

BEYOND

JANUARY 2024

DREAM OR DELUSION

AkijBashir Group reaching
new heights!

THE GOLDEN FIBER

An industry overview

AKIJBASHIR CRICKET FEST 2023

A celebration of
unity, talent and team spirit!



BUILDING ON LEGACY

A journey of excellence, innovation and collective strength in business

Akij Ceramics achieves
'Best Ceramic Brand of Bangladesh'
award for the 5th consecutive year

AkijBashir Group honored with

BMCCI
Business Excellence Award 2023

Welcome to AkijBashir Newsletter

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

Happy Reading!

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Behind this issue

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AkijBashir Newsletter 'Beyond' is published by Sk Bashir Uddin, Managing Director of AkijBashir Group, curated and produced by the HR and Marketing Department in collaboration with the dedicated contributions of employees across the group.

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Editor's Note

As the Editor of AkijBashir Group's newsletter 'BEYOND', I strongly believe that this publication is more than just words on paper; it's a treasure trove filled with AkijBashir Group's experiences, insights, and shared achievements. It truly mirrors the lively spirit of our Group. With the combined efforts of our contributors, each edition will become richer, making our newsletter an invaluable asset that summarizes the essence of our Group's journey.

When I think about the strength of AkijBashir Group, effective communication stands out first. Just like each bead contributes to the overall charm of a necklace, both general and organizational communication are crucial in shaping and enhancing the future of our Group.

It's essential to highlight that our employees should feel free to share their joys and address their concerns. The comfort that we feel talking to our family members, we should feel the same while talking to our employees. Because, our workplace is our second home. Through this newsletter, we can feel heard and appreciated, fostering trust between the workforce and the Group.

I'm blessed to observe that AkijBashir Group employees over here are more than just resources. We would like to establish that we are treated as valued individuals. It is about creating a sense of belonging and respect. I envision our employees being more appreciated and understood, leading to enhanced engagement, morale and productivity.

Being the Editor of 'Beyond', my focus is on building a workplace where individuals can thrive both professionally and personally. Let's create a culture together that fosters collaboration, innovation and the holistic success of each employee within the AkijBashir family.





Sk
Bashir
Uddin

Managing Director, AkijBashir Group

BUILDING ON LEGACY

A JOURNEY OF EXCELLENCE
INNOVATION
AND COLLECTIVE STRENGTH
IN BUSINESS

NOTE FROM THE MANAGING DIRECTOR SK BASHIR UDDIN

Before we get into the coin of vision and mission, to be straight, I'm yet to fully understand this.

I think, first we need to understand our origin before grasping our motto— 'BEYOND TOMORROW'.

When my father stepped into the unknown search for survival, his gradual financial savings led him to humility and ultimately to pursue betterment. He did not opt for an easy and fast route. Rather, he chose excellence— being competitive with his peers, i.e., the stakeholders, the suppliers, the customers, the financiers and who else not.

'Trust' was the name of his game all through his life. He had positioned himself as an elder brother or a fatherly figure to the youngsters— whomever he had crossed paths with in his life. His sense of proportions to anything was very high, Alhamdulillah.

He was a man of simple living with extraordinary thinking. Being a perfectionist, his expectations were always rocket high whether it was about the quality of the products or even his life. No wonder he created the incredible brand Akij, by emphasizing on the quality of the products more than their prices.

I just cannot resist but to tell you when he migrated to Dhaka, his GPO Postbox number was 4 which is the highest order for all the technology-driven mindsets and I am sure many people of today do not know the definition of GPO Postbox, this is the 'E-mail' in today's language.

I believe all of our fathers are an important part of our legacy, as they congregated with my father by

putting in commendable efforts. There are so many things to talk about my father and I cannot resist myself. Please pardon me.

May Almighty keep all our parents in the highest place in Jannah.

I wanted to give you the context and explanation of what we meant by saying building on to the legacy and all of the above are our legacy.

Now, our conglomerate stands as a mid to large-scale Group, with a predominant presence in sectors like Ceramic Tiles, Tableware, Sanitaryware, Particle Board, MDF, Doors, Faucets, Poly Films and notably, Jute. We also continue to have mid-sized businesses such as Tea Gardens, Steel Mills and Polymer. It is noteworthy that our upcoming project, Akij Glass Industries Ltd. represents our most substantial investment in today's time.

