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# COMPANY PROFILE

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## WELCOME

Bhusal Group is a portfolio of business around different verticals with a belief of doing business with larger social and developmental purpose, through working in a long-term value creation and meeting the change of society and nation at large. The founder of the group, Mr. Bal Krishna Bhusal, firstly incorporated the group with Shanker Rice Mill in 1994. Rice is one of the staple food Nepali people. It was a humble start of the business for the founder focusing toward consumer basic needs. Bhusal Motors Pvt. Ltd. -1995 was the sole distributor of Ford New Holland Tractors and after breaking of Ford & New Holland from 2002 it became the sole distributor of New Holland Tractors and its spare parts. The company has expertise in all aspects of agriculture machinery and achieved the distinction of being the largest tractor company in Nepal which sales across different terrain. RAM KRISHNA ENTERPRISES PVT. LTD. (2000) deals with genuine spare parts of New Holland Agriculture and Construction along with Petronas Lubricant by the brand name AMBRA and AKCELA. BS MOTORS PVT LTD 2010 is the sole distributor of New Holland Construction and its genuine parts which mainly deals with heavy equipments i.e. Backhoes Loader, Soil Compactor, etc and has supplied more than 200 machines to Nepal government projects.

With a vision to be the Nepal's most competitive business portfolio with Consistency and Excellency. Looking for new ways to spread its wings, Bhusal Group ventured into banking sector with Mega Bank Nepal Ltd. in 2010. Mega Bank Nepal Limited is the second largest commercial bank in Nepal. The bank is an 'A' class commercial bank licensed by Nepal Rastra Bank and has branches all across the nation. In 2011, Bhusal Group further invested in Shine Resunga Development Bank which is committed to provide easy, quick and qualitative financial services.

As Nepal, has a huge potential in hydroelectricity and it's continuously growth as sustainable energy source. Bhusal Cable and wires industry Pvt. Ltd. was established in 2017 with prime business activity of manufacturing extensive range of cabling solutions. Company manufactures and markets Extra-High Voltage (EHV), Medium Voltage (MV) and Low Voltage (LV) power cables. Company has become a preferred supplier for private and public sector clients in many parts of Nepal, we are much more than just a cables and wires manufacturer and supplier. We are an end-to-end solutions provider, equipped with a product showcase that encompasses the complete range of cables and wires designed to meet the unique and niche needs of our diverse clients in Retail, Institutional and Exports segments.

Bhusal group also diversify its business in hospitality industry. Hotel Mega (2nd Edition) 2017 is under construction and is located in the southern border of Nepal with India in Bhairahawa, Rupandehi District just less than 20-minute drive from the Gautam Buddha International Airport and in close proximity of Indo-Nepal Border entry point of Sunauli. Our hotel facility will be decorated in an exquisite and elegant facade, so much so that it will be a noticeable structure in the city where it is located. The Hotel will provide a conducive spot for our customers to take a break from their various busy schedules, to a place where they can find comfort and luxury. Bhusal Group is working on various luxury hotel project in Lumbini zone and plan to establish it line of hotel across the nation.

In span of 25-years, our expertise extends to various sector of business-like banking, automotive, travel, hotel, electrical supplier and much more. Bhusal Group operates independently under the guidance and supervision of its own board of directors and shareholders. Bhusal group companies and subsidiaries include Arya Cable & Wire Industries, Arya Group of Companies Pvt. Ltd, Bhusal Auto Trade Link Pvt. Ltd., Bhusal Cable & Wire Industries Pvt. Ltd, BS Motors Pvt. Ltd., Hotel Mega (2nd Edition) Pvt. Ltd., Karya Events Pvt. Ltd. Mega Hotel (3rd Edition) Pvt. Ltd., Mega Lumbini Travels & Tour, Ram Krishna Enterprises, Think and Grow Education Pvt. Ltd., Times Education Center Pvt. Ltd., Travelite Nepal Dotcom Pvt. Ltd., Trikon Business Group Pvt. Ltd. As a resource team, we offer professional services matching customers need.



