

BEYOND

JANUARY 2025

AKIJBASHIR BRANDS SHINE BRIGHT
**A REMARKABLE DOUBLE WIN AT
THE BEST BRAND AWARDS 2024**

THE INDUSTRY

4.0

THE GENIE IS OUT OF THE LAMP—
ARE WE READY?

SK. BASHIR UDDIN
IS AWARDED AS
**BUSINESS PERSON
OF THE YEAR**

ROSA BY AKIJBASHIR GROUP AWARDED
**BEST SANITARYWARE
MANUFACTURER IN ASIA**

VISION

FOR A BETTER TOMORROW:

Embracing Challenges, Inspiring Growth

Business Conference 2024 'Evolve Beyond':
A Celebration of Innovation and Excellence

Welcome to AkijBashir Newsletter

This quarterly magazine is designed to keep AkijBashir employees connected and updated about our activities, information and insights while aiming to improve morale and bonding.

Happy Reading!

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Behind this issue

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Editor's Note

As the dawn of a new year graces us with its arrival, it brings with an air of hope, much like a flower in its first bloom. Each petal unfolds with the promise of fresh beginnings, vibrant possibilities, and untapped potential and immense scope of achievements. Just as a newly bloomed flower emerges from the soil of persistence and care, so too do our dreams and aspirations rise from the trials and efforts of the past.

Inspiration fuels our journey forward. It sparks creativity, drives perseverance, and reminds of the limitless potential within us. As we step into this new chapter, let's draw inspiration from the lessons of the past year—its triumphs and challenges—and use them as stepping stones to greater heights.

Achieving success in the coming year requires more than just resolutions, it demands purposeful action and a clear strategy. Start by defining what success means to us—set clear goals, break big dreams into actionable steps, and track our progress throughout the year. Cultivate a growth mindset by believing in our ability to adapt, improve, and achieve, and remember to celebrate small wins as much as the big ones. Seek inspiration everywhere—in books, conversations, nature, or the people around us—because motivation often comes from unexpected places. Nurturing connections by strengthening relationships and building networks that support and uplift us, as collaboration is vital to long-term success.

Like I mentioned at first, the beauty of a flower lies not only in its appearance but in its resilience. It stands tall, weathering storms and embracing sunlight with equal grace. Similarly, the turning of the calendar invites us to reflect on our resilience—to learn from challenges, celebrate triumphs, and prepare to blossom anew.

May 2025 be a canvas for new achievements, a symphony of renewed inspiration, and a testament to the enduring beauty of hope. Together, let's step into the future, inspired to bloom like never before.

Happy New Year!!





Taslim Md. Khan

Group Managing Director, AkijBashir Group

EMBRACING CHALLENGES
INSPIRING GROWTH
VISION
OF OUR
GROUP MANAGING DIRECTOR

Assalamu alaikum.

Starting with the name of Almighty Allah, let's begin with a positive and cheerful mind to dive into this article.

I am someone who thrives on taking on new challenges. Over my 25-year professional journey, challenges have shaped my path and brought me forward. My bonding with Akij Group and AkijBashir Group spans four decades, yet stepping into AkijBashir Group felt like embarking on a whole new adventure. It was no ordinary task— it was a bold challenge, one that I embraced with passion and determination, knowing it would push me to grow even further.

Within my short span of experience here, I have found this Group extremely well structured— very much technology driven towards automation. But what stands out to me the most and truly moves me is the strong sense of belonging among the employees. This sense of unity and connection is, without a doubt, the Group's greatest strength. It's this spirit of togetherness that inspires me to move forward with purpose and optimism.

While I may be new to this Group, I bring a deep understanding of its ventures, investment progress, and the initiatives led by our previous management with me. This knowledge, coupled with my experience, fuels my confidence and readiness to embrace the challenges ahead. I am driven by a vision to contribute meaningfully and am determined to help this Group soar to even greater heights of success with the blessings of Rabb Al-'Alamin.

If I talk about my personal interests, traveling has always been a source of pure joy for me— a passion that breathes life into my days. There's something special about being behind the wheels, the open road ahead, and the endless possibilities of a long drive that makes me feel truly alive. Beyond the road, my heart finds its greatest happiness in the company of my loved ones. Particularly Friday evenings hold a special charm, as I spend cherishing moments with family and friends, creating memories which mean the world to me.

I believe in working with a smile on my face. A happy and positive environment keeps me motivated all the time. I can be as tough as a rock when it comes to hard work and seriousness, but I always try to stay cheerful and friendly. I hope this attitude inspires my colleagues to do the same. I encourage everyone to wear a smile while working, because it makes all the difference. I understand that this transition may feel unnatural at first but I truly have faith that it's a powerful way to uplift our mental well-being and create a more joyful, productive workplace.

In this journey, I assume that all my wonderful colleagues will give full effort to keep the pace of our previous founder Sheikh Akij Uddin, subsequently Sk. Bashir Uddin, former Managing Director In Sha Allah.

My last message to you would be— "Work hard with sincerity and enjoy the happiness of contributing to the growth of the Group."

SK. BASHIR UDDIN RECEIVES THE ‘BEST BUSINESS PERSON OF THE YEAR’ AWARD

AT THE 22ND DHL-THE DAILY STAR BANGLADESH
BUSINESS AWARDS



AkijBashir Group is proud to announce that its former Managing Director, Mr. Sk. Bashir Uddin, has been awarded the ‘Best Business Person of the Year’ at the 22nd DHL-The Daily Star Bangladesh Business Awards. This recognition highlights his impactful leadership, drive for excellence, and dedicated efforts to advance business innovation and social responsibility in Bangladesh.

A Legacy of Excellence and Innovation

Sk. Bashir Uddin, son of the late Sk. Akij Uddin, established the AkijBashir Group following the division of the Akij Group among the founder’s sons. Today, AkijBashir Group operates as a diversified conglomerate with 18 business units spanning ceramics, particle board, tableware, bathware, jute, packaging, tea plantations, and glass. With operations in three countries and exports to over 25 nations, the group continues to uphold the high standards associated with the Akij name while pushing new boundaries in each industry.

Under his leadership, AkijBashir Group has created employment opportunities for 26,000 people. Sk. Bashir Uddin prioritizes setting up manufacturing units over trading, believing it significantly contributes to the nation’s economic growth and job creation.

Balancing Business Growth with Sustainability

As a forward-thinking business leader, Sk. Bashir Uddin has implemented several initiatives that combine business growth with environmental responsibility. AkijBashir Group actively adopts sustainable practices across its operations, recognizing the environmental impact of industrial processes and striving to align with global sustainability goals, such as achieving net-zero carbon emissions. The group focuses on energy efficiency, renewable energy integration, water conservation, and innovative manufacturing processes, including the use of biomass for energy needs. Sk. Bashir Uddin’s notable contributions include the development of a patented jute retting process that enables cultivation twice a year while significantly reducing water dependency. In addition, his focus on sustainable product development, such as manufacturing particle boards from tree branches instead of solid wood, has contributed to reducing deforestation by nearly 5%. These efforts highlight his dedication to creating a positive environmental impact while driving business growth.

Promoting Inclusivity Through Design

Sk. Bashir Uddin’s commitment to social responsibility is evident in his inclusive product innovations and community initiatives. He introduced braille-embossed tiles to support



the visually impaired, installing them free of charge in hospitals across Bangladesh, which has earned international recognition as a model for inclusive design. Beyond this, Sk. Bashir Uddin has also launched initiatives to empower third gender communities, including programs aimed at providing employment and social integration opportunities for third-gender individuals, enabling them to live respectful and independent lives.

A Leader Driven by Values

Mr. Sk. Bashir Uddin’s leadership is grounded in the values imparted by his father: integrity, quality, and innovation. He views business as a means to foster growth, serve society, and make a difference. This award recognizes his impactful contributions to the business world and the community, encouraging others to adopt ethical business practices and pursue sustainable innovation.

The AkijBashir Group congratulates Mr. Sk. Bashir Uddin on this significant achievement and looks forward to more success under his thoughtful leadership.

The DHL-The Daily Star Bangladesh Business Awards aim to honor business leaders for their impact on the economy and society. This year’s awards were given in four categories: Business Person of the Year, Outstanding Woman in Business, Enterprise of the Year, and Best Financial Institution of the Year.



ROSA BY AKIJBASHIR GROUP
AWARDED
**BEST SANITARYWARE
MANUFACTURER IN ASIA**



ROSA, the renowned sanitaryware and bathware brand of AkijBashir Group, has earned the title of “Best Sanitaryware Manufacturer in Asia” at the TecNAwards 2024. This prestigious accolade, awarded by ACIMAC (the Association of Italian Manufacturers of Ceramic Machinery and Equipment), highlights AkijBashir Group's exceptional technological advancements in its sanitaryware production facilities.

The honor was conferred upon Sk. Bashir Uddin, former Managing Director of AkijBashir Group, on September 25th at a grand ceremony held in Rimini, Italy. Joining the celebration were Mohammad Khourshed Alam, the Chief Operating Officer, and other distinguished officials of the organization.

