

SEVENTYFIFTH

75

ANNIVERSARY



1885-1960



With its twinkling neon signs, BCMA's Head Office and Showroom on Sandhurst Bridge are a perennial attraction for the people of Bombay, and a landmark which catches the attention of every visitor.



CARS & TRUCKS



1100 CARS



SPARE PARTS



AIR-CONDITIONERS

LALCHAND HIRACHAND

CONSTRUCTION HOUSE,
BALLARD ESTATE,
BOMBAY I.

13th December, 1960.

I am happy to avail myself of this opportunity to send greetings to our esteemed clients, and to those dealers and sub-dealers who help us to provide them with products and service.

In this Jubilee booklet, a little of the history and aims of Bombay Cycle & Motor Agency Ltd. is described. It is a history of seventy-five years of steady progress, in spite of the vicissitudes caused by two world wars. It is also, in miniature, the history of the changed pattern of transportation in the world. In seventy-five short years, what was once considered a nine-days wonder has now become an accepted part of our daily lives. I refer of course, to motorised transport . . . for both people and goods. In 1885, the founder of BCMA could hardly have foreseen the day when Bombay's streets would be crowded, most often over-crowded, with cars and trucks, lorries and station wagons. With this great change, however, and with the development the Company has seen, there has never been any departure from the Founder's aims: to sell products of the finest quality, *and* to provide the finest service. In the years to come, as in the seventy-five years that have passed, BCMA is pledged to its motto: "WE AIM TO TAKE CARE OF OUR OWN".



Chairman,
Bombay Cycle & Motor Agency Ltd.

CHRYSLER CORPORATION
Detroit 31, Michigan

L. L. COLBERT
CHAIRMAN OF THE BOARD AND PRESIDENT

September 13, 1960

Dear Mr. Limji:

May I, on this occasion, your 75th birthday in business, personally extend my best wishes for the continued success and growth of Bombay Cycle and Motor Agency, Ltd. for many years to come.

Forty-five years ago your firm signed a sales agreement with Dodge Brothers to handle Dodge vehicles in India. It is such firms as yours who have materially helped give Dodge the excellent reputation it enjoys throughout the world.

Forty-five years as a distributor for our products also makes you one of our oldest distributors and these years of association have always been most pleasant.

In going over your file, it was interesting to note that in 1935 I signed as Vice-President of Chrysler Export Corporation, certain documents pertaining to sales agreements between your firm and Chrysler.

Again wishing you and everyone at Bombay Cycle and Motor Agency, Ltd., the very best on this 75th birthday,

Sincerely,



Mr. N. K. Limji
General Manager
Bombay Cycle and Motor Agency Ltd.
534, Sardar Vallabhbhai Patel Road
Bombay 7, India



L. L. COLBERT
*Chairman of the Board and President,
Chrysler Corporation.*

*“ To Bombay Cycle & Motor Agency Ltd. with
the best wishes of Fiat and myself personally ”*

Vittorio Valletta
Chairman, Fiat S.p.A., Turin

CHRYSLER CORPORATION

Detroit 31, Michigan

LYNN A. TOWNSEND
GROUP VICE PRESIDENT
INTERNATIONAL OPERATIONS



LYNN A. TOWNSEND
*Administrative Vice-President,
Chrysler Corporation.*

September 12, 1960

Mr. N. K. Limji
General Manager
Bombay Cycle and Motor Agency Ltd.
534, Sardar Vallabhbhai Patel Road
Bombay 7, India

Dear Mr. Limji:

It is a distinct and signal honor to have this opportunity to extend to you and all members of Bombay Cycle and Motor Agency, Ltd., my very best wishes for a joyous and successful celebration of your firm's 75th birthday in business.

Our mutual association these past forty-five years has been most pleasant and gratifying and during these many years we have made numerous lasting friends throughout India.

On behalf of Chrysler Corporation, International Operations Group, may I again wish all of you the very best and continued success in the future.