You can see that, Akij is the largest in many businesses in Bangladesh. Certainly, we are the Technology Leaders in the sub-continent.

Nevertheless, we're fortunate to have a team that's really motivated. My team is striving for excellence constantly by exploring new things to get the work done. They are always leading new initiatives to keep up with our legacy and moving forward along with the Group.

Alhamdulillah, we are lucky to have equipped leaders in Operations, Accounts & Finance, Legal, Taxation, Administration, Audit, Sales, Supply Chain Management, IT, Project & Development, Technical Services, Civil and Human Resources departments. All the functions and SBUs are working hand in hand to take the Group to new heights. This is what I call the collective strength of management.

I am sure this publication is well due and would build awareness amongst us and help us to perform and cherish our achievements.



SHAMSUDDIN AHMED, FCA

Deputy Managing Director
AkijBashir Group

DREAM OR DELUSION

AKIJBASHIR GROUP REACHING NEW HEIGHTS!

In the fast-paced world of business, dreams are the catalysts which drive innovation and success. As I reflect on my role as part of this dynamic team, my vision for the future is crystal clear— I dream of witnessing AkijBashir Group become the most respected organization in the country.

My heartfelt gratitude to our esteemed Managing Director, whose exceptional ability to transform dreams into reality has been evident on numerous occasions. He has consistently demonstrated that targeting to be among the top competitors in the market is insufficient; rather, our collective aspiration should be to stand as the unparalleled organization in the country.

I only picture our products, crafted with accuracy and passion, becoming outstanding and exclusive in the market. It's not just about selling, but about creating a demand that surpasses the supply. Imagine the satisfaction of seeing our customers choose our offerings over others, recognizing the quality and value we bring to the table.

To achieve this dream, I envision our production rate becoming a force to be admired. Each day, our team pushes boundaries, setting new benchmarks and making efficiency our hallmark. The customers come with a purpose, our products reflect our commitment to excellence. This isn't merely about keeping up with the industry; it's about setting the pace and being the trendsetter that others aspire to compete with us.

Dreams are the seeds of reality, and my dream is to cultivate an environment where success is not just a goal but a way of life. It is a dream that has been seen by our Managing Director and has eventually become the dream of all of us. Hence, we can say it is a collective dream— one that binds us together in a shared pursuit of greatness. So, let us work tirelessly, innovate fearlessly and dream audaciously. In the realization of these dreams, we will not only elevate our products and production rates but also propel our group to unprecedented success. Together, let's turn these dreams into a vibrant reality that defines the future of our organization.



HELAL AHMED
Chief Operating Officer
AkijBashir Group

CELEBRATING 80 YEARS OF DEDICATION, GROWTH AND ETHICAL LEADERSHIP

A Legacy Upheld by Visionary Founders and Sustained by Disciplined Leadership

I wish to start by sharing my 36 years of experience from my commitment to Akij Group. It is with great pride and a sense of accomplishment that we gather to reflect on our collective journey, a journey that spans 80 years of dedication, growth and unwavering commitment. As we look back, we find ourselves surrounded by memories of shared experiences and the indomitable spirit that defines the Akij family.

In 1988, I began my career as an Accounts Officer, joining a team driven by the visionary leadership of our honorable founder, Mr. Sk Akij Uddin. Our very first office was located at 65-66 Motijheel Commercial Area, Dhaka known as the DCCI building, a place that holds countless memories of growth, camaraderie and inspiration. In those formative years, I had the privilege of working under the guidance of the honorable founder and esteemed Mr. Md. Abdur Razzaque (Ex. ED, Corporate Affairs), my immediate supervisor. It is with a heavy heart that we acknowledge his passing in 2021, a loss deeply felt by all who had the honor of working alongside him.

Our honorable founder, Mr. Sk Akij Uddin was a beacon of inspiration that guided us through the intricacies of our professional lives. Mr. Sk Akij Uddin was more than a leader; he was a mentor, a visionary and a relentless force driving the success of Akij Group. The founder's compassionate approach towards our team members, addressing their financial and familial concerns directly, showcased a rare blend of leadership and empathy. His values of honesty, religiosity and kindness set the foundation for the strong ethical culture we proudly uphold at Akij Group. Even in challenging times when a financial crisis gripped other companies in Bangladesh, Akij Group stood resilient, never defaulting in banking. This resilience not only secured our financial standing but also earned us a stellar reputation in the banking sector.

