

## GM's Message



The month of October was one of the best performing months during the year and we managed to break all the records of 2011. Our sales teams were geared up to face the demand of their products and lived up to the expectation of their customers. My congratulations to the batteries and Federal Tyres team who did exceptionally well, the same goes to Michelin and Castrol Sales team, while we ask Paints, Tyre Plus, CRS and Forch teams to speed and catch up with their colleagues.

Good luck & best regards

Mohammed Aqel  
General Manager

## Castrol Magnatec Magic Trade Offer

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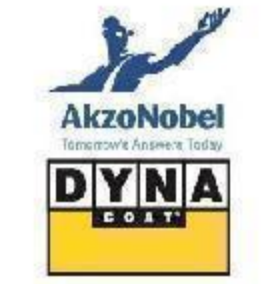


Central Trading Company with Castrol launched a Magnatec Magic Trade offer in September which is the best ever trade offer in the history. All the dealers would be benefitting with loads of attractive gifts starting from Nokia mobile phones to Blackberry to HP/Sony Vaio Laptops/Netbooks to Apple Iphone to Apple iPad, based on their purchase. The promo has been a runaway success with record sale of Magnatec 10w40.

## Tyre Plus Safety Campaign



Central Trading Co. and Michelin conducted the Tyre Safety Campaign during the month of October 2011 at Tyre Plus outlets in Garhoud, Silicon Oasis and Ajman. The Main objective of this campaign is to create public safety awareness. Customers were very pleased with the professional advise provided by our Tyre Plus staff.





## GM's Oman Visit



Mr. Aqel attended the board meeting of Gulf Retreading Solutions (The retreading factory) in Al Burami, Oman. During the meeting the performance of the factory was reviewed up to the 3rd Quarter, also the board members discussed the 2012 business plan for the factory and agreed on the actions to be taken.

## Birthdays

Payyil Kunjumakkar Nasseer	02, November
Shakeel Masih	04, November
Muhammad Maqsood Khan	05, November
Abdulaziz Haidar Askar	05, November
Tahir Banaras	07, November

Pradeesh Ennazhiyil	11, November
Mohammed Omar Mohamed Eibidalla	28, November
Raffy Salcedo	28, November
Suman Gautam	30, November

## Welcome Aboard

Abid Fida  
Sales Executive  
Federal Tyres

Suman Gautam  
Helper Warehouse (CTC)

Chakra Bahadur Limbu  
Helper Warehouse (CTC)

## Announcement

Share with us:

Stories, articles, breaking news...etc,  
We would like to know your comments  
regarding this newsletter

## Contact Us

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