Sincerely,

A handwritten signature in dark ink, appearing to read "L. Townsend", written in a cursive style.

LAT:ckl



Professor Vittorio Valletta



Shri Pratapsingh
Mathuradas

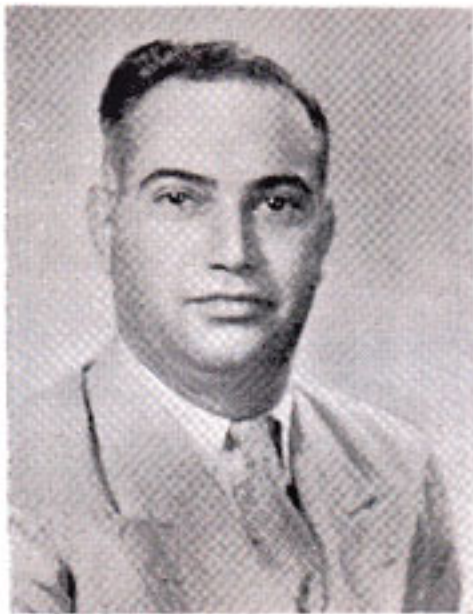


Shri Lalchand Hirachand.
Chairman.



Shri Chinubhai Kilachand

**BOARD
OF
DIRECTORS**



Shri Shavak P. Patel



Shri Kishore M. Premchand



Shri Lalitkumar
M. Khatau

A HISTORY OF "FIRSTS"

BOMBAY, 1885 — a quieter, greener city than we know today. A city with fewer roads . . . and fewer road repairs! Yet a city moving on wheels . . . the wheels of hand-carts, bullock carts, horse-drawn carriages — and bicycles.

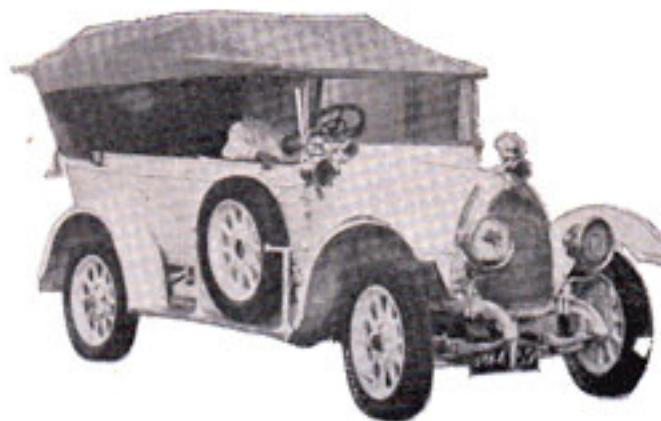
In that year, Shri K. D. Wadia, prominent Bombay businessman, opened the "Bombay Cycle Agency" in Churchgate Street . . . and a long history of "firsts" commenced.

Before the turn of the century, in 1898 to be precise, the Company added the import of the world's new wonder — the *motor car* . . . taking up the first motor car agency in India. Subsequently the name of the Company was changed to "Bombay Cycle and Motor Agency." Since then, the Company has at one time or another held Franchise for almost every type of car imported into India.

In spite of early nervousness about the "horseless carriage", in spite of gloomy predictions that the rage for motoring would not last — business flourished and, on the 12th December 1919, the Concern became a public limited Company, with Messrs. K. D. Wadia as its Managing Agents.



Late Shri K. D. Wadia



Mr. D. Bathena's Fiat Car . . . purchased from BCMA in 1913 and still in daily use.

Original Dodge dealers

With the expansion of business the Company moved in 1911, to a bigger place on Queen's Road next to Opera House. In 1915, it took on the Dodge franchise from Dodge Brothers in America, who had started manufacturing their famous cars, and BCMA became one of the first original Dodge dealers in the world, and the very first in India. Today the Company is still one of the few original dealers in the world still holding the Dodge agency.