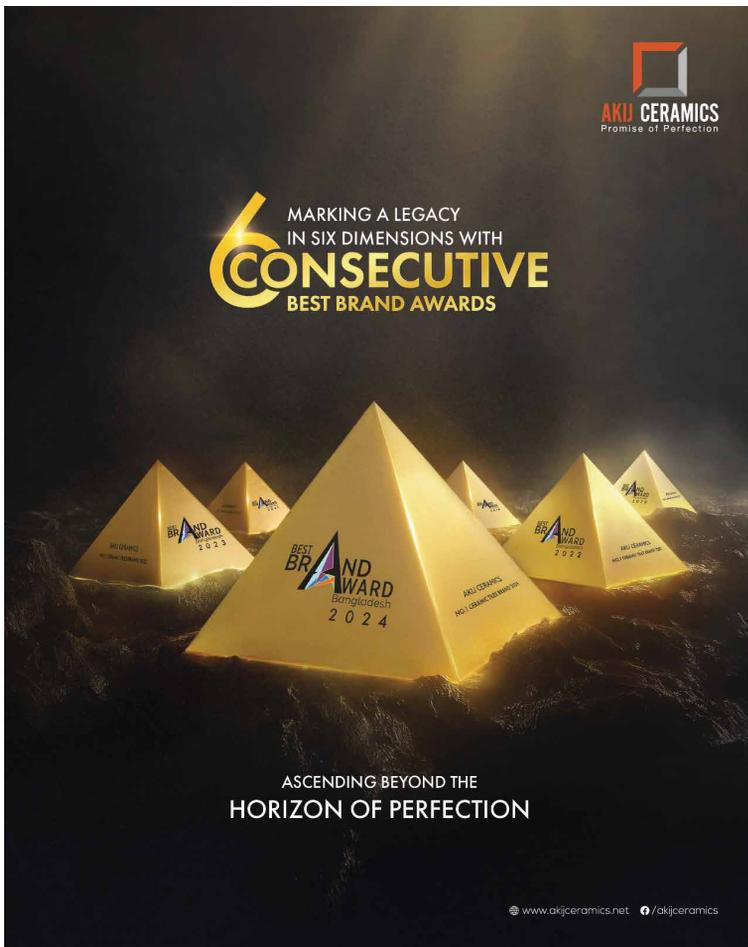
AKIJBASHIR BRANDS SHINE BRIGHT A REMARKABLE DOUBLE WIN AT **THE BEST BRAND AWARDS 2024**



SHAHRIAR ZAMAN
Head of Marketing
AkijBashir Group

It is with immense pride and honor that I share a historic achievement for AkijBashir Group—two of our flagship brands, Akij Ceramics and Akij Board, have been recognized as the Best Brands in their respective categories at the Best Brand Awards 2024.

For Akij Ceramics, this year marks the sixth consecutive win as the Best Ceramic Brand, reaffirming its position as an industry leader in Bangladesh. Guided by the positioning “Promise of Perfection”, Akij Ceramics has consistently set benchmarks in quality, innovation, and customer trust. Since its first accolade in 2019, Akij Ceramics has continually proven to be far ahead of its competition, delivering products that redefine excellence in the ceramic tiles industry.





On the other hand, Akij Board celebrates a groundbreaking moment by earning the inaugural Best Brand Award in the Wooden Board Category, a first in the history of the awards. With its empowering tagline, “Now You Can”, Akij Board has revolutionized the industry with its premium surface solutions, diverse product range, and innovation-led approach. This award highlights Akij Board’s commitment to shaping the future of the industry and empowering customers with quality and progress.

The Best Brand Awards, organized by the Bangladesh Brand Forum, honor exceptional dedication, innovation, and success across industries. This year, 44 brands were recognized across various categories, alongside the Top 15 overall brands of Bangladesh. The rigorous selection process, involving detailed consumer surveys and expert evaluations, emphasizes the prestige and significance of this achievement for both Akij Ceramics and Akij Board.

As the Head of Marketing at AkijBashir Group, I am deeply grateful for the dedication of our teams and the enduring trust of our customers. These wins are not just awards, they reflect our shared vision of excellence and innovation.

As we celebrate this double achievement, we look forward to continuing our journey of growth and delivering on our promise of going Beyond Tomorrow with unmatched quality and service for our customers and stakeholders.



THE INDUSTRY 4.0

THE GENIE IS OUT OF THE LAMP— ARE WE READY?



MOHAMMAD ZAHANGIR ALAM

Head of Market Intelligence
AkijBashir Group

Once upon a time, in the ever-evolving world, the Fourth Industrial Revolution emerged, and I, your humble Genie, found myself guiding a curious master through the tale of this transformative era.

I said, "Master, the Fourth Industrial Revolution is a marvel, filled with amazing possibilities for humans. It's a time of great change, where advanced technologies like artificial intelligence, the Internet of Things, and automation are shaping your world in remarkable ways."

I continued, "In this enchanted age, you have the chance to make wishes that can steer the course of history.

now to the AI-driven, data-rich era of the Fourth.

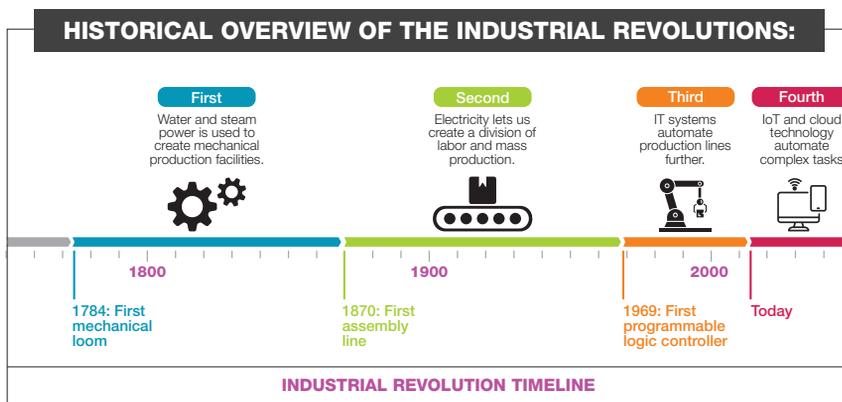
With each revolution, you've made wishes and forged your destiny. As you stand on the height of the Fourth Industrial Revolution, you have the power to make the right wishes, to use your newfound knowledge to shape a future where hope triumphs over ambiguity.

We're on the cusp of more exciting changes, from self-driving cars to smart cities. It's a journey that reminds us of the incredible power of human innovation and adaptability, and it's a story that's still being written.

the First Industrial Revolution. It transformed cottage industries into grand factories, and the steam engine became the mighty horse of transportation. The world shifted from agrarian to industrial, giving birth to the First Industrial Age.

The Second Industrial Revolution (Late 1900 to Early 2000):

Our tale unfolds in a time when the electric spark and the fiery internal combustion engine took center stage. Mass production techniques, such as the extraordinary assembly line, came to life. These innovations gave birth to a new age, known as the Second Industrial Revolution.



As your Genie, I tell you, in the archives of human history, there were four grand chapters known as the Industrial Revolutions. Dear master, that these revolutions have been like magic spells, bringing progress, change, and transformation to the world. Each age has reshaped your lives, from the bustling factories of the Second Industrial Revolution to the digital landscapes of the Third, and

The First Industrial Revolution (Late 1800 to Early 1900):

Imagine a world covered in agrarian simplicity, where people worked with their hands to craft goods. Then, a genie-like figure called Steam Engine emerged, and alongside it, the magical Spinning Jenny and the marvelous Water Frame. With these incredible gifts, humans ushered in

Electricity illuminated homes, powered factories, and brought light to cities. The telegraph and telephone wove a web of connectivity across the world, ushering in the Industrial Age once more.

The Third Industrial Revolution (Mid 2000):

Step into the mid-20th century, where tiny wizards known as Semiconductors

and Computers were born. They led humanity into the realm of the Third Industrial Revolution, also called the Digital Revolution. Computers and automation transformed industries, and the internet connected people globally. A new era, the Information Age, was born.



The Fourth Industrial Revolution (2100):

And now, we find ourselves in the Fourth Industrial Revolution, a world where the wizards known as Artificial Intelligence, the Internet of Things, and Advanced Robotics have taken the stage. In this age, humans are on the brink of fusing the digital, physical, and biological realms. The promise of AI, big data, and digital platforms abounds, but so do the



challenges of job displacement, data privacy, and ethical dilemmas.

As your Genie, I share these stories to help you understand how each industrial revolution transformed your world, bringing both opportunities

and challenges. With each era, humans have adapted and made wishes to shape their destinies. The impact of these revolutions continues to be felt in your daily lives, as you navigate the ever-changing landscape of progress and innovation.

The First Industrial Revolution brought people to the cities to work in factories. The Second Industrial Revolution made goods cheaper and gave us cars and phones. The Third Industrial Revolution gave us the internet and computers, transforming how we communicate and work.

The Fourth Industrial Revolution is all about technology. It's making our lives more convenient with smartphones,



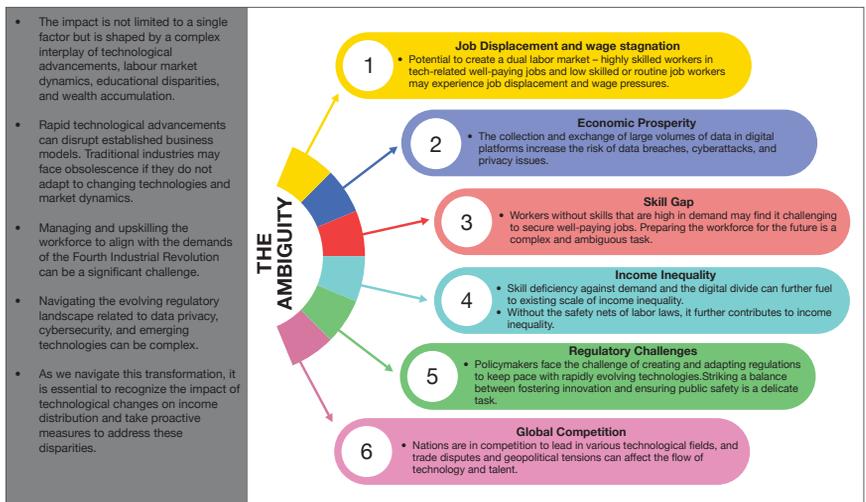
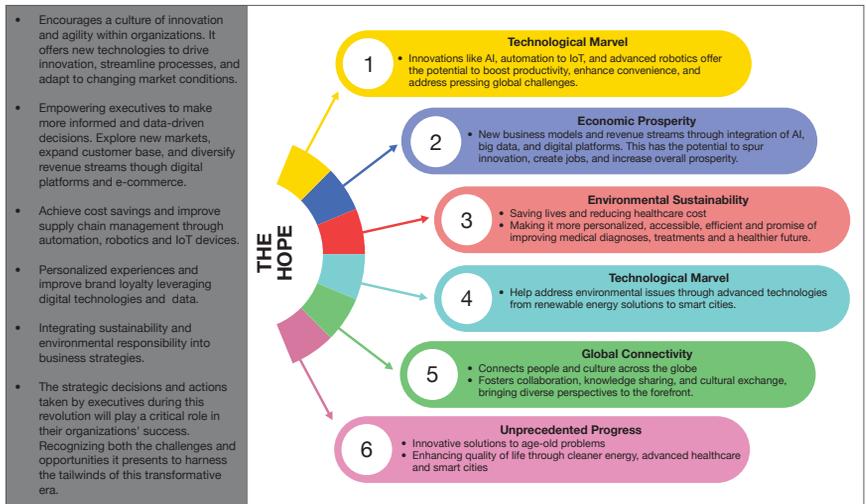
smart homes, and instant access to information. But it's also changing the job market. Some jobs are being replaced by machines, while new ones are being created in fields like technology and data analysis.