## CHAIRMAN'S MESSAGE

The most valuable asset of our company is the personnel. We nurture the careers of the employees, while depending on their skills and potential. Our goal is to make sure the employees have opportunities to prosper and succeed.

At Bhusal Group, I am proud to be part of an excellent team that strives on reaching this success and greatness.

I express gratitude to our shareholders, managers and employees – our leading force for their endeavors and immense effort in the accomplishments and success we gain as Bhusal Group and for leading to this level. I strongly believe that in a short time we will be the employer people will be even more eager to work for.

**Mr. Balkrishna Bhusal**  
**(Chairman)**



## VISION

To be the Nepal's most competitive business portfolio with consistency and Excellency.

## MISSION:

Our purpose as an organization is to enable growth of our people and community evolving the process and product, to provide the highest level of service, using its portfolio of businesses while fulfilling all the all social, economical and environmental responsibilities.

## CORE VALUES:

There are some of the values we live by, as a company. We work by them too: we' re building a platform & products we believe in- Knowing there is a real value to be gained from helping our co- workers, wherever they are, simplify whatever it is that they do and bring more if themselves to their work.

- Integrity
- Accountability
- Customer Centric
- Humility
- Dependability
- Teamwork



# BHUSAL MOTORS PVT. LTD. (1995)

Bhusal Motors established in Nepal in 1995 which is the sole distributor of New Holland Tractor and deals with New Holland Agriculture under the different subsidiary name. It's Asia's largest dealer at No. 1 position for 3 years and has coverage territory from Mechi to Mahakali. It has supplied more tractors to hilly regions and different airports and airlines also. Mainly in hilly region, it has occupied 90% market.

Bhusal motor imports different Models of New Holland Tractor available in 35-90 HP range and is also sole distributor of its genuine spare parts.

New Holland is a global brand of agricultural machinery produced by CNH Industrial. New Holland agricultural products include tractors, combine harvesters, balers, forage harvesters, self-propelled sprayers, haying tools, seeding equipment, hobby tractors, utility vehicles and implements, and grape harvesters.



# RAM KRISHNA ENTERPRISES PVT. LTD. (2000)

Whether it's planting season or harvest, you rely on leading-edge technology from New Holland to get the job done right. To make sure your equipment is always running at peak performance, you need the right maintenance solutions that will keep your machines going. That's why New Holland designs optimize your performance so your machines meet our high performance standards. When you combine strong equipment with smart maintenance solutions, the technology in the field will always hold an edge. Bhusal group has the solution of better maintenance with its Lubricant dealership in Nepal by the brand name Ambra and Akcela which has following features:

Ram Krishna Enterprises is established in 2000 in Nepal under Bhusal Group and deals with genuine spare parts of New Holland Agriculture and Construction along with Petronas Lubricant by the brand name AMBRA and AKCELA.

The AMBRA New Holland range has been developed by PETRONAS Lubricants with the most advanced technologies available for all New Holland Agriculture and Construction equipment machineries. PETRONAS LUBRICANTS in collaboration with CNH, subjects every lubricant and operating fluid of the AMBRA New Holland range to stringent field and laboratory test, researching and obtaining the most effective solution for every machine and application. The products of the AMBRA New Holland range are distributed exclusively by the New Holland networks

AMBRA fluids and lubricants are engineered with a guarantee of quality. This latest generation of AMBRA lubricants is specially formulated for New Holland equipment; while also meeting or exceeding the top performance requirements of agricultural and industrial manufacturer's across the industry.

## FEATURES :

- Provides superior protection against wear and corrosion
- High oxidation stability
- Keeps engines exceptionally clean, minimizing deposits and maintaining excellent soot control
- Excellent cold weather start up protection
- Long drain capabilities
- Meets latest ACEA E9 specification
- Suitable for SCR, DPF and EGR technology, etc.