**An Extract from "The Bombay Presidency . . ."
Compiled in 1917 by Somerset Playne, shows how
swiftly the Company was even then progressing**

"The business of the Bombay Cycle and Motor Agency (with headquarters at New Queen's Road, Bombay) is carried on in its own premises, a cluster of three specially constructed large buildings, which, aesthetically and geometrically, may fairly be said to be the most unique of their kind in India, and the volume of business turnover standing to its credit is also in a sense peculiarly singular.

Mr. K. D. Wadia, through whose enterprise the firm under review has attained its present position, is a man of vast ideas and vivid imagination with regard to the extension of his business connections, and he has, therefore, made a point of annually visiting the leading manufacturers in Europe and America, where he generally spends the greater part of each year.

In making a tour of the headquarters of the Agency in Bombay, the visitor is instantly impressed by the vastness of the undertaking: firstly, there is an exceptionally large and well-appointed show-room, then an electrically equipped machine shop, and, finally, one sees very extensive repair works, garages, and stores. Manufacturers of the highest repute in England, France, Italy and the United States send to this Agency their contributions of the world's best-known motor vehicles and bicycles, accessories, and other goods. The dimensions to which the firm has grown are an indication of the success which it has attained.

The past history of the firm is a record of extensions made to its undertakings from time to time; it has reached proportions which are, indeed, unequalled in India, and it is expected that in time to come it may be further augmented, and its sphere of influence be still further enlarged.

It is believed that the firm was the first importer of motor-cars into Bombay."

And first again

In 1926, the Managing Agency was taken over by Messrs. Kharshedji Limji & Company.

In 1930, BCMA became the first retail distributors in India to put up an assembly plant for the assembly of imported vehicles received in "complete knocked-down" condition. In 1931, the Company moved into a more spacious and prominent location on the Sandhurst Bridge and Hughes Road Corner. About that time, the Company also secured the franchise for Chrysler cars, Chrysler Corporation having by that time taken over control of Dodge Brothers.

Assembly operations continued until interrupted by the Second World



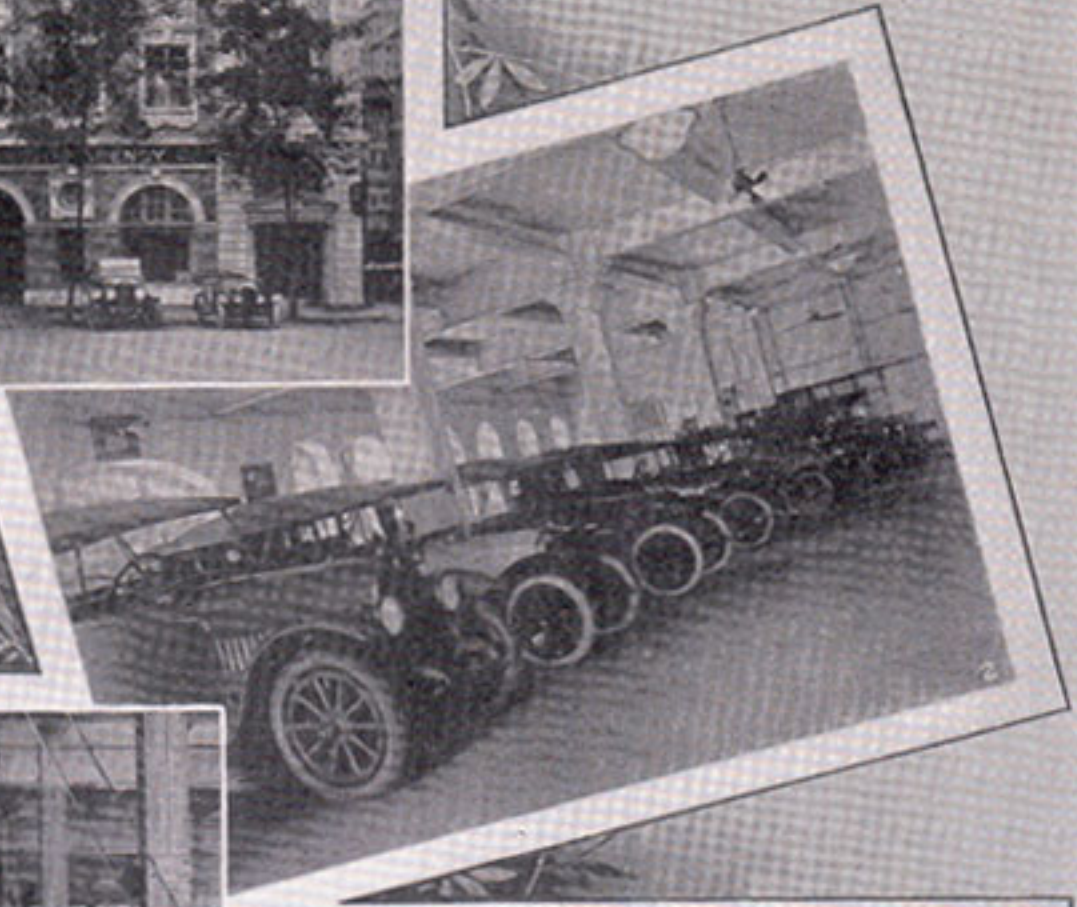
BCMA building at Sandhurst Bridge, as it looked in 1931.