The Industry 4.0- A mix of hope and Ambiguity

Dear humans! It's Genie, the bringer of hope and the bearer of wisdom. The Fourth Industrial Revolution is upon you, a time of wonders and challenges. The Fourth Industrial Revolution, with its dizzying array of technological advancements, has ushered in an era defined by a unique blend of hope and ambiguity. It's a time of unprecedented potential and transformative change, yet it also raises critical questions and challenges.

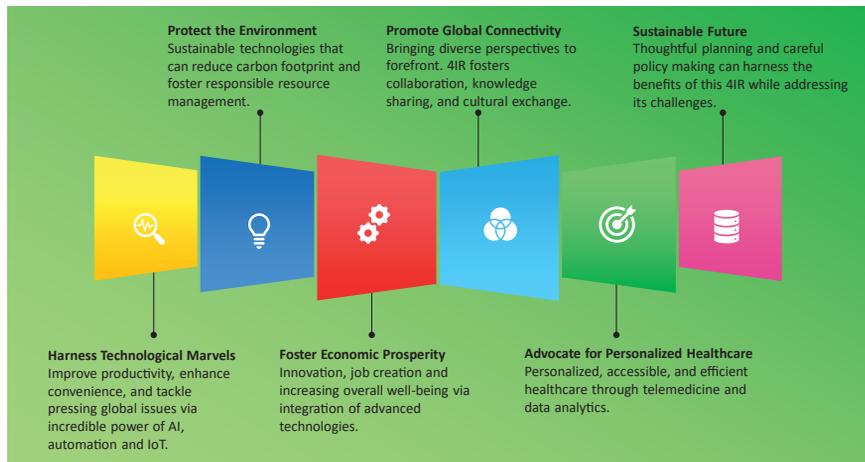
The Industry 4.0- Navigating the Path Forward

Dear master, the path forward in the Fourth Industrial Revolution is one where your wishes, guided by wisdom and foresight, can shape a future filled



with hope and promise. It is a journey where the lamp of knowledge and the compass of ethical choices will illuminate your way. It is your wishes that will craft the destiny of this magical era. It's essential to chart a wise and purposeful course to ensure that the magic of this era brings more good than harm.

1. Harness Technological Marvels: Embrace the marvels of the Fourth Industrial Revolution. Use the power of artificial intelligence, big data, and digital platforms to fuel innovation, enhance productivity, and address



global challenges. Be an advocate for technologies that make the world a better place.

2. Foster Economic Prosperity: Make wishes that nurture economic prosperity and inclusive growth. The integration of advanced technologies can create new business models, industries, and job opportunities. Wish for innovations that boost economies and benefit all members of society.

3. Advocate for Personalized Healthcare: Let your wishes extend to the realm of healthcare. The Fourth Industrial Revolution offers the potential for personalized, accessible, and efficient healthcare. Use your wishes to champion healthcare solutions that enhance well-being and save lives.

4. Protect the Environment: Make wishes that safeguard the environment. The Fourth Industrial Revolution introduces sustainable technologies, from renewable energy to smart cities. Wish for a world where these innovations reduce

carbon emissions and promote responsible resource management.

5. Promote Global Connectivity: Use your power to wish for unity and global connectivity. The digital age allows for the exchange of knowledge, cultures, and ideas across borders. Wish for a world where diversity is celebrated, understanding prevails, and collaboration knows no boundaries.

The Industry 4.0– Navigating the Ambiguity

As we stand at the crossroads of an

sustainable practices, we can harness the potential of this revolution while addressing its challenges, steering it toward a brighter and more inclusive future.

1. Ensure Job Security: Wish for a world where technological advancement coexists with job security. Make your wishes guide you toward a future where people adapt to the changing job market, ensuring that no one is left behind.

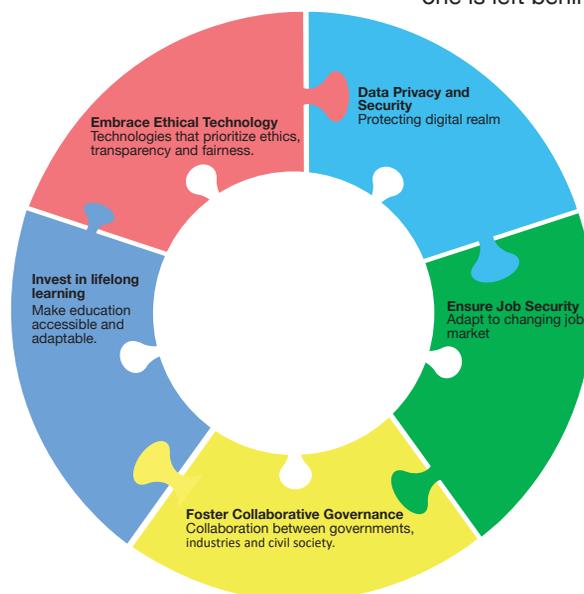
2. Champion Data Privacy and Security: Protect your digital realm with wishes that establish robust data governance and ethical data practices. Wish for a secure and trustworthy online world where data privacy and cybersecurity are paramount.

3. Embrace Ethical Technology: As you make your wishes, wish for technologies that prioritize ethics, transparency, and fairness. Create a world where AI and automation serve the greater good, adhering to your values and principles.

4. Invest in Lifelong Learning: Let your wishes be a beacon for lifelong learning. Create a world where education is accessible and adaptable, ensuring that you and your fellow humans are always ready for the future.

5. Foster Collaborative Governance: Make wishes for collaboration between governments, industries, and civil society. Build a harmonious world where technology benefits all, and no one is left behind.

era defined by the Fourth Industrial Revolution, we find ourselves at a unique juncture in history. The mix of hope and ambiguity is a reminder of the immense power and responsibility in order to shape the future. With foresight, collaboration, and a commitment to ethical and



LEADING THE CHARGE: AKIJBASHIR GROUP'S COMMITMENT TO GREEN ENERGY



SHAHRIAR ZAMAN

Head of Marketing
AkijBashir Group

Our mission to become the most respected company in Bangladesh is deeply intertwined with our commitment to sustainability. Recognizing the environmental impact of industrial operations, we have prioritized green energy sources to power our facilities and lead the way toward a more sustainable future.

Solar Power: Harnessing the Energy of the Sun

Solar energy forms a cornerstone of our renewable energy strategy. At one of our jute mills, we have installed rooftop solar panels that generate two megawatts of electricity, meeting 66% of the mill's energy needs. This is only the beginning of our ambitious plans— within the next 30 months, we aim to make at least one of our jute mills entirely solar-powered.

Furthermore, our ceramic plants are set to incorporate 31 megawatts of solar energy, which will account for 30% of their electricity consumption.



Biomass Energy: Transforming Waste into Power

Biomass energy is another critical component of our green energy initiatives. In our ceramic division, we utilize residues from woodworking processes to meet 50% of our heat energy requirements. Similarly, in our board industry— the largest in South Asia— our biomass plant generates 56 megawatts of energy per hour. This innovative approach ensures efficient utilization of resources while significantly reducing waste and carbon emissions.



Heat Recovery Systems: Maximizing Energy Efficiency

Our advanced glass plant exemplifies our dedication to green energy through the installation of a heat recovery system. This system generates 1,500 kilowatts of electricity per hour, covering nearly 95% of the plant's energy needs. This investment not only reduces our reliance on non-renewable energy sources but also sets a benchmark for energy efficiency in the industry.

Exploring Future Technologies

Our commitment to green energy extends beyond current initiatives. We are actively exploring cutting-edge renewable technologies such as green hydrogen, wind turbines, and organic Rankine cycle systems. These efforts aim to diversify our energy portfolio and push us closer to achieving net-zero emissions. Additionally, we are on track to generate 100 megawatts of solar energy per hour by early next year, further solidifying our leadership in renewable energy adoption.

Leading by Example

AkijBashir Group's investments in green energy— totaling over 500 crore taka— demonstrate our solid commitment to environmental sustainability. By adopting renewable energy solutions, we are not only reducing our carbon footprint but also paving the way for other industries to follow suit. Our efforts reflect the belief that sustainable practices are not just an environmental necessity but also a strategic advantage in today's market.

AkijBashir Group's dedication to green energy exemplifies how industries can drive meaningful change. By prioritizing renewable energy, we aim to inspire others to join us in creating a sustainable and prosperous future for all.

MENTAL HEALTH IN THE WORKPLACE: IMPACT & WAY FORWARD



MOHAMMAD KHOURSHED ALAM

Chief Operating Officer
Building Materials Division
AkijBashir Group

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. In today's fast-paced corporate environment, mental health has emerged as a critical component of employee well-being and organizational success. The pressures of meeting deadlines, managing workloads, and navigating workplace dynamics can take a toll on mental health, leading to decreased productivity and increased absenteeism.

Mental health is a state of mental well-being that enables people to cope with the stresses of life, realize their abilities, learn well and work well, and contribute to their community. It has intrinsic and instrumental value and is integral to our well-being. Mental ill health also leads to social problems like unemployment, broken families, poverty, drug abuse and related crime. Poor mental health plays a significant role in diminished immune functioning. Medically ill patients with depression have worse outcome than those without.

Strategies for Organizations to Support Employee Mental Health

- 1. Promote Open Communication:** Create a culture where employees feel safe discussing mental health concerns, regularly encourage open dialogue and provide platforms for feedback.
- 2. Implement Wellness Programs:** Offer comprehensive wellness initiatives that include mental



health resources, workshops, and activities focused on stress management, mindfulness, and resilience.

