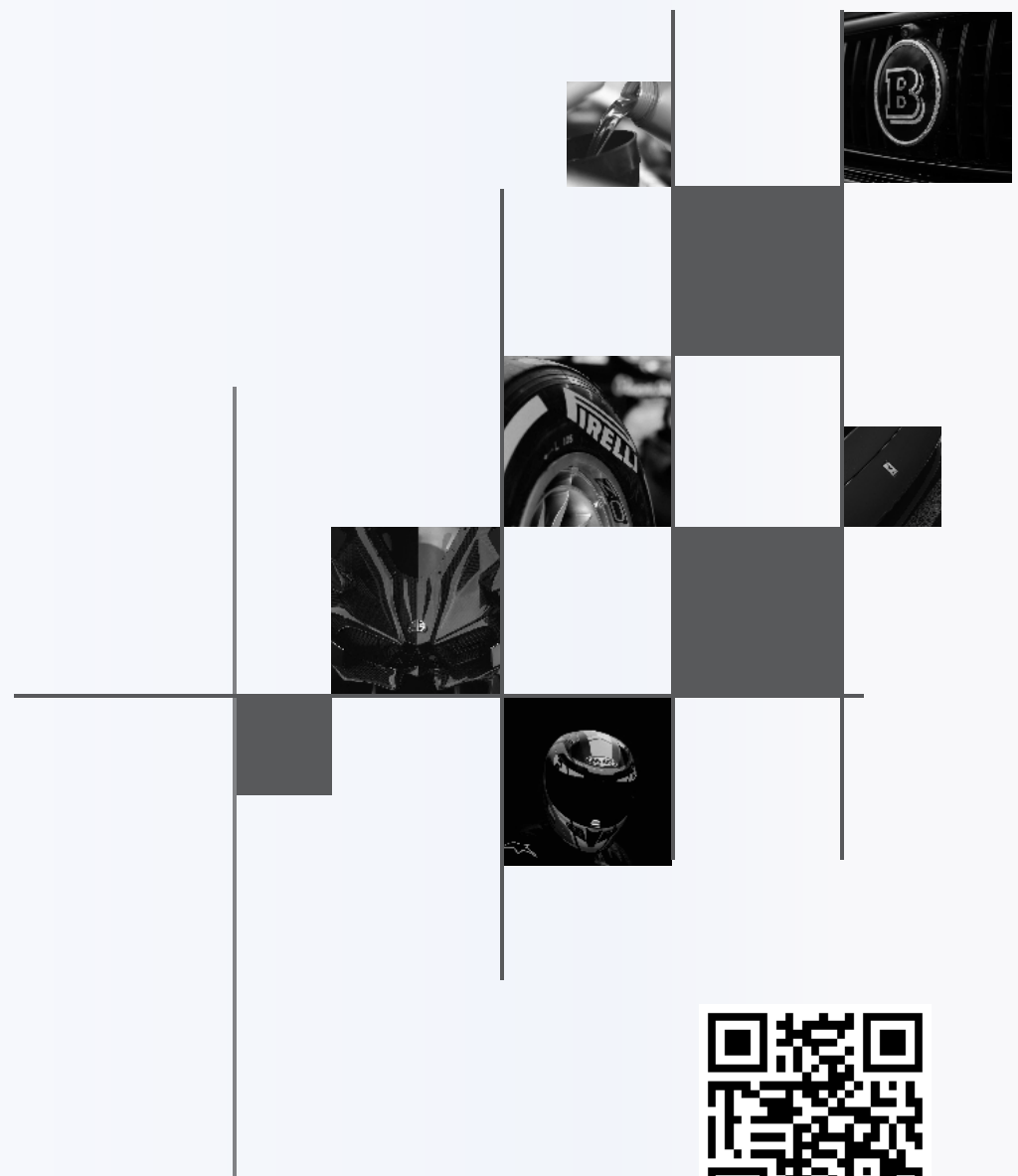


SUPPLY CHAIN



SUPPORT





asianholdings.com.bd