The stories of the founder's dedication are woven into the fabric of our organizational history. He was a luminary who led by example, working tirelessly almost seven days a week. His unwavering commitment to the group's growth and prosperity laid the foundation for the Akij Group we know today.

In 2006, we mourned the loss of our visionary leader, but his five sons stepped up admirably to carry forward his legacy. Under the astute guidance of our honorable Group Managing Director since 2007, the group experienced robust growth, consistently achieving an impressive annual growth rate of 20% year on year before division.

In 2020, the group underwent a division, and our current Managing Director, Mr. Sk Bashir Uddin, named his group of industry 'AkijBashir Group' on March 6, 2023. The generosity, prudence, in-depth knowledge and foresight of our honorable MD set him apart from any other leader. Reflecting the values of his father, he continues the legacy of disciplined leadership, emphasizing respect over profitability. In keeping with his father's principles, he lives a simple lifestyle.

In my eyes, his honesty, politeness, religious devotion, his benevolence towards others and outstanding leadership make him an incomparable human being in every sense.

I consider myself truly blessed to have had him as my mentor and a source of inspiration throughout my career spanning more than 30 years.

If I say something about our MD's beloved mother, I must mention that her affectionate approach towards others, her polite behavior, charitable mind always touch our hearts. Her warmth approaches everyone, treating us as her own children. Those acquainted with her never perceive her as anything other than a beloved mother.

To uphold the sustainability ethos of the AkijBashir journey, Mr. Sk Bashir Uddin has strategically centered the business approach on five key pillars: asset utilization, cost reduction, energy efficiency, elevated product quality and augmented production.

As we celebrate our past and embrace the future, we expect that the current and next generations of the Akij family will carry forward the spirit of discipline, dedication and quality that defines AkijBashir Group and our honorable founder Sk Akij Uddin's legacy. Together, as one family, we will continue to shape the future and uphold the values that have made AkijBashir Group a name synonymous with excellence.



M. R. JAMIL CText FTI (UK)

Executive Director, Project & Development
AkijBashir Group

AKIJBASHIR GROUP CHARTS A **VISIONARY** COURSE FOR **INDUSTRIAL DEVELOPMENT AMIDST GLOBAL CHALLENGES**

I joined Akij Group as the head of operations of Akij Textile Mills Ltd. having a spinning capacity of 52,000 spindles in Jan 2007, with an ultimate visionary target to flourish the textile business, converting into a most modern composite mill in the country to produce 100% export-oriented fashion fabrics for the export-oriented RMG.

After the successful fulfillment of the target, our Managing Director, Sk Bashir Uddin with his visionary thinking picked me as the head of Projects and Development involving rapidly growing industries in the group in Aug 2015. Under his guidelines a good number of new industries have been set up successfully within the recent few years and those are now contributing to the growth of the GDP of the country.

The Group has been envisaged rebranding in the name of AkijBashir Group under the leadership of Sk Bashir Uddin with its entity and a vision of continual development in the industrial sector with its goodwill, which we believe will reach a new magnitude.

The leadership of AkijBashir is expected to cater to draw a sustainable business plan taking into cognizance the long-term vision, prudent ideas and thinking. It demands a transformational and inspirational leadership encompassing a group of sincere, honest, qualified and efficient people. Thus, it may be possible to form and

maintain a more stable management team within the group and also hire the right people with empowerment, practicing appropriate corporate culture, sharing ideas, raising their hands, so as, to attract good people for employment and thus create confidence and reliance on management and business ethics of AkijBashir Group.

To fetch the challenges in sustaining in the competitive market and drastic global recession, AkijBashir should take all necessary measures to reduce the cost of utility, its availability and explore alternative sources, reduce process waste, improve inventory planning, reduce logistic cost, improve capacity utilization, optimize man-power, application of process automation & ERP. Considering the prevailing financial situation and business competitiveness a measure of austerity needs to be taken into serious consideration in operation and future investment as well. Hopefully, after overcoming this financial crisis, AkijBashir Group may come up in full form in the journey of its industrialization program with an appropriate approach depending on the upcoming situation.