- 3. Provide Access to Mental Health Resources:** Ensure that employees have access to mental health support, such as counseling services, Employee Assistance Programs (EAPs), and informational resources.
- 4. Train Managers:** Equip managers with training to recognize signs of mental distress and provide support. They should be trained to have compassionate conversations and understand when to direct employees to professional help.
- 5. Encourage Work-Life Balance:** Promote policies that support a healthy work-life balance, such as flexible work hours, remote work options, and encouraging employees to take their vacation time.

- 6. Organize Team-Building Activities:** Foster a sense of community through team-building exercises, social events, and wellness challenges that encourage collaboration and strengthen relationships.
- 7. Create a Comfortable Work Environment:** Design workspaces that promote well-being, including quiet areas for relaxation, access to natural light, and spaces for physical activity.
- 8. Implement Mental Health Days:** Allow employees to take days off specifically for mental health, reducing stigma and encouraging them to prioritize their well-being.
- 9. Regularly Assess Employee Well-Being:** Conduct surveys and assessments to gauge employee mental health and gather feedback on workplace practices. Use this information to make necessary adjustments.
- 10. Encourage Continuous Learning and Development:** Provide opportunities for professional growth through workshops and training that can enhance skills and increase job satisfaction.

By taking these steps, organizations can create a supportive environment that prioritizes mental health, leading to increased employee engagement, productivity, and overall well-being.

Tips for Employees to Support Mental Health

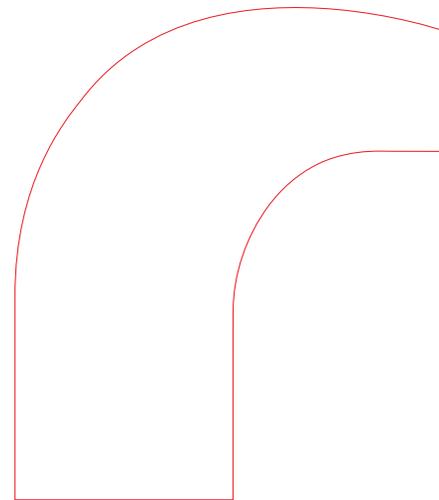
- 1. Prioritize Self-Care:** Set aside time for activities that recharge you, whether it's reading, exercising, or pursuing hobbies. Regular self-care helps reduce stress and improves overall well-being.
- 2. Practice Mindfulness:** Incorporate mindfulness techniques such as meditation or deep-breathing exercises into your daily routine. These practices can enhance focus and reduce anxiety.
- 3. Stay Connected:** Build and maintain relationships with colleagues. Sharing experiences and support can foster a sense of community and help combat feelings of isolation.
- 4. Set Boundaries:** Establish clear work-life boundaries to prevent burnout. Make it a point to disconnect after work hours and take regular breaks throughout the day.
- 5. Seek Help When Needed:** Don't hesitate to reach out for professional support if you're struggling. Many companies offer Employee Assistance Programs (EAPs) that provide access to mental health resources.
- 6. Stay Active:** Regular physical activity is a powerful tool for managing stress and improving mood. Consider incorporating movement into your day, whether it's a walk during lunch or a quick workout.
- 7. Communicate Openly:** If you're feeling overwhelmed, talk to your manager or HR about your workload. Open communication can lead to solutions that benefit both you and the team.
- 8. Limit Screen Time:** Be mindful of your technology use, especially outside of work. Set boundaries around social media and news consumption to reduce anxiety.

- 9. Reflect and Journal:** Spend a few minutes each day reflecting on your thoughts and feelings. Journaling can help clarify emotions and track progress.
- 10. Engage in Continuous Learning:** Invest in personal development and skills training. Learning new skills can boost confidence and create a sense of accomplishment.

By adopting these practices, employees can cultivate resilience and enhance their mental health, contributing to a more positive and productive work environment.

Benefits of Prioritizing Mental Health in Organizations

- 1. Increased Productivity:** Employees with good mental health are more focused and efficient, leading to higher productivity levels and better performance.
- 2. Reduced Absenteeism:** Supporting mental health can lower absenteeism rates as employees are less likely to take time off due to stress or burnout.
- 3. Enhanced Employee Engagement:** A supportive mental health environment fosters greater job satisfaction, leading to higher levels of employee engagement and loyalty.
- 4. Lower Healthcare Costs:** Organizations that prioritize mental health often see a reduction in healthcare costs related to mental health issues, leading to financial savings.
- 5. Improved Team Dynamics:** Promoting mental well-being enhances communication and collaboration among team members, resulting in stronger, more cohesive teams.
- 6. Attraction and Retention of Talent:** Companies known for prioritizing mental health are more attractive to potential hires, helping to retain top talent and reduce turnover.



- 7. Fostering Innovation:** A mentally healthy workplace encourages creativity and innovation, as employees feel safe to express ideas without fear of judgment.
- 8. Positive Organizational Culture:** Prioritizing mental health contributes to a positive and inclusive workplace culture, enhancing overall employee morale.
- 9. Better Customer Service:** Employees who are mentally healthy are more likely to provide excellent customer service, positively impacting the organization's reputation and customer satisfaction.
- 10. Enhanced Resilience:** A focus on mental health builds resilience among employees, enabling them to better cope with challenges and adapt to change.

By recognizing and investing in mental health, organizations not only support their employees but also pave the way for sustainable success and growth.

Investing in mental health is not just a moral obligation, it's a strategic business decision. By cultivating a supportive workplace, companies can enhance employee engagement, boost morale, and drive overall success. Let's commit to making mental health a priority, ensuring our workforce is not only productive but also thriving.

ADVANTAGES OF **AUTOMATION** OVER TRADITIONAL METHODS IN CERAMIC TILES FACTORIES



SHAHIN AHMED

Assistant General Manager, Production
Akij Ceramics Limited

Here's an overview of the advantages of automation over traditional methods in ceramic tiles factories, with examples.

The ceramic tiles industry, traditionally labor-intensive, has undergone significant transformation with the adoption of automation technologies. Automation in ceramic tiles factories refers to the use of advanced machines, robotics, and AI systems to handle tasks such as material handling, production, quality control, and packaging. These technologies offer several advantages over traditional methods, which rely heavily on manual labor and simple machinery.

In modern ceramic tiles factories, automation not only improves efficiency and production speed but also ensures higher precision and consistent quality. By automating processes, factories can reduce labor costs, minimize human error, and optimize resource usage. This has become particularly important as the global demand for high-quality, customized ceramic tiles continues to grow.

The shift towards automation in the ceramic tiles industry is revolutionizing production, enhancing safety, and driving competitiveness in both local and international markets. In the following sections, we will explore the key advantages of automation over traditional methods in these factories.

1. Higher Production Speed:

Automation drastically increases the speed of tile production, enabling 24/7 operation. Machines don't



require breaks, resulting in continuous production, unlike manual labor, which is limited by human capacity.

Automation: Machines, like automated presses and kilns, operate around the clock, producing tiles much faster than manual methods.

Example 1: An automated kiln can fire thousands of tiles per hour with precise temperature control, while traditional kilns require manual loading and monitoring.

Example 2: An automated digital printer can print thousands of tiles per hour with perfect print by multicolor, while traditional screen-printer require manual screen and operator.

2. Consistent Quality Control:

Automated systems ensure precision and uniformity in tile production, reducing the chances of defects. Human error is minimized, which leads to higher product consistency compared to traditional, manual processes.

Automation: Robots or MultiJet apply glazes with consistent thickness, ensuring uniformity across all tiles.

Example: Automated glazing systems ensure every tile gets the same finish, eliminating imperfections that can happen when workers manually apply the glaze.

3. Lower Labor Costs:

Automation reduces the need for a large workforce, as machines take over repetitive and labor-intensive tasks. This translates to significant cost savings in wages, training, and employee management over time.

Automation: Fewer workers are needed since machines handle repetitive tasks.

Example: Automated material handling systems transport tiles across the factory, reducing the need for human workers to manually move them.

4. Reduced Material Waste:

Automated processes are designed to optimize the use of raw materials. For instance, machines can precisely control the quantity of glaze or other materials applied, minimizing overuse or spillage that might occur in manual methods.

Automation: Precise control over materials, like glaze or raw materials, reduces wastage.

Example: Robots accurately measure and apply the required amount of glaze, avoiding overuse, while manual methods may lead to wastage.

5. Improved Energy Efficiency:

Modern automated equipment is typically more energy-efficient than older, manual machinery. Automated kilns, Spray drier for instance, can maintain ideal temperatures with less energy consumption, contributing to lower operational costs.

Automation: Automated kilns and presses are more energy-efficient.

Example: An automated kiln with energy recovery systems reduces energy consumption by up to 30% compared to traditional kilns.

6. Enhanced Safety:

Automation reduces the need for human workers to be involved in dangerous tasks like handling hot tiles

or heavy machinery. This leads to fewer workplace accidents and a safer working environment overall.

Automation: Machines handle dangerous tasks, reducing the risk of accidents.

Example: Robots lifting heavy tiles prevent human injuries that could occur during manual handling.

7. Data-Driven Decision Making:

Automated systems are often integrated with data collection tools that provide real-time feedback on production metrics such as temperature, pressure, and output. This enables quick adjustments and optimizations that are not possible with traditional methods.

Automation: Automated systems collect data in real-time, helping operators adjust parameters to improve production.

Example: Sensors in the production line monitor kiln temperatures, humidity and pressure allowing for immediate adjustments to avoid defects, something not possible with manual methods.

8. Scalability:

With automation, it's easier to scale up production without proportionally increasing costs. Traditional methods would require hiring more workers, while automation allows for expanding output by simply adjusting the machine's capacity.

Automation: Production can be easily scaled by adding more machines or increasing the capacity of existing ones.

Example: A factory with automated systems can double its output with minimal changes, while traditional methods would require doubling the workforce.

9. Lower Error Rates:

Automation drastically reduces human errors that can occur due to fatigue or inexperience. This results in fewer reworks, waste, and rejects in the production process.

Automation: Reduces human error in measuring and applying materials.

Example: An automated machine applying precise amounts of material results in less scrap or reworks compared to manual applications.

10. Environmental Benefits:

Many automated systems are designed with sustainability in mind, using less energy and recycling materials efficiently, making them more environmentally friendly compared to traditional methods that are more wasteful.