Late Shri Kharshedji Limji

War, till which period the Company had sold a total of approximately 7850 vehicles, from the beginning of 1921 to the early years of the Second World War. During the war period, the Company had a lot of Government contract work and maintained a Service Station for the servicing of cars with great difficulty, due to the complete stoppage of the import of spare parts and other difficulties.

43 years of difference! "The Bombay Presidency", published in 1917, included photographs of the vehicles then handled by BCMA. (opp. page). The photographs of vehicles now received by the Company show how greatly the styling as well as the decor of the business premises have changed.



BOMBAY CYCLE AND MOTOR AGENCY.

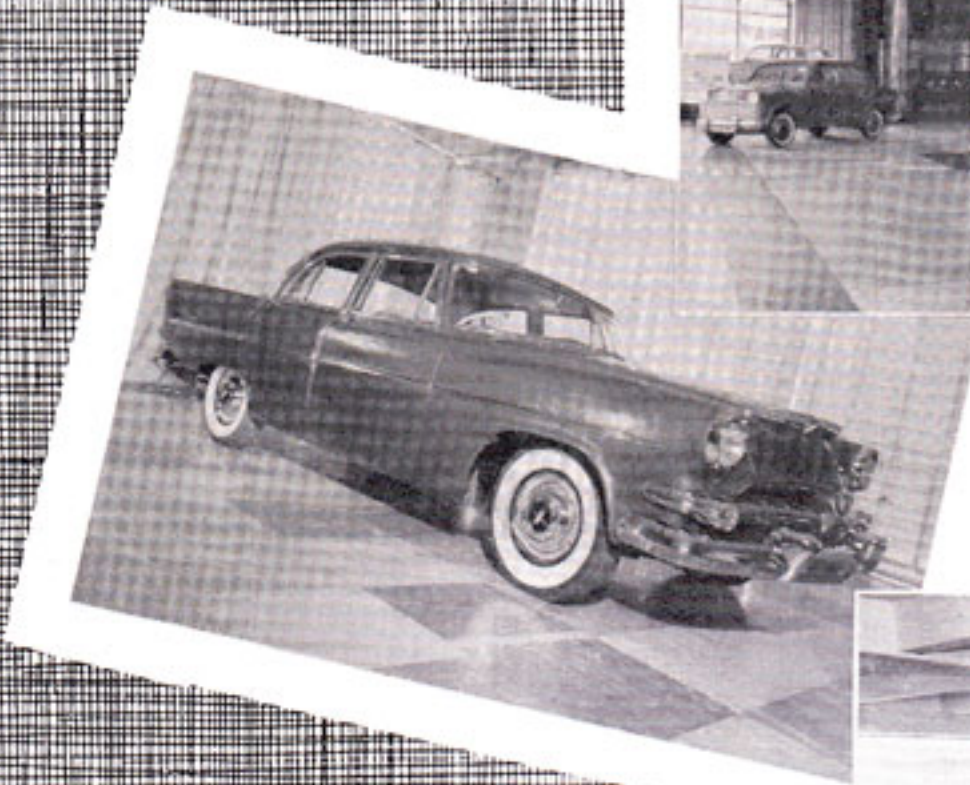
1. FRONT VIEW OF PRINCIPAL SHOWROOMS.