AKCELA is the range of lubricants and operating fluids that is the result of the collaboration between CNH and PETRONAS LUBRICANTS, the lubricant specialist for the agricultural sector, specifically for CASE IH, STEYR and CASE machinery. Exactly to meet the technical requirements of the single applications and of the relevant mechanical components of the above mentioned machines the AKCELA range comprises all the types of specific lubricant and operating fluids such as:

- Engine oils
- Transmission oils
- Oils for axles
- Hydraulic oils
- Greases
- Break Fluids
- Productive fluids for radiators

AKCELA lubricants and operating fluids are distributed exclusively by CASE IH and CASE dealers and which belongs to Bhusal group.



**PETRONAS**



# BS MOTORS PVT. LTD. (2010)



New Holland Construction is a global full-line manufacturer of construction machinery. Along with New Holland Agriculture, New Holland Construction is a brand of CNH.

New Holland equipment is built all around the world; the headquarters is in Turin, Italy and with ten plants and ten research and development centers spread globally, more than 800 dealers and 2.100 outlets. It is present in 100 countries worldwide and Bhusal Group is one of the dealers leading in Nepal. New Holland produces thirteen product families, five in the heavy range and eight in the light range; products include dozers, mini-excavators, graders, wheel loaders, crawler excavators, backhoe loaders, skid steer loaders.

BS Motors is established in 2010 in Nepal Under Bhusal Group and in 2017 it become sole distributor of New Holland Construction and its genuine parts which mainly deals with heavy equipment i.e. Backhoes Loader, Soil Compactor, etc and has supplied more than 200 machines to Nepal government projects. It has been awarded with Double Centurion Award for the year 2018.



# MEGA LUMBINI TRAVEL & TOUR LIMITED (2010)

Mega Lumbini Tours and Travels marked the group's maiden project in the travel, tourism and hospitality industry of Nepal. Despite being in the initial phases of the startup, the sister concern promises for its support and grow the organization for future endeavor.



# **BHUSAL AUTO AND TRADE LINK PVT. LTD. (2013)**

Bhusal Auto Trade link is established in Nepal in 2013 under Bhusal Group which is the sole distributor of Case IH Agriculture available in 35-90 HP and also of its spare parts. It has focused on eastern region i.e. Terai region of Nepal. The target group for Case IH Agriculture is farmers in terai region and has the best impact on it.

Bhusal Group brings you innovative products and market leading agriculture solutions and services. We take on challenges for you. We make life easier for you. We provide you with peace of mind.

As someone who makes their living from the earth, from farming or ranching. You have many roles. You are an agronomist and scientist, innovator and inventor, entrepreneur and financier, technician and engineer, and primarily a caretaker.

In addition, you manage one of the most elaborate and complicated journeys from your farm to the rest of the world around you- or far away. Nobody understands that journey better than Case IH and we want to be your helping hand. At Case IH, we're here to support you as you grow food, fiber and fuel for the world.



# **HOTEL MEGA 2<sup>ND</sup> EDITION PVT. LTD. (2017)**

The tourism industry creates significant economic impact in Nepal through direct and indirect activities, including GDP contribution, employment, and foreign exchange earnings. The industry has been thriving with the recent political stability and is expected to host nearly 1.5 million tourists by 2020. However, the infrastructure-side of tourism is still inadequate – especially for servicing high value tourists. Several luxury hotels and resorts have come up in response to this market demand.

Significant demand-supply gap exists in tourism infrastructure, particularly in facilities for high-end tourists; which presents an opportunity for additional investment in this sector.

There is a demand-supply gap in the tourism infrastructure in Nepal since the number of in-bound tourists has been increasing but facilities to service them are inadequate in terms of quantity and quality. The demand-supply gap is especially wide in the “high-value” tourists’ segment that seeks luxury accommodation services. There is a little focus on this segment given the overall thrust on “low budget tourism” in Nepal; and the sector would benefit from also bringing in focus on high-value tourists. Currently there are only 40 to 50 4 and 5-star hotels and resorts in Nepal, and most are concentrated in Kathmandu and Pokhara with very little high-end infrastructure outside these cities.

Analyzing the structure of tourism industry in Nepal by type of services and purpose of tourism shows that 5 and 4-star hotels and resorts are the most attractive investment opportunity.