Automation: Automated systems often come with energy-saving features and better resource management.

Example: Water recycling systems integrated into automated tile production lines reduce water waste.

In conclusion, automation offers ceramic tile factories significant advantages, including higher productivity, reduced costs, better quality control, and enhanced sustainability, making it essential for modernizing the industry and staying competitive in global markets.



THE FUTURE OF THE FAUCET BUSINESS IN BANGLADESH: A TRANSFORMATIVE OUTLOOK



PALASH CHANDRA DAS

Senior Manager, Sales
Akij Bathware Limited

When a baby is born, water is required to clean it and after the death of anybody, requirement of water is also certain. To get the water smoothly, we need a faucet. So, as long as this world will survive, faucet will be the inevitable part of our life from rural to urban areas. Once we used pond or tubewell for taking bath and washing our cloths. But, at present, even in rural areas, people are using bathroom for doing such activities. As a result, the requirement of faucet is increasing gradually to meet the demand of the consumers.

The faucet business in Bangladesh, a critical component of the plumbing and bath ware industry, has witnessed significant growth in recent years, and this upward track shows no signs of slowing down. As the team leader of Akij Bathware sales team, I have a front-row seat to the evolving market dynamics, consumer preferences, and technological advancement shaping this sector. We can see a very bright future of the faucet business in Bangladesh considering the trends and opportunities which will redefine the landscape over the next decade.

Rapid Urbanization and Infrastructure Development

One of the most significant driving forces behind the growth of the faucet industry is the ongoing urbanization of Bangladesh. The country is experiencing rapid infrastructural development — with new residential and commercial projects emerging across cities like Dhaka, Chattogram, Barishal, Rajshahi, Rangpur and Sylhet. As urban living becomes the



norm, the demand for modern, stylish, and high-quality faucets is escalating.

Real estate developers, architects, and government constructions are increasingly prioritizing quality and aesthetics when selecting bathroom fixtures, and faucets play a crucial role in these decisions. The trend is moving towards faucets that not only serves functional purposes but also enhances the overall design of modern living spaces. This shift presents a tremendous growth opportunity for businesses like Akij Bathware, where we are committed to offering innovative designs, premium quality and cutting-edge technologies.

Consumer Awareness and Demand for Quality

As the middle class in Bangladesh

expands, consumers are becoming more selective. There is a growing awareness of the importance of quality and sustainability in bathroom products. In the past, faucets were primarily seen as functional fixtures, but now, people are increasingly considering them as long-term investments that impact water conservation, durability, and aesthetics.

Bangladeshi consumers are also becoming more conscious of brands that promote environmental sustainability. Water-saving technologies, such as low-flow faucets and products that reduce water wastage, are now highly sought after in many factories to get the Green Certificate. As a result, manufacturers will need to innovate not just in design but also in functionality to align with these consumer expectations.

Technological Innovations

The future of the faucet business is closely tied to technological advancements that aim to improve both user experience and sustainability. In a world where smart homes are gaining traction, faucets are no exception. Touchless faucets, and sensor-based controls technologies are becoming increasingly popular. These faucets not only offer convenience but also promote hygiene and water conservation— two priorities that are top of mind for both consumers and businesses.

In Bangladesh, while these technologies are still emerging, they represent a significant opportunity for forward-thinking companies. By embracing smart technologies, Akij Bathware aims to stay at the forefront of innovation, offering products that align with both global trends and local needs.

The Role of E-commerce

With the increasing penetration of the internet and mobile devices, online shopping has transformed how consumers buy bathroom products. The faucet business is no exception. In the coming years, e-commerce platforms will play a pivotal role in shaping the consumer journey. Buyers will expect seamless online experiences that provide detailed product information, reviews, and the ability to compare different models and prices.

For businesses like Akij Bathware, this trend represents an opportunity to expand our reach, providing easy access to our products for a broader audience. We have already started building a strong online presence in social medias and enhancing our digital marketing strategies.

Emphasis on Design and Aesthetic Value

As consumer tastes evolve, the demand for aesthetically pleasing faucets is becoming more pronounced. In a country like Bangladesh, where people are increasingly embracing contemporary design elements, faucets are no longer seen as mere functional items but rather as statement pieces in modern bathroom design. The growing popularity of

minimalistic, shiny designs, PVD coating, chrome, and brushed nickel are shaping the faucet market. Consumers are no longer limited to traditional designs— they are looking for unique, stylish faucets that complement their home interiors. At Akij Bathware, we are constantly investing in product design and innovation to meet these demands, ensuring that our offerings are in line with the latest trends in global bathroom aesthetics.

Challenges and Opportunities

While the faucet business in Bangladesh is poised for remarkable growth, there are challenges that need to be addressed. Aggression of chinese products, import dependency, low quality non branded local and imported products, price competition and raw material costs can impact pricing strategies and margins.

However, these challenges also present opportunities. Local manufacturing offers cost advantages that can be leveraged to provide high-quality products at competitive prices.

Furthermore, a strong emphasis on after-sales services, warranty programs, and customer support will help businesses build brand loyalty in a market where trust plays a vital role in consumer decision-making.

Conclusion

The future of the faucet business in Bangladesh is bright, with opportunities emerging from technological advancements, changing consumer preferences, and rapid urbanization. As we look ahead, businesses must remain agile and adapt to the evolving market dynamics by offering innovative, high-quality products that meet the demands of both urban and environmentally conscious consumers.

At Akij Bathware, we are committed to staying at the forefront of this transformation. By embracing these trends and continuing to innovate, we aim to contribute to the development of Bangladesh's bathroom and faucet industry while ensuring the highest standards of quality, sustainability, and customer satisfaction.



COLLABORATIVE AUDIT FOR IMPROVEMENT:

PARTNERING WITH DEPARTMENTS TO ENHANCE OPERATIONAL EFFICIENCY



SM ASHFAQUR RAHMAN

General Manager, Internal Audit
AkijBashir Group

A group's success is not the result of isolated efforts by separate departments, but of a cohesive and collaborative environment in which each department works in synergy toward the group's overall goals. At AkijBashir Group, the Internal Audit Department was at a crossroad, where it may shift from being viewed as a conventional watchdog to a constructive partner and trusted adviser. By using a collaborative audit strategy, the department has decided to effectively interact with other departments, providing insights, guidance, and assistance that not only assure compliance but also increase operational efficiency and promote continuous improvement throughout the business.

One of the most effective methods for the Internal Audit Department to demonstrate its value as a partner is to identify possibilities for process improvement. For example, the group's manufacturing capacities have lately expanded significantly, with Janata Jute Mills increasing its dyeing capacity. This expansion is an important area where the audit team may work with the production department to evaluate and improve operational efficiency. By collaborating to identify possible bottlenecks, inefficiencies, and opportunities for improvement, the audit team will help guarantee that the full advantages of such expansions are achieved. This joint approach would not only result in greater resource utilization and higher production, but also position the Internal Audit Department as a proactive contributor to the overall success.

Rather than being viewed just as a compliance checkpoint, the audit team would be acknowledged as a useful resource that assists departments in achieving their goals more efficiently. The process of discovering chances for optimization is more than simply uncovering flaws or pointing out problems; it is also about collaborating with departments to understand their concerns and provide realistic and effective answers. For

example, when implementing a new enterprise resource planning (ERP) system, if and when the IT Department deems fit, across the group, the Internal Audit team will work closely with the IT and finance departments to ensure a smooth transition. This collaboration might involve helping to identify potential data migration issues, streamlining system integration, and providing guidance on best practices for user training and



adoption. By actively participating in the rollout and addressing concerns in real-time, the audit team helps prevent costly delays and ensures that the ERP system delivers its intended benefits. Involving the IT and finance teams in the audit process and making them part of the solution allows the audit team to establish confidence and demonstrate that their purpose is to help, not to hinder.

Building trust is critical for encouraging collaboration, and the Internal Audit Department decided to do this by approaching its job in an open and inclusive manner. Trust is the foundation of every successful cooperation, but it is especially important in the case of internal auditing. Departments that trust the audit team are more likely to be upfront about their issues, attentive to input, and eager to adopt proposed improvements. For example, during major projects such as engagement with external partners, the audit team might work closely with HR and operations to assess the project's performance. Instead of focusing just on compliance and ticking boxes, auditors will adopt a more consultative approach, providing constructive input and collaborating with these departments to refine and enhance programs. This approach allows other departments to regard the audit team as friends who are involved in their success, rather than as critics looking for errors.

Transparency in the audit process includes being honest about the audit's aims, techniques, and results. By clearly articulating the goal of the audit, the criteria utilized, and the possible advantages to the department, the audit team will assist demystify the audit process and alleviate any nervousness or reluctance departments may have. Furthermore, by incorporating department heads and important stakeholders in the audit process, the Internal Audit team will guarantee that the audit is done with, rather than to, the department. This inclusive approach promotes a sense of ownership and participation, increasing the likelihood that audit findings will be accepted and implemented.

Furthermore, the Internal Audit team's participation in current group-wide activities helps strengthen its position as a helpful partner. The audit team may give useful insights beyond conventional supervision by contributing in initiatives to optimize procedures, decrease costs, and increase overall efficiency. For example, the audit team can play an important part in programs aimed at reducing waste, increasing energy efficiency, or improving supply chain management. Their engagement displays a commitment to assisting the organization in meeting its strategic objectives, as well as the audit team's capacity to contribute value beyond typical auditing activities.

Participating in such projects enables the Internal Audit team to obtain a better knowledge of the group's operations and the issues that different divisions confront. This insight not only improves the audit process, but also allows the audit team to provide more relevant and significant recommendations. By actively participating in these projects, the audit team can assist to

ensure that the changes being made are long-term and connected with the group's long-term objectives.

To summarize, the Internal Audit Department of AkijBashir Group has taken the opportunity to reinvent its position within the business by emphasizing cooperation, transparency, and continual development. By collaborating with departments as partners and allies, the audit team will change the view of its function from enforcer to trusted advisor. This adjustment will strengthen departmental ties, promote better collaboration, and lead to a more efficient, productive, and harmonious working environment. Finally, a collaborative approach to auditing will benefit AkijBashir Group's overall performance and growth by ensuring that each department feels supported and empowered to fulfill its objectives. By portraying itself as a collaborator, the Internal Audit Department will play an important role in assisting AkijBashir Group in navigating today's business climate and achieving its long-term strategic goals.