2. A WING OF THE PRINCIPAL SHOWROOM.

3. PORTION OF MACHINE SHOP.

4. EXTERIOR VIEW OF REPAIR SHOP.

VIEW OF THE SHOWROOM AT 534, SANDHU3ST BRIDGE.



← WING OF THE SHOWROOM



INTERIOR OF CHURCHGATE SERVICE STATION. →



INTERIOR OF TARDEO SERVICE STATION.

Post-War Expansion

Since the end of World War II, the Company started receiving Dodge and Chrysler Cars and Dodge Trucks again but, now, the arrangement was to purchase these vehicles from The Premier Automobiles Ltd., who had in September, 1947, signed an agreement with Chrysler Corporation for the assembling and progressive manufacture in India of all their vehicles. BCMA thus continued with the franchise for Dodge and Chrysler under The Premier Automobiles Ltd.

In 1943, the Managing Agency had been transferred to Aero-Auto Ltd., the partners in which are the industrial houses of the Walchand, Kilachand and Khatau group.

Post-war expansion has been rapid. The Company's capital has trebled since 1946. In 1954, BCMA secured the franchise for Bombay for the very popular Italian car — the FIAT 1100 which has added considerably to its car sales during the post-war period. The Company has sold approximately 8650 vehicles in 14 Post-War years since 1946 compared to 7850 vehicles sold in 21 pre-war years.

The Company added the Air Conditioning line to its business in 1955 having the distribution for Chrysler Airtemp Air Conditioners.

Today, BCMA's staff strength is approximately 470, of whom 8 members have been with the Company for over 25 years; of these 5 have over 40 years service and one —Mr. Manekshaw J. Oliaji — has a proud record of over 53 years of unbroken service with BCMA.

We Aim To Take Care Of Our Own

SPARE PARTS DEPARTMENT

The Head Office Building at Sandhurst Bridge houses the Showroom — and the Parts Department occupying over 4,000 square feet and accommodating some 160 bins and racks to stock lacs of rupees worth of spare parts. The Parts Department is staffed by employees selected for their courtesy and efficiency. The Cardex System used ensures that every item can be located swiftly, and a large stock of every spare part is always maintained.



Turntable in our Showroom.



Spare Parts Department at our Showroom.

Two Service Stations

BCMA's motto: "WE AIM TO TAKE CARE OF OUR OWN" is no idle boast. To provide the finest after-sales service to every



Reception and light repair section at Tardeo Service Station.

customer two large, well-equipped Service Stations are maintained: one at Tardeo, which has an area of about 34,000 square feet, where major overhauls, body building and painting works are carried out; and another at Churchgate covering an approximate area of over 40,000 square feet provides on-the-spot service for residents and businessmen in the Fort area, where mostly all light and quick repairs work is carried out along with certain major jobs.