The market opportunity for five-star hotels and resorts in Nepal ranges from US\$ 80 to 100 million, largely driven by inbound high-value tourists. There are only 40 to 50 hotels and resorts in this category, and a significant demand-supply gap exists pointing to an opportunity for accelerated growth in this segment.

The tourism market in Nepal is growing at a rapid pace and can be expected to shift towards modernization and commercial-scale approaches over the next few years. Given this, investors can also expect to see interesting opportunities in businesses operating in segments like branded and luxury hotels in the near future.

The tourism sector in Nepal is also witnessing growth in domestic tourism. Nepal tourism industry is also driven by foreign tourists, and their number has been growing due to political stability and demand-generation activities initiated by the government. Together, they are the key source of revenue and growth driver for hotel industry.

Nepal has a shortage in high budget accommodation segment and such facilities are often completely booked; indicating that there is a market opportunity for expansion. For instance, occupancy in 4 and 5-star hotels and resorts were as high as 90% during peak season.

Most accommodation facilities for tourists are concentrated in 6-7 cities and towns, with little or no infrastructure outside these locations.

Nepal tourism infrastructure is concentrated around Kathmandu valley, Pokhara and Chitwan region. While the fact that hotels are concentrated in a few areas presents a challenge; this challenge is further compounded by the fact that the luxury hotel segment is largely focused only on Kathmandu and Pokhara. High-budget travelers seeking to visit other towns and cities lack good quality facilities even though there is a willingness to pay. Given that there are 550-600 places of tourist interest in Nepal, there is a huge opportunity investment in developing accommodation infrastructure in these underserved areas.

Bhusal Group has focus now on five star hotel and registered in 2017 by the name of Hotel Mega (2nd Edition) Pvt. Ltd. Previously it was Deep Prakash International and in 2017, Bhusal Group took over its management and approx. 60% construction work is completed which has target of opening by the end of 2020. It's a five star hotel looking for the international franchise partner and the hotel facilities and descriptions are as follows:

## PROJECT SUMMARY :

Name of the Company	Hotel Mega Second Edition Pvt. Ltd.
Name of Hotel	Hotel Mega
Type of Hotel	Five Star
Hotel Facilities	Five Star Facilities, Casino Facilities (11,000 sq. ft.)
Location	Belahiya, Siddharthanagar Nagarpalika
Land Area	1,35,000 Sq. Ft.
Room Capacity	117 rooms
Construction Period	2 years
Promoters	1. Bal Krishna Bhusal 2. Amrit Bhusal

The hotel is under construction and is located in the southern border of Nepal with India in Bhairahawa, Rupandehi District just less than 20-minute drive from the Gaumtam Buddha International Airport and in close proximity of Indo-Nepal Border entry point of Sunauli. The hotel is located at convenient location which will attract tourists, domestic and international for enjoying leisure time and facilities like casinos and games; a commercial center and other activities.

The promoters believe in the passionate pursuit of excellence and financial success with uncompromising services and integrity, which is why we have decided to venture into the hospitality industry by establishing our own hotel. We are certain that our values will help us drive the business to enviable heights and also help us attract the number of clients/ tourists that will make our hotel fully booked all through the year.

We are going to be a customer-centric hotel with a service culture that will be deeply rooted in the fabric of our organizational structure and indeed at all levels of the organization. With that, we know that we will be able to consistently achieve our set business goals, increase our profitability and reinforce our positive long-term relationships with our clientele, partners, and all our employees as well.

Our hotel facility will be decorated in an exquisite and elegant facade, so much so that it will be a noticeable structure in the city where it is located. The Hotel will provide a conducive spot for our customers to take a break from their various busy schedules, to a place where they can find comfort and luxury.

The hotel will be equipped with a business center and a VIP lounge, as well as a Fitness room and self-service laundry which will be made available for resident guests at no extra cost. We will also install a free Wi-Fi that will enable our guests surf the internet with their laptop in the hotel room free of charge, and there will be wireless access in all the public area in the hotel; we will also provide mobile phones for loan to business travelers for their convenience so as to enable them stay in – touch with their family members, friends, and business partners.