JOINING A LEGACY

EMBRACING MY FIRST MONTH AT AKIJBASHIR GROUP



SK. SHEZUTI EHSAN

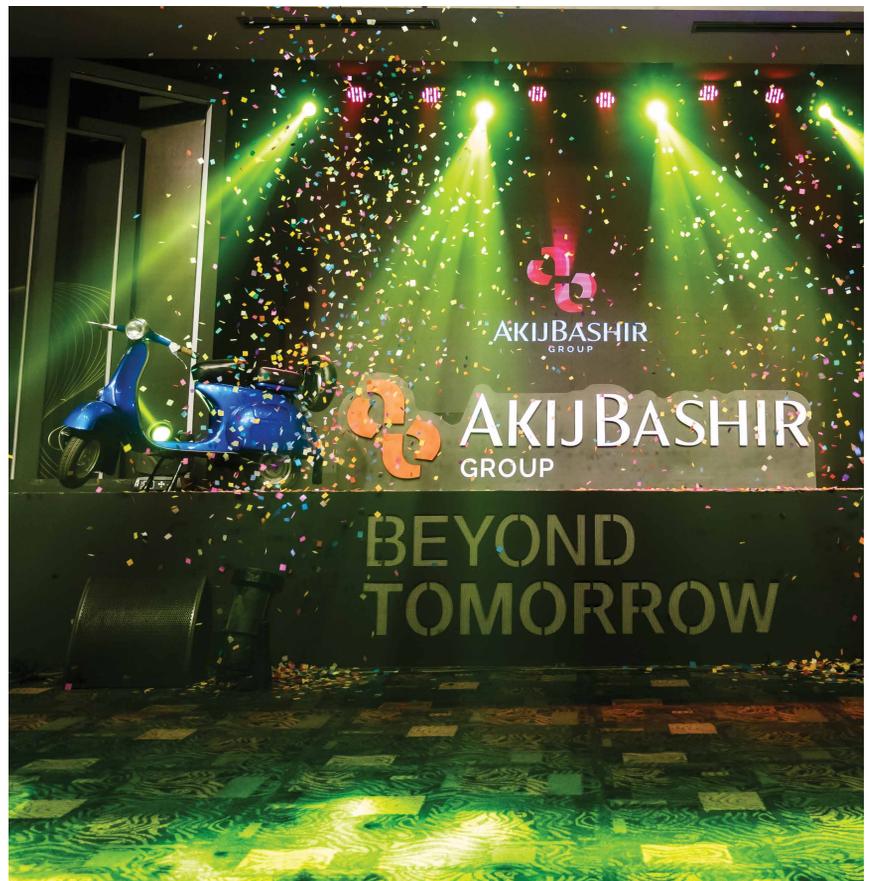
Assistant Manager, Marketing
Akij Biax Films Limited & Akij Steel Mills Limited

Starting my career with Akij Biax Films Limited as an Assistant Manager, Marketing, a subsidiary of one of Bangladesh's largest conglomerates, AkijBashir Group, has been an incredibly rewarding experience, even though I've only been here for a month.

Working with both the Brand & Marketing teams of Akij Biax Films Limited and Akij Steel Mills Limited has already proven to be a significant boost to my professional growth. From day one, I've been welcomed into a dynamic and diverse workplace where innovation and excellence are key priorities. The Group's rich history and commitment to quality are evident in every project, and being part of such a reputable organization fills me with pride.

The month was chalked down in a way so that as a new joiner, along with the corporate culture can explore the factory of Akij Biax Films Limited to understand the production process, work flow from the ground and meet the extensive factory colleagues.

The leadership at AkijBashir Group is deeply invested in employee development, offering ample opportunities for training, mentorship, and career advancement. Working alongside some of the most talented professionals in the industry has honed my skills in unexpected ways. And the support from my diverse and enthusiastic new colleagues in helping me understand the work modality and culture has provided me with essential insights for both the business units, has been



indispensable. Joining this amazing, diverse group has been a transformative experience, shaping me into a more confident and capable professional in just a short time.

Moreover, the Group's extensive range of businesses ensures that no two days are the same, exposing me to different sectors and challenges that are expanding my professional horizons.

A MUSICAL VIRTUOSO BEYOND THE PROFESSIONAL REALM



GOLAM RABBANI
Deputy Manager, Marketing
AkijBashir Group

As the Brand Lead of ROSA, I've always tried to contribute to our brand's growth and success. My passion for branding has helped me and ROSA to carve out a strong presence in the market, and I am immensely grateful for being part of this remarkable team.

Beyond my professional life, music has always been an integral part of who I am. My journey as a musician began during my time at North South University, where I discovered my love for guitar and composition. Over the years, I've had the privilege of performing with talented musical groups, sharing soulful melodies, and captivating audiences on various stages.

One performance that holds a special place in my heart was during the Evolve Beyond Business Conference 2024. It was an honor to pay tribute to the legendary Ayub Bachchu by performing his iconic song "Sei Tumi" in front of Akij Ceramics' esteemed business associates. That magical moment wasn't just about the music— it was about connecting deeply with the AkijBashir Group family and celebrating the spirit of unity and creativity.

I'm truly humbled to be part of a team that values and celebrates individuality and talent. The unwavering support I've received inspires me to continue striving for excellence in both my professional endeavors and personal passions. Here's to the journey ahead— one filled with growth, inspiration, and greater achievements!



TEAM BONDING IN THE WORKPLACE

THE KEY TO BUILDING A THRIVING ORGANIZATIONAL CULTURE

In today's fast-paced and dynamic workplace, collaboration, communication, and trust are more important than ever before. AkijBashir Group always values the importance of team bonding in the workplace to foster a productive, supportive, and enjoyable culture that benefits both individuals and organizations as a whole.

In line with this commitment, AkijBashir Group organized a workshop on "Team Bonding in the Workplace" at Janata Jute Mills Ltd., Palash, on 15th November 2024.

Overview of the Workshop

The day-long workshop was designed to deepen interpersonal connections, improve communication, and build trust within the teams. The nationally recognized trainer, Mr. Jishu Tarafder, structured the workshop by breaking it down into ten specific agendas, covering the core aspects to boost employee morale and promote bonding and teamwork.

The Key Objectives of the Workshop

The primary goal of this training is to strengthen collaboration, promote empathy in the workplace, enhance communication, build trust, and establish a practice of resolving conflicts positively, ultimately creating a culture that emphasizes the importance of team bonding.

The Importance of Team Bonding

The benefits of team bonding extend far beyond just having fun together. It played a critical role in improving workplace dynamics and addressing challenges that arise in a diverse work environment. Here's why team bonding is crucial for any organization:

- 1. Enhance Communication:** Open communication is the cornerstone of successful teamwork. By participating in team-building activities, individuals learn to express their ideas and listen actively to others. This leads to more effective collaboration, fewer misunderstandings, and a more transparent work environment.
- 2. Strengthen Trust:** Trust is the foundation of any high-performing team. When team members build trust through shared experiences, it fosters an environment where they can rely on each other, share vulnerabilities, and work toward common goals. Trust, once established, increases efficiency and reduces the time spent on micromanaging or second-guessing.
- 3. Boost Morale and Engagement:** When employees feel connected to their team, they are more likely to be motivated and committed to their work. Engaged



employees are happier, more productive, and less likely to experience burnout. Team bonding activities help employees feel a sense of belonging, which in turn increases their overall job satisfaction and engagement.

- 4. Improve Problem-Solving:** A team that works well together is better equipped to approach challenges creatively. Team bonding activities help individuals understand each other's strengths and weaknesses, enabling them to collaborate more effectively when facing complex tasks or problem-solving situations.
- 5. Conflict Resolution:** Even in the most harmonious teams, conflicts can arise. Through team bonding, members learn to resolve conflicts constructively and collaborate on finding solutions rather than letting disagreements fester. This proactive approach to conflict helps maintain a positive work environment.

Structure and content

The workshop was structured by breaking it down into ten specific agendas, covering the core aspects to boost employee morale and promote bonding and teamwork. Participants were divided into five different groups. Participants and trainer collaboratively shared their opinion on those agendas and tried to find out the necessities to establish a positively driven workplace.

Impact and Future Prospects

While the workshop offered a structured environment to build bonds, the benefits of team bonding extend far beyond the duration of any single session. By incorporating the principles and practices learned in the workshop into everyday work, teams can continue to grow stronger over time. A cohesive team not only drives performance but also creates a positive environment where employees feel connected, valued, and engaged. One of the most effective ways to achieve this sense of unity and purpose is through team bonding.

BIP – FUNDAMENTALS OF PACKAGING

AkijBashir Group is dedicated to enhancing employee capacity and fostering expertise to drive continued growth. In line with this commitment, the group recently organized a specialized training session for the Quality Control Department on the "Fundamentals of Flexible Packaging."

This tailored training was designed to enhance employees' knowledge and understanding of the manufacturing process, including the various types and functions of materials used in flexible packaging. The insights gained from this session will not only strengthen the quality control processes but also improve sustainability efforts and keep the team informed of the latest industry trends.



EXCLUSIVE INTERVIEW: BONIK BARTA SMART LIVING

UNVEILING EXCELLENCE WITH THE CHIEF OPERATING OFFICER, BUILDING MATERIALS DIVISION, AKIJBASHIR GROUP

দেশের সবচেয়ে বড় টেলিগ্যার, রফতানিকারক **আকিজ সিরামিকস**

দক্ষিণ এশিয়ার বৃহত্তম পার্টিকেল বোর্ড কারখানা **এপিবিএমএল**

আকিজ বশির গ্রুপের পণ্য যাচ্ছে ইউরোপের বাজারেও

The COO also emphasized the growing importance of export in the tableware category, underscoring how AkijBashir's superior craftsmanship and global standards are driving international demand. This strategic focus on export not only strengthens Bangladesh's presence in the global market but also reinforces the company's vision of sustainability and growth.