MOHAMMAD KHOURSHED ALAM
Director Operations, Building Materials Division
AkijBashir Group

FROM HUMBLE BEGINNINGS TO CORPORATE DOMINANCE

THE INSPIRATIONAL SAGA OF AKIJBASHIR GROUP

In the dynamic expanse of Bangladesh's corporate realm, one name shines brightly, narrating a compelling journey from modest origins to a formidable presence across multiple industries— Akij Group. Established in 1953, the group's evolution has been defined by unwavering determination and steadfast commitment.

The narrative unfolds in a quaint village in Phultala, Khulna district, where the visionary founder, Sk Akij Uddin, embarked on a modest venture producing Akij Biri. Fueled by innovation, Akij Group rapidly diversified its operations— spanning food, cement, ceramics, particle boards, textile and more sectors. A standout achievement lies in its production of top-tier ceramic goods, showcasing the group's commitment to excellence and ingenuity.

Setting the sails for expansion, Managing Director Sk Bashir Uddin, in a poignant tribute to his father's legacy, chose to establish his own conglomerate, christened as 'AkijBashir Group', on March 6, 2023. Rooted in innovation and passion, AkijBashir Group is redefining industry standards. With a resolute sense of purpose and

an unwavering commitment to excellence, it stands as a brand reshaping the world, introducing groundbreaking technology and innovative products.

From avant-garde offerings to a dedicated team, AkijBashir Group remains devoted to pushing boundaries and creating a brighter future. The rapid ascent of AkijBashir Group to a renowned brand in Bangladesh underscores its remarkable transformation.

Recognizing the pivotal role of brand value, AkijBashir Group emphasizes reputation, identity and consumer promise. A pledge to meet and exceed customer expectations, ensuring each product resonates with the desires of its patrons. The dream is simple but profound— not just to be remembered but to be cherished in every household.

AkijBashir Group is not merely a corporate entity; it's a catalyst shaping the future of industries and contributing to the nation's progress. Each endeavor is propelled by a shared passion to break barriers, pave new paths and etch an indelible mark on the corporate landscape of Bangladesh.



MD. MOFIJUL HOSSAIN IRAZ

Director, Operations
Akij Biax Films Ltd. & Akij Steel Mills Ltd.

NAVIGATING TURBULENT TIDES

Resilience Amid Economic Challenges
Brand Trust and the Pursuit of Profitability

We find ourselves in a challenging period, mirroring the circumstances faced by the entire country. Our landscape has been affected by volatility, uncertainty, high inflation, soaring interest rates, weakened demand and an unprecedented foreign currency catastrophe. To endure such conditions, an organization must emulate the resilience of a camel—always prepared for a rough journey, unafraid of difficulties coming ahead and adept at conserving and utilizing resources.

In a market with low demand, customer loyalty constantly shifts. Customers demand not only competitive prices, quality and exceptional service but also the reassurance of a reputable brand. In a weak market, brand value works like magic. Good brands perform better as people trust 'A Good Brand' with their precious money because they can't afford to waste it. On the brightest note, AkijBashir Group, grounded in eight decades of legacy, possesses the

expertise and wisdom to triumph over adversities, making us a trusted brand. Our strength lies in delivering better value for money and that is why, we are, beyond question, 'A Good Brand'.

To thrive, we must prioritize profitability by pricing our products feasibly, controlling expenses, fortifying against threats and committing to our long-term game plan. It's crucial to remember that we, too are customers in these challenging times which necessitates us to shoulder greater responsibilities judiciously.

To sustain our momentum, we require inspiration above everything else. In a conglomerate as vast as AkijBashir, success stories are being created daily in every corner. This newsletter's timing is impeccable, providing a valuable platform to celebrate and draw inspiration from our achievements. Let's craft stories to cheer, to remember, to share and to inspire.



DILRUBA SHARMIN KHAN

Director, Group HR
AkijBashir Group

EMBRACE THE CULTURE OF CONTINUOUS LEARNING THROUGH UNLOCKING POTENTIAL

Greetings to each member of the AkijBashir family!

In this world of constant revolution, continuously adapting and learning is very important to enhance our capacity. It is also crucial to know our worth. We need to emphasize on unlocking the potential of our employees.

AkijBashir Group's collective power is adaptability to change and learning for the future. Surely it is also our Managing Director's belief that our shared success is linked to our individual and collective capacities of learning and growing to contribute to AkijBashir Group's achievements.