No doubt our business class guest rooms will provide our customers with a warm and comfortable home away from home experience, large banquet venue, as well as wide variety of domestic and foreign cuisine. We are set to give our esteemed guests an unforgettable experience whenever they patronize our hotel.



# ARYA GROUP OF COMPANIES (2017)

Arya group of company is also registered under Bhusal group with motto of supporting in construction sector. It deals with construction and earth moving materials along with sanitary ware, hardware, and plumbing materials. The company is established with purpose to fulfill the demand of customer related to construction i.e. all materials under single roof to make easy work process and save the customer's precious time.



# TRAVELITE NEPAL PVT. LTD. (2017)

In a short span, Travelite has become a frontrunner in the online flight booking space in Nepal.

Thousands of travelers book cheap airline tickets with Travelite and score the lowest airfares in Nepal. The success of Travelite in the flight booking industry does not only stem from its unbelievable deals and offers on international and domestic air tickets, but also the convenience of online booking.



# TRAVELITE

Inspiring Pleasant Journeys

# HOTEL MEGA 3<sup>RD</sup> EDITION PVT. LTD. (2018)

As Bhusal Group has taken step also in Hotel Business, the 4 star hotel with city concept is registered under the group by name of Hotel Mega (3rd Edition) which is under construction and has target of opening till end of 2021. It is located in Butwal, the capital city of Province-5 which lies on East-West Highway. Mega hotel is also looking for international Franchise partner to run the hotel smoothly and has planning for mini casino concept also. The project detail is as follows:



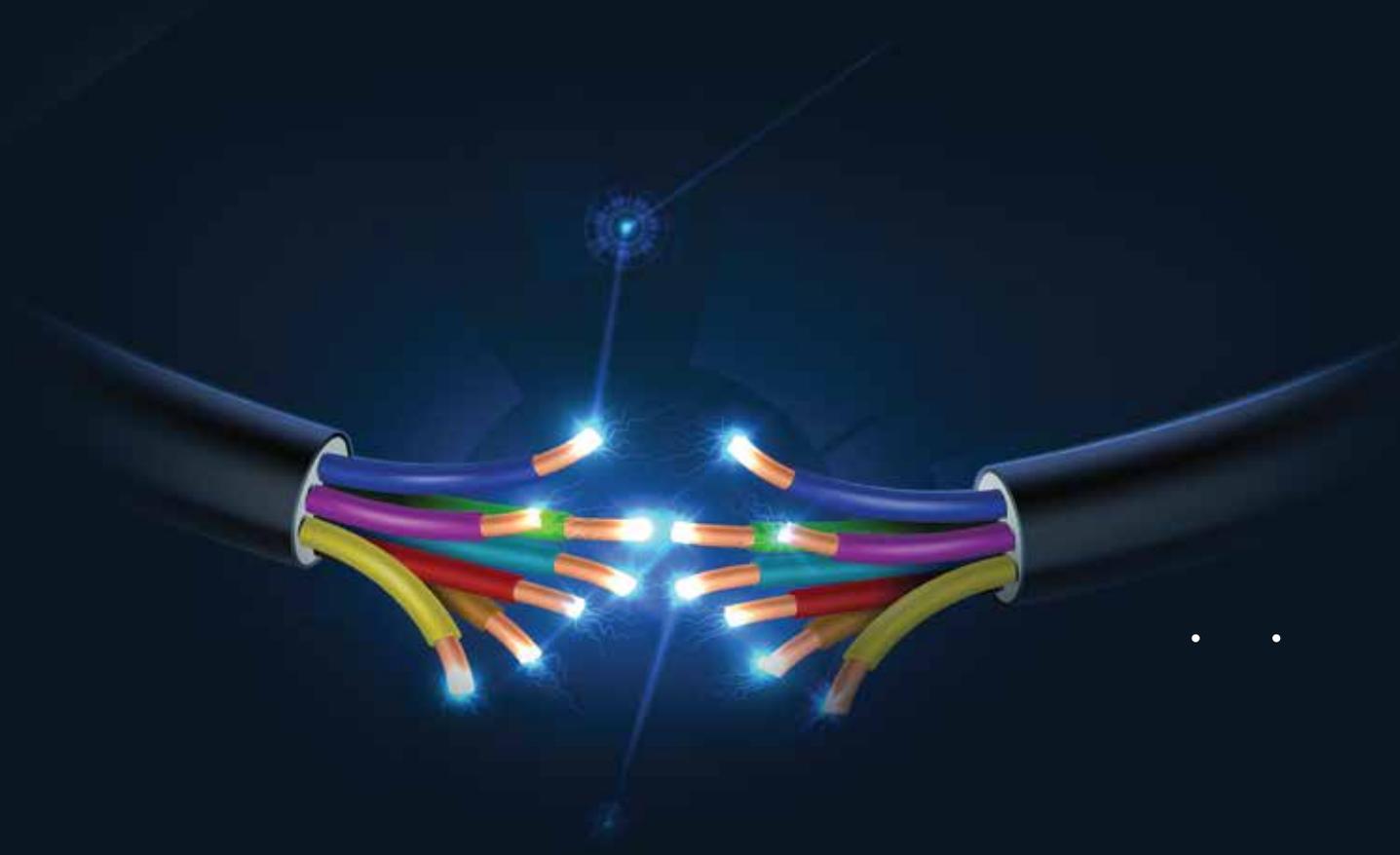
## PROJECT SUMMARY :

