
Mr. Naushad Abdul Rasheed

Managing Director – STAR LIGHT MOTORS | KENZ USED CAR

Former Partner – Blue Five Star Used Automobiles

With over 25 years of proven leadership in the used car industry, Mr. Naushad Abdul Rasheed is a distinguished figure in the automotive sector, known for his expertise in vehicle sourcing, customer service excellence, and business growth strategy. He currently serves as the Managing Director of two leading used car companies: STAR LIGHT MOTORS and KENZ USED CAR.

Professional Background

Mr. Naushad began his automotive career as a Partner at Blue Five Star Used Automobiles, where he spent 10 years developing a strong foundation in pre-owned vehicle operations, procurement, and customer relationship management. Although the company has since ceased operations, it played a key role in shaping his entrepreneurial journey and industry insight.

He also serves as Managing Director at Kenz Used Cars, a role he has held since 2015. Under his leadership, Kenz has become known for its commitment to transparency, competitive pricing, and a curated selection of reliable pre-owned vehicles. His direction has helped the company expand its reach and maintain a strong reputation in a highly competitive market.

In 2020, Mr. Naushad took on the role of Managing Director at Star Light Motors, where he continues to lead the company in delivering high-quality, customized vehicle solutions tailored to niche market needs. His focus on specialized inventory, premium customer service, and operational excellence has positioned Star Light Motors as a reputable and growing name in the sector.

Core Competencies

- Strategic management of multi-brand used car operations
- Specialized vehicle sourcing and customization
- Automotive market valuation and analysis
- Business development and growth strategy
- Strong supplier and dealer network leadership
- Customer experience and service excellence

Leadership Approach

Mr. Naushad Abdul Rasheed leads with a hands-on, results-oriented approach. His philosophy centers on trust, quality, and long-term customer relationships. Known for his integrity and adaptability, he continuously evolves his business strategies to meet changing market demands and deliver exceptional value to clients.

As Managing Director of Star Light Motors and Kenz Used Cars, Mr. Naushad remains committed to driving innovation, expanding market presence, and setting industry benchmarks in the used automotive sector.