In the dynamic field of manufacturing where technology evolves rapidly and to stay ahead and ensure success, we must embrace a mindset that strives to achieve new skills. We must nurture ourselves like we grew up learning

'ধারাপাত' from the renowned book 'আদর্শলিপি' by my all-time favorite writer Shitanath Basak. I believe we all can relate to the book which taught us the fundamentals of learning.

The learning journey is not a race but a marathon. It's about progress, not perfection. Let's build a workplace where everyone is committed to personal and professional growth, ensuring our Group remains at the forefront of innovation and success.

Thank you for your dedication and hard work. We'll continue to learn, grow and shape the future of the AkijBashir Group together.



Dear ManCom,

Heartfelt gratitude to all of you for your unwavering dedication, tireless efforts and invaluable contributions. Your visionary leadership has propelled the group to unprecedented heights, creating a legacy that extends beyond industry benchmarks. Your commitment and strategic sharpness have shaped AkijBashir Group's journey, achieving milestones and laying the foundation for a thriving future. Sincere thanks for your exceptional guidance in steering our group towards excellence and inspiring us to uphold the legacy that distinguishes our group as the foremost in Bangladesh.

AKIJ CERAMICS ACHIEVES PRESTIGIOUS
‘BEST BRAND AWARD’
 IN CERAMICS CATEGORY
 FOR THE
5TH CONSECUTIVE YEAR



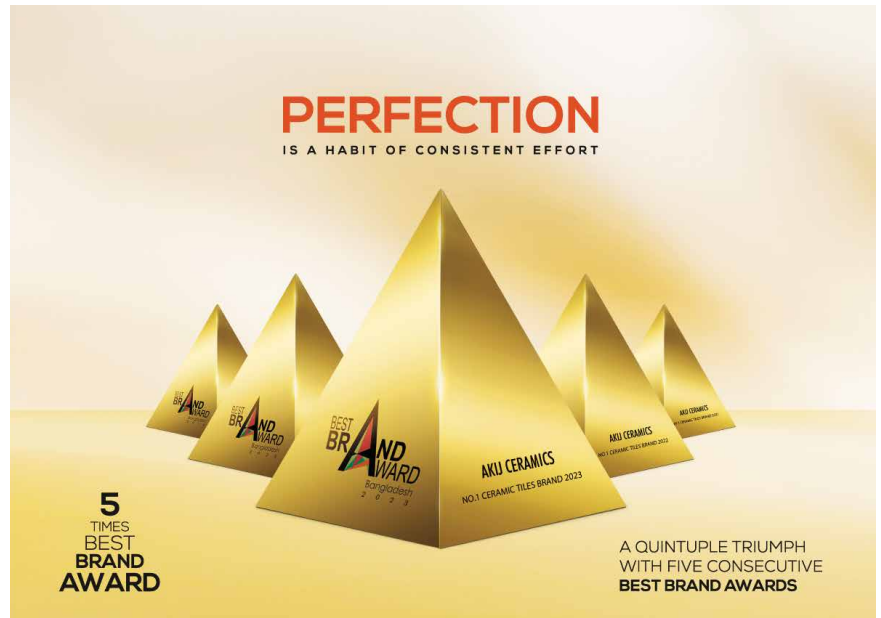
SAIYARA ISLAM
 Executive, Group HR
 AkijBashir Group

In a remarkable feat of excellence, Akij Ceramics has secured the ‘Best Ceramic Brand of Bangladesh’ award for the fifth consecutive year in 2023. This accomplishment stands as a testament to our unwavering commitment to perfection and elevating the standards of the ceramic tiles industry.

From 2019 to 2023, Akij Ceramics has consistently clinched the title of the best ceramics brand in Bangladesh, embodying the steadfast delivery of the ‘Promise of Perfection’. Our brand has successfully differentiated itself by capturing the hearts of consumers who have consistently endorsed Akij Ceramics over the past five years.

The Best Brand Award, an initiative by Bangladesh Brand Forum, is a recognition of brands that have achieved success through resilient and concerted efforts. Serving as a dedicated platform, this award honors the accomplishments of the business community in Bangladesh, spotlighting excellence in brand building.