Name of the Company	Hotel Mega Third Edition Pvt. Ltd.
Name of Hotel	Hotel Mega
Type of Hotel	Four Star
Hotel Facilities	Four Star Facilities, Casino Facilities (3000 sq/ft)
Location	Butwal, Rupandehi
Land area	55,000 Sq/Ft
Room Capacity	61+ rooms
Construction Period	3 years
Promoters	1. Bal Krishna Bhusal 2. Amrit Bhusal



# **ARYA CABLE AND WIRE INDUSTRIES PVT. LTD. (2018)**

After successful implementation of Bhusal Cable and Wire Industries, Bhusal Group focused on expansion of cable plant and has registered Arya cable which is under construction and will produce HT/LT line cables. It has target of opening in 2020.



# THINK AND GROW EDUCATION PVT. LTD (2018)

Training and Development with career counseling and also provide technical training. Orators house Butwal is an initiative by Think And Grow which connects youths and society through training and provide a platform to argue on current affairs. Orators' House is a new generation platform for youths to discuss on current affairs and share their personal opinions. Leaders from various walks of life attend weekly discussions to comment upon top headlines, subjects and issues.

As a member of Orators' House you are joining a community of young change makers, entrepreneurs, doctors, politicians, lawyers, teachers, artists, film makers, social activists, engineers and professionals who are future market leaders of respective domains.



# BHUSAL CABLE AND WIRE INDUSTRIES PVT. LTD. (2017)

Bhusal Cable and Wire Industry Pvt. Ltd operates Multistrand Wire A TO Z, Power cable (Armoured/Unarmoured), ACSR Conductor, House-wire, Board, Karai, Listi, PVC plant strategically located at Basantapur VDC-8 Rupandehi, Nepal, HO in Butwal and Corporate office in Kathmandu, Nepal. It's main products are Copper, Aluminum, and PVC Compound. The company is primarily owned by Balkrishna Bhusal. With the motto of providing quality products through quality process. Bhusal Cable and Wire Industry Pvt. Ltd. is a collection of wire and cable manufacturing factory. Our factory has a modernized management team, technology team and production technician team of electric handling equipment's.

The Organization has been registered with the department of Industry, Tax Office and Department of VAT and has already started its production. Our products has NS and ISO certificates. Our products have exported to all over Nepal. Bhusal Cable and Wire Industry has passed quality management system and got the NS & ISO certificate. As a qualified vendor, we proudly provide services for our customers. Every product is under very strict quality control from the purchase of raw material, cutting lacing to packaging. Bhusal Cable work towards minimizing the effects to maximize the benefits for the local communities.