Both Service Stations operate on the Control Tower System by which all work is co-ordinated and a customer can book for service and check on the progress of work merely by telephoning the Control Tower. The Work Schedule Section maintains a card index system



Wheel Adjustment being done at Churchgate Service Station.

on which time schedules for every job as well as the actual time taken on the job are noted in a successful endeavour to provide ever-quicker and thus more economical and convenient service.



Heavy Repair Section at Tardeo Service Station.



Lubrication Department at Churchgate Service Station.

Specialised Training

The two Service Stations repair and service an average of 2,000 cars a month and carry a full range of tools and equipment needed to do so. In addition, key personnel have been sent for training in Italy and America, and mechanics regularly attend for training with The Premier Automobiles Limited at their Kurla Plant.

OUR DODGE SUB-DEALERS

<i>Name of Sub-Dealer</i>	<i>Territory</i>
RAM AGENCY, 252A, Tilak Road, Poona-2.	Poona Dist., Ahmednagar, Kolaba and Ratnagiri Dists.
BARODA AUTOMOBILES, Jubilee Garden, Baroda.	Baroda, Kaira & Panchmahal Dists.
AHMEDABAD MOTORS PRIVATE LTD., Lal Darwaja, Ahmedabad.	Ahmedabad City & District and Districts of Sabarkantha, Banaskantha and Mehsana.
CHIMANLAL & SONS, Dhulia.	Nasik & East and West Khandesh Dist.
CHANDULAL T. PARIKH PRIVATE LTD., Aurangabad (C. Rly.).	Aurangabad City & Dist. in State of Maharashtra.
BOMBAY CYCLE & MOTOR POONA AGENCY, 6, Moledina Road, Poona.	Dist. of Poona.

OUR AIRTEMP DEALERS

HIMALAYA MANUFACTURING & SALES CO.,
Park Mansions, Daryaganj,
DELHI-7.

BLUE STAR ENGINEERING CO. (MADRAS) PVT. LTD.,
23/24, Second Line Beach,
MADRAS-1.

M/s. AUTO DISTRIBUTORS LTD.,
36, Chowringhee Road,
CALCUTTA-16.

ELECTRO AIR CONDITIONING CORPORATION,
Opp: The I.A.C. Offices,
1754, Mirzapur Road,
AHMEDABAD-1.

ATLAS ENGINEERING CORPORATION,
Kitab Mahal, 1st Floor,
192, Hornby Road,
BOMBAY-1.

NARBHERAM & CO. PVT. LTD.,
Railway Station, Tatanagar,
JAMSHEDPUR-1.

NATURAL GAS CO. PVT. LTD.,
? Moledina Road,
POONA.

OUR SENIOR EXECUTIVES



Shri N. K. Limji,
General Manager.



Shri M. J. Oliaji,
Office Superintendent.



Shri F. S. Rama Rau,
Sales Manager.



Shri Y. G. Pradhan,
Accountant.



Shri P. K. Banaji,
Parts Manager.



Shri D. K. Nanavati,
Air-Conditioning Deptt.



Shri S. J. Kerawalla,
*In-Charge, Churchgate
Service Station.*



Shri F. P. Desai,
Service Manager.



Shri F. J. Bocarro,
*In-Charge, Tardeo
Service Station.*

TO THE FUTURE

In celebrating its Jubilee, Bombay Cycle and Motor Agency Ltd. looks back with pride on seventy-five years of ever-increasing service. But a Jubilee is a time not only for looking back, but also for looking forward . . . and BCMA looks to the future with confidence, confidence that it will continue to serve its clients with vehicles and air conditioners of the finest quality, and also with the after-sales care that maintains them at peak performance.



CARS & TRUCKS



1100 CARS



SPARE PARTS



AIR-CONDITIONERS



The exteriors of two large, well-equipped service stations of BCMA at Tardeo (above) covering 34,000 Square feet and at Churchgate (below) covering 40,000 Square feet.





BOMBAY CYCLE & MOTOR AGENCY LIMITED
534 Sardar Vallabhbhai Patel Road, Bombay-7.