With its cutting-edge manufacturing processes and customer-centric innovation, AkijBashir Group continues to set new benchmarks in quality, design, and functionality, shaping the future of modern living in Bangladesh and beyond.

Media: The Daily Bonik Barta
Published on: September 30, 2024

In an exclusive conversation with Bonik Barta Smart Living, the Chief Operating Officer (COO) of the Building Materials Division at AkijBashir Group sheds light on the company's innovative approach, product range, and manufacturing excellence across the ceramics, board and faucet categories.

During the interview, the COO highlighted AkijBashir's significant contributions to the industry and its position as a market leader. With a steadfast commitment to quality and design, the company plays a pivotal role in helping Bangladeshi homeowners create aesthetically pleasing, functional and comfortable living spaces.

Scan to Read Article 1



Scan to Read Article 2



Scan to Read Article 3



AKIJBASHIR'S HEAD OF MARKETING FEATURED ON **'VOICE OF BRAND'** TV SHOW



Mr. Shahriar Zaman, our esteemed Head of Marketing, recently appeared on Nexus TV's widely acclaimed marketing-related program Voice of Brand to discuss the dynamic topic of "How to Win Consumers' Minds". In this insightful episode, Mr. Zaman shared his expertise on the evolving landscape of brand communication and consumer engagement in Bangladesh, offering actionable strategies for marketers and brands alike.

The discussion covered a broad range of essential topics, including the cultural factors shaping consumer behavior, the importance of emotional connections and storytelling, and strategies to build trust, credibility, and loyalty.

Media: Nexus TV
On-Air: December 30, 2024

Scan for Recorded Video



LUMINO HPL BOARD

BY AKIJ BOARD

REDEFINING DURABILITY AND PRECISION IN
MODERN SURFACING SOLUTIONS



Akij Board, part of AkijBashir Group, is excited to unveil its latest innovation—the LUMINO HPL Board. Engineered with PUR hot-melt adhesive bonding and manufactured on a state-of-the-art Flat Lamination Line, this advanced board is set to revolutionize industry standards for quality and durability.

What sets the LUMINO HPL Board apart is its industry-first same-color backer/liner, ensuring visual consistency and elegance. The advanced lamination and automated pasting technology provide a bubble-free, flawless surface finish, elevating both aesthetics and performance. This meticulous production process results in a significantly stronger and more durable product compared to conventional HPL boards.

Designed to meet the evolving needs of modern interiors, the LUMINO HPL Board from Akij Board exemplifies excellence in craftsmanship, sustainability, and style. With this new launch, Akij Board continues its mission to deliver innovative, high-quality solutions that redefine modern living and design.

WINTER MADE WARM, COMFORT MADE DURABLE MEET THE ALL-NEW ROSA WATER HEATER

As winter sets in, households across the country are looking for reliable solutions to stay warm. The newly launched ROSA Water Heater promises to deliver both comfort and durability, making it an essential addition to homes this season. Equipped with remote temperature control for convenient adjustments, an enamel-coated tank for enhanced durability, IPX4 waterproof protection for added safety and a durable magnesium rod to extend its lifespan, the ROSA Water Heater is designed to provide lasting comfort and peace of mind.

Engineered with practicality in mind, ROSA aims to address common winter woes by offering consistent, reliable heating. The thoughtful design prioritizes both functionality and longevity, ensuring that households can enjoy a warm and relaxing experience throughout the colder months.

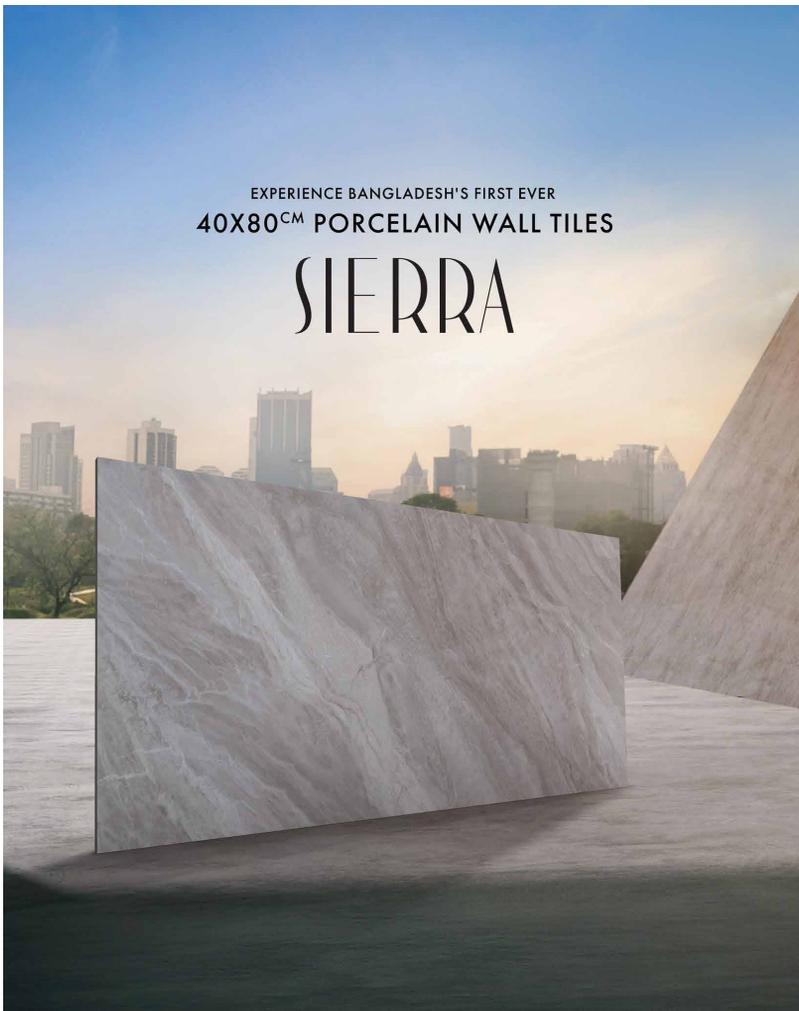
With its focus on durability and safety, the ROSA Water Heater is a timely solution for families preparing to face the chill of winter.



SIERRA

BANGLADESH'S FIRST 40X80 CM PORCELAIN WALL TILES

MODERN SOPHISTICATION WITH
UNPARALLELED PERFECTION



Akij Ceramics proudly introduces SIERRA, a premium brand that marks a ground-breaking milestone as Bangladesh's first 40x80 cm porcelain wall tiles. Engineered to elevate contemporary design, SIERRA tiles are available in polished and rocker matt finishes, offering a versatile range of aesthetic options to suit diverse interior styles.

The larger dimensions of SIERRA tiles create an illusion of spaciousness, enhancing the ambiance of any room. Its seamless appearance and refined textures transform walls into works of art, making living rooms, bathrooms, and commercial spaces look more expansive and elegant. Crafted from durable porcelain, these tiles ensure long-lasting performance and timeless appeal.

With SIERRA, Akij Ceramics aims to revolutionize interior design in Bangladesh. Its superior quality, modern finishes, and design versatility make it the perfect choice for those seeking to add a touch of luxury to their spaces. Whether for residential or commercial use, SIERRA tiles bring together style, functionality, and lasting durability to meet the demands of modern living.

80X80 CM BIG-SIZED DOUBLE CHARGE TILES

EXPANDING THE LEGACY OF STRENGTH AND STYLE

Akij Ceramics expands its signature DOUBLE CHARGE category with the introduction of 80x80 cm big-sized tiles, a new benchmark in size and sophistication. Since its debut in 2019 with 60x60 cm tiles, the DOUBLE CHARGE series has been renowned for its durability, strength, and stunning mirror-polished finish. The new 80x80 cm tiles further enhance this legacy, offering a more spacious, premium aesthetic for modern interiors.

DOUBLE CHARGE tiles, a premium sub-brand of Akij Ceramics, are crafted using a revolutionary process where a 2-3mm mirror-polished layer is bonded to the tile's body. This unique technique ensures that the design is not just on the surface but integrated into the tile, resulting in a look that remains fresh and vibrant for years. The tiles boast a higher Measurement of Hardness (MoH) than traditional glazed vitrified tiles, making them the ideal choice for high-traffic areas like airports, hotels, and shopping malls.

This expansion is only the beginning. Akij Ceramics is also gearing up to introduce 60x120 cm DOUBLE CHARGE tiles, promising to offer even more possibilities for modern design and architectural excellence.

With the launch of the 80x80 cm DOUBLE CHARGE tiles, Akij Ceramics continues to push the boundaries of tile innovation, offering customers enhanced size options, superior strength, and timeless beauty for both residential and commercial spaces.



BUSINESS CONFERENCE 2024

'EVOLVE BEYOND' A CELEBRATION OF INNOVATION AND EXCELLENCE

The Evolve Beyond Business Conference 2024 marked a significant milestone for Akij Ceramics, Aura, Rosa, Akij Board, and Akij Door, bringing over 1,200 business associates together in the breathtaking setting of Sea Pearl Beach Resort, Cox's Bazar. This year's conference stood out as a grand celebration of collaboration, innovation, and strategic alignment, redefining the experience for attendees over six action-packed days.





A Mega Event Like Never Before

This annual gathering of dealers is always a highlight on our calendar, but 2024 set a new benchmark. With 21 meticulously curated events unfolding back-to-back, the conference was a masterclass in event planning and design. From interactive sessions and thought-provoking discussions to engaging presentations and cultural showcases, every moment was crafted to captivate, inspire and energize.

Breaking Boundaries in Event Design

What made this year truly exceptional was the innovative approach we took to planning and designing the event. Every detail was tailored to ensure deeper audience engagement and to





seamlessly integrate the conference's objectives into the overall experience. The result was an immersive journey that celebrated the achievements of the past year while setting ambitious goals for the future.

A Team Effort Behind the Success

The success of Evolve Beyond 2024 was made possible by the unwavering dedication, passion, and tireless efforts of our incredible team. Special thanks to the Marketing Team and the Exxelo team, whose commitment and creativity brought this vision to life. Their hard work transformed this conference into not just an event, but a true reflection of the excellence and signature style that define AkijBashir Group.