# **TIMES EDUCATION CENTER PVT. LTD (2018)**

Time Education Center Pvt. Ltd. is a well-known name in education counseling sector in Nepal. We are Situated at Milanchowk, Butwal-09, Nepal. It is established on 2018. Our main objective is to recruit international students to Australian, New Zealand, United Kingdom (UK) and Canada market. The operation was initially started in Nepal to achieve this objective.

We excel in providing honest, authentic & legitimate advice to international students. Our service ranges from providing initial counseling regarding higher studies in Australia, New Zealand, United Kingdom (UK) and Canada choosing the best institution, assisting with visa application. We continue to operate with the highest possible customer care, professional ethics, integrity and follow –up services. We value our client's satisfaction and loyalty towards us more than anything else.



# KARYA EVENTS MANAGEMENT PVT. LTD. (2019)

Karya Events is a complete solution for all karya. Karya established in 2019 and is serving as all types of events Management Company with new concept and vision. New themes and concepts of different decorations like, balloon decoration, artificial flower decoration, natural flower decoration, thermocol decoration, etc with multiple backdrops and themes like, octopus, shark, mountain, river, ice-cream, candy, Christmas and etc. Karya Has already served major events of Birthday Parties and New Year Events in many more Hotels viz. Hotel Lacoul, Bhairahwa, Hotel Bodhi Villa, Manglapur, Hotel Diyalo, Butwal, etc and has better performance during the events.

Karya manages the corporate events as follows:

- Annual functions
- Award Ceremonies
- Conferences and Seminars
- Workshops/Trainings
- Feasts and Fairs
- Branding and Printing, etc.

Karya manages other Social events as follows:

- Wedding Planning
- Destination Wedding
- Engagements
- Musical events
- Birthday parties
- Anniversaries
- Bachelor Parties
- Baby Shower
- Stalls for events and Mela



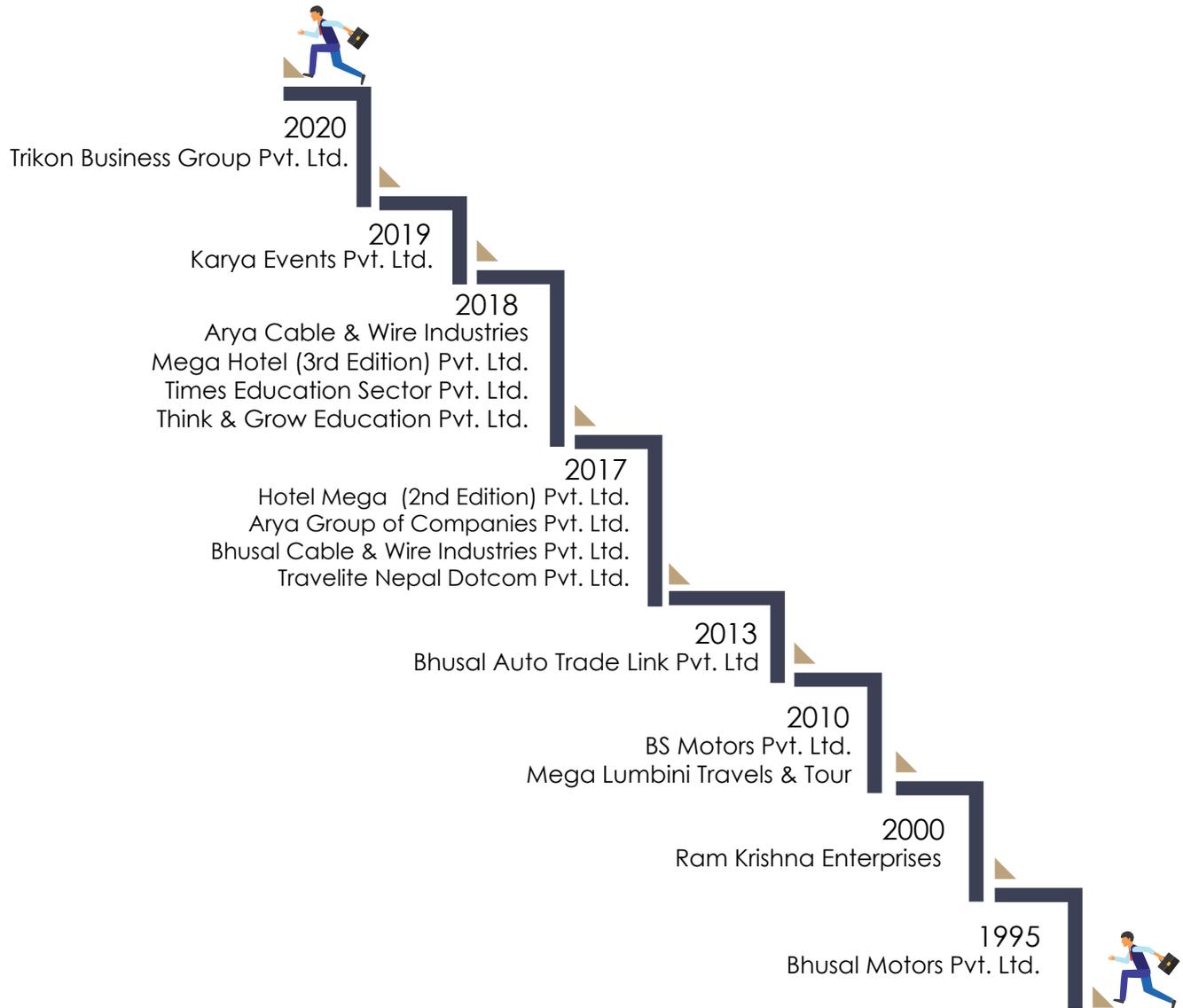
# TRIKON BUSINESS GROUP PVT. LTD (2020)

Trikon Business Group is a Trading company which deals primarily on importing and distribution of Electric and Electronic goods of various brands through a chain of sub-dealers around Nepal. The Company is based in Kalikanagar of Butwal Sub-Metropolitan City. It is mostly importing goods from India, China and other distributor in Nepal. The company will also be selling its goods under its own brand within this fiscal year. We also have plans to establish our own production facility for switches and Lights in near future. Trikon is primarily has Business model of Business to Business (B2B) where it provides goods to Sub-Dealers, Retail Stores and Agents. Our Major Products brands are Havells, Wipro, Anchor, HPL, Crompton, V-Guard, Siemens, Crabtree, C&S Electric, Red Card and many others. We also sell Nepalese brands of Bhusal Cable, Prime Cable, Premier Cable, Himstar, Divya etc. We have also been importing Lights and Switches from various part of China.

Trikon Business Group plans to be a trading company for few years to gain market share and trust among its customers. It Plans to launch its own Brand of product by introducing OEM (Original Equipment Manufacturer) based product from its suppliers. It will be creating its own brand based identity in the market and will be taking feedback on the quality of the products and its demand. It will also be providing services to those products to create and reliable market ecosystem for the brand. After successfully implementing the brand through OEM based concept. The company will then try to run manufacturing of the products which seems to have high demand in the market. With the current experience of manufacturing it will be comparatively easy to set up our own production plan as add-ons to current production of wires and cable.



# BUNINESS DEVELOPMENT LADDER OF BHUSAL GROUP



## OTHER SERVICES

### **MEGA BANK NEPAL LTD.**

Mega Bank Nepal Limited is the second largest commercial bank in Nepal. The bank is an 'A' class commercial bank licensed by Nepal Rastra Bank and has branches all across the nation with its head office in Kathmandu which provides entire commercial banking services. Bhusal Group is major share holder of the bank.



### **SHINE RESUNGA DEVELOPMENT BANK LTD.**

Shine Resunga Development Bank Limited (SRDB), "B" Class Regional Level Licensed Financial Institution from Nepal Rastra Bank (NRB) Bikash Bank and Bhusal Group is a major share holder of the bank.





## **Bhusal Group of Industries** Pvt. Ltd.

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