Looking Forward

As we move forward, Evolve Beyond 2024 serves as a powerful reminder of what can be achieved when innovation meets collaboration. We are grateful to our business associates for their continued trust and partnership, and we are excited about the opportunities ahead. Together, we will continue to push boundaries, set new standards, and achieve extraordinary success.



AKIJBASHIR GLASS HOSTS **FIRST DEALER CONFERENCE** "TOGETHER WE WIN"



AkijBashir Glass, the emerging brand from the AkijBashir Group, recently held its first ever dealer conference, "Together We Win", at the stunning Sea Pearl Beach Resort & Spa in Cox's Bazar. The milestone event brought together over 500 dealers from across Bangladesh along with the company's top officials, creating a platform to celebrate partnerships and outline a shared path forward.

The conference emphasized AkijBashir Glass's dedication to transforming the country's glass industry through innovation, quality and modern technology. These principles formed the core of the "Together We Win" theme, underscoring the importance of collaboration and mutual success in achieving long-term goals.



The evening began with a Quran recitation, followed by speeches and a presentation highlighting AkijBashir Glass's journey and vision. Cultural performances added vibrancy to the event, which concluded with a spectacular fireworks display.

Higher ups from the AkijBashir Group and AkijBashir Glass addressed the audience, offering words of inspiration and reassurance. The Managing Director, Taslim Md. Khan; Deputy Managing Director, Shamsuddin Ahmed; Chief Operating Officer, Mohammad Khourshed Alam; and Senior General Manager of Sales and Marketing, Abduhu Sufi shared their vision for the company's future, highlighting the transformative potential of strong dealer partnerships and innovation-driven growth.

The conference balanced business and celebration. A Q&A session provided dealers with an opportunity to engage directly with company leaders, while the lively raffle draw added excitement with valuable prizes for lucky winners. Cultural performances added a festive touch, with a dance show and a comedy act by Mirakkel star Abu Hena Rony that had the audience laughing. The evening ended on a high note with a stunning performance by singer Akhi Alamgir, accompanied by a spectacular fireworks display.

The event wrapped up with a gala dinner, giving attendees the chance to connect in a more relaxed setting. Dealers expressed their appreciation for AkijBashir Glass's efforts to build a strong and collaborative community, recognizing the company's approach as both innovative and deeply human.

The "Together We Win" dealer conference solidified AkijBashir Glass's commitment to working hand in hand with its partners to revolutionize Bangladesh's glass industry. By development of trust, innovation, and shared growth, AkijBashir Glass is assured to lead the way in shaping a brighter future for all.



HONORING EXCELLENCE AT THE **BANGLADESH RETAIL AWARDS 2024**



The Bangladesh Retail Awards 2024, an initiative of the Bangladesh Retail Forum and organized by Bangladesh Brand Forum, aims to empower retail leaders with strategies to navigate a dynamic market. This program celebrates retailers who excel in responding to changing consumer habits, launching standout campaigns, and bridging the gap between physical and digital experiences.

AkijBashir Group played a key role in this year's awards. Our Director of Operations, Mr. Hossain Iraz, served as a grand jury member, ensuring a fair and meticulous screening process to identify the most innovative retail brands.



Our Head of Marketing, Mr. Shahriar Zaman, contributed as a speaker at the Bangladesh Retail Summit's panel discussion on "The Role of Experience-Driven Retail: Creating Memorable, Multi-Sensory Shopping". His insights emphasized the importance of immersive shopping experiences to foster customer loyalty and satisfaction.

Through active involvement in the Bangladesh Retail Awards 2024, AkijBashir Group continues to lead with innovation, customer experience, and industry leadership in Bangladesh's retail landscape.

AKIJ CERAMICS & AURA OPEN TWO NEW **EXCLUSIVE SHOWROOMS**

Akij Ceramics, Bangladesh's leading ceramics brand and winner of six consecutive Best Brand Awards along with the prestigious Super Brand distinction, continues to strengthen its connection with customers by inaugurating a new exclusive showroom in Jatrabari.

Similarly, AURA, a ceramic brand of AkijBashir Group, expands its retail footprint by launching an exclusive showroom in Keraniganj.

The newly opened showrooms are located at:

City Ceramics: 110/3 A North-West Jatrabari, WASA Road, Dhaka.

New Ceramic Ocean: Romjan Member Market, Kodomtoli, Keraniganj, Dhaka-1310.

This strategic expansion underscores the commitment of Akij Ceramics and AURA to offering an exceptional selection, enhanced convenience and superior service to their customers.



City Ceramics, Jatrabari



New Ceramic Ocean, Keraniganj

DEPUTY CEO OF COMMERCIAL BANK OF CEYLON VISITS

AKIJBASHIR GROUP'S MALAYSIAN OPERATIONS

On September 3, 2024, Mr. Mahmud Hossain, Deputy Chief Executive Officer of the Commercial Bank of Ceylon (CBC), visited AkijBashir Group's overseas operations— Robin Resources and Robina Flooring— in Mentakab, Malaysia. CBC, headquartered in Colombo, Sri Lanka, is a key banking partner for the Group and may potentially extend funding to the Malaysian operations in the future.

During his visit, Mr. Mahmud, accompanied by his family, was warmly received by senior members of the Malaysian team. He toured the state-of-the-art facilities of Robin Resources, a prominent MDF and HDF manufacturer, and Robina Flooring, an international wood-based laminate flooring producer. Impressed by the advanced machinery and AkijBashir's investment in modernizing the plants, he praised the quality standards, innovative processes, and the management team's commitment to excellence.

Reflecting on his experience, Mr. Mahmud remarked, "The immense production facilities, state-of-the-art equipment, and the personal touch of Mr. Bashir in design development are remarkable. The quality of the operations and the products exported to Western countries truly reflect the trust and quality of the AkijBashir brand".

The visit concluded with a lunch featuring freshly cooked home-style food at the company bungalow, where Mr. Mahmud and his family were joined by senior team members of Robin and Robina.



CORPORATE TIE-UP WITH **ASGAR ALI HOSPITAL**



At AkijBashir, our foremost concern is the health & wellbeing of our esteemed team members. This quarter, we're elevating our efforts to ensure their contentment.

With this objective in mind, we've joined hands with Asgar Ali Hospital to introduce an array of exclusive products aimed at ensuring our employees avail both a cheerful and a healthy life.

We hope to make every festival a truly memorable and enjoyable experience for all with Asgar Ali Hospital.

CORPORATE TIE-UP WITH **BANGLADESH SPECIALIZED HOSPITAL**



AkijBashir Group is deeply committed to prioritizing the health and well-being of our team members. We are pleased to announce our new partnership with Bangladesh Specialized Hospital— one of the leading healthcare providers in the country, to enhance the healthcare services available to our employees.

This collaboration offers exclusive benefits, including attractive discounts on health check-ups, bed charges for admitted patients, and a range of additional services. The partnership is designed to deliver exceptional value and support to our employees, reinforcing our commitment to their health and overall well-being.

EDGE PROJECT WITH DHAKA UNIVERSITY & WORLD BANK



In the era of digital transformation, AkijBashir Group is committed to fostering a tech-driven workplace that will accelerate the company's growth.

We are excited to announce a strategic partnership between AkijBashir Group and the "Enhance Digital Government and Economy" (EDGE) Project. The EDGE Project, funded by the World Bank and the Government of Bangladesh, aims to strengthen digital governance and promote the growth of the digital economy. This collaboration marks a significant step forward in advancing technology, cybersecurity and a variety of digital solutions, ensuring that AkijBashir Group remains at the forefront of innovation and progress in the years ahead.

BREAST CANCER AWARENESS SESSION



AkijBashir Group remains deeply committed to fostering the health and well-being of its employees. Reinforcing this unwavering dedication to employee welfare, AkijBashir Group has recently organized a comprehensive Mental Health Awareness session on Sunday, October 20, 2024, at Simpletree Lighthouse.

As part of the session, two renowned specialists in the field of breast cancer Dr. Ferdous Ara Begum, MBBS, DCH, MD (Medical Oncology), Associate Professor (Rtd.), National Institution of Cancer Research & Hospital and Dr. Aysha Siddiqua, MBBS, MD, Specialist, Department of Oncology, Bangladesh Specialized Hospital PLC were invited as keynote speakers. They provided invaluable insights into the critical aspects of breast cancer, with a particular focus on screening methods and medical treatments. Their expert presentations not only enhanced awareness but also emphasized the importance of early detection and the latest advancements in treatment options for breast cancer.

This initiative underscores AkijBashir Group's holistic approach to employee health, offering support and education on both mental and physical well-being. By hosting such informative sessions, the group continues to prioritize the health of its workforce, fostering a culture of care and proactive health management.

MENTAL HEALTH AWARENESS SESSION



AkijBashir Group is steadfast in its commitment to promoting the health and well-being of its employees. As part of this ongoing dedication, the group organized a comprehensive Mental Health Awareness session on Monday, November 4, 2024, at Simpletree Lighthouse.

The session featured esteemed mental health expert Dr. SM Yasir Arafat, MD (Psychiatry), Gold Medalist, MBBS (DMC), Associate Consultant at Bangladesh Specialized Hospital, as the keynote speaker. Dr. Arafat provided valuable insights into the critical role of mental health in the workplace, offering practical advice on stress management, emotional resilience, and addressing common mental health challenges. He also emphasized the importance of early intervention, self-care practices, and the available mental health resources for support.

This initiative underscores AkijBashir Group's ongoing commitment to fostering holistic employee well-being, with a focus on both mental and physical health.

CAREER TIPS

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Setting goals in every aspect of life transforms dreams into direction, focus into progress and effort into achievement.

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MOHAMMED ASHRAFUL HAQUE

General Manager, Sales
Akij Ceramics Limited

CAREER TIPS

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"Adaptability is to be cultivated: The ability to pivot and adjust to new situations is crucial in today's fast-paced work environment.

”



MD. NAZRUL ISLAM

Deputy General Manager, Sales
Akij Particle Board Mills Limited

Let's Collaborate!

Your insights and inputs matter to us! Whether it's about business, industry updates or anything relevant and interesting, we encourage your contributions. Share your thoughts, and suggest what you would like to see in future issues.

Reach out to us at
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