The underlying objective of the Best Brand Award is to showcase and celebrate the success of brands achieved



through strenuous initiatives. Since its inception in 2008 with Nielsen Bangladesh, the award follows a global model (Winning Brands™) based on direct consumer surveys involving 4000 participants across the country.

As we bask in the glory of this remarkable achievement, Akij Ceramics remains committed to pushing the boundaries of excellence, setting industry standards and delivering on the ‘Promise of Perfection’ for many more years to come.

JANATA JUTE MILLS WINS SILVER TROPHY



SAIYARA ISLAM

Executive, Group HR
AkijBashir Group



Janata Jute Mills Limited has been awarded the prestigious Silver Trophy in the category of 'Jute Products' in the National Export Trophy organized by the Commerce Ministry and the Export Promotion Bureau (EPB) which took place on 8th November 2023. This remarkable achievement is a testament to our commitment towards excellence and dedication to the jute industry.

The National Export Trophy is a significant event in our country that recognizes and celebrates the contributions of all industries to the economy and environment. We are truly honored to have our efforts recognized by the Ministry of Commerce and the Export Promotion Bureau (EPB) and the Silver Trophy is a symbol of our hard work and dedication.

We would like to extend our heartfelt gratitude to our valued customers, partners and all stakeholders who have supported us on this incredible journey. Your trust and collaboration have been instrumental in our success.

As we move forward, Janata Jute Mills Limited remains committed to upholding the highest standards in the jute industry and contributing to the sustainable development of Bangladesh.

AKIJBASHIR GROUP HONORED WITH BMCCI BUSINESS EXCELLENCE AWARD 2023



SAIYARA ISLAM
Executive, Group HR
AkijBashir Group

In a celebration of outstanding contributions to the promotion of business relationships between Bangladesh and Malaysia, AkijBashir Group was honored with the esteemed BMCCI Business Excellence Award 2023 in the manufacturing industry category. The award was presented during the 6th ‘Showcase Malaysia’ event, organized by the Bangladesh-Malaysia Chamber of Commerce and Industry (BMCCI) on September 5th and 6th, 2023, at the Sheraton Dhaka.

The Group’s Managing Director, Sk Bashir Uddin received this prestigious accolade in recognition of exceptional achievements and dedication to upholding the highest quality and business ethics standards.

In 2018, Akij made history by becoming the first Bangladeshi group to execute a cross-border acquisition, acquiring two Malaysian companies— Robin Resources and its subsidiary, Robina Flooring. These companies manufacture reconstituted wood products and export them to approximately 60 countries.



The BMCCI Business Excellence Awards are renowned for celebrating excellence, innovation and sustainable business practices across various sectors, further cementing the vital business ties between Bangladesh and Malaysia. AkijBashir Group’s recognition in the manufacturing industry category reflects its consistent commitment to excellence.

This prestigious BMCCI Business Excellence Award for 2023 acknowledges AkijBashir Group’s past achievements and propels them toward a future of

continued innovation and excellence. It underscores the Group’s unwavering commitment to the principles of quality, innovation and sustainability, affirming its role as a driving force in an ever-evolving industry landscape.

THE GOLDEN FIBER

AN INDUSTRY OVERVIEW

Backward-looking and Forward-looking Views of the Jute Industry



MOHAMMAD ZAHANGIR ALAM

Head of Market Intelligence
AkijBashir Group

THE JUTE INDUSTRY OVERVIEW IN BANGLADESH

The future of jute cultivation may involve a blend of preserving tradition and adopting innovation to ensure sustainable farming practices in a changing agricultural landscape.

From a farmer's point of view, the jute industry in Bangladesh has a rich historical legacy but also faces modern challenges. While



farmers may maintain their attachment to jute due to its historical significance and income stability, they are also looking forward to adapting to changing market dynamics and diversifying their agricultural practices to ensure a sustainable livelihood.

Mill-labors are looking for opportunities to enhance their skills and secure their livelihoods. The future of labor in the jute industry may involve a balance between preserving traditions and adapting to a dynamic and evolving landscape.

At times, mill owners are seeking ways to adapt to changing market dynamics, embrace sustainable practices, modernize their

operations and explore new growth opportunities. The jute industry's future may involve a balance between honoring its historical legacy and embracing innovation and sustainability to remain competitive in the global market.

HISTORICAL OVERVIEW OF JUTE AS A GOLDEN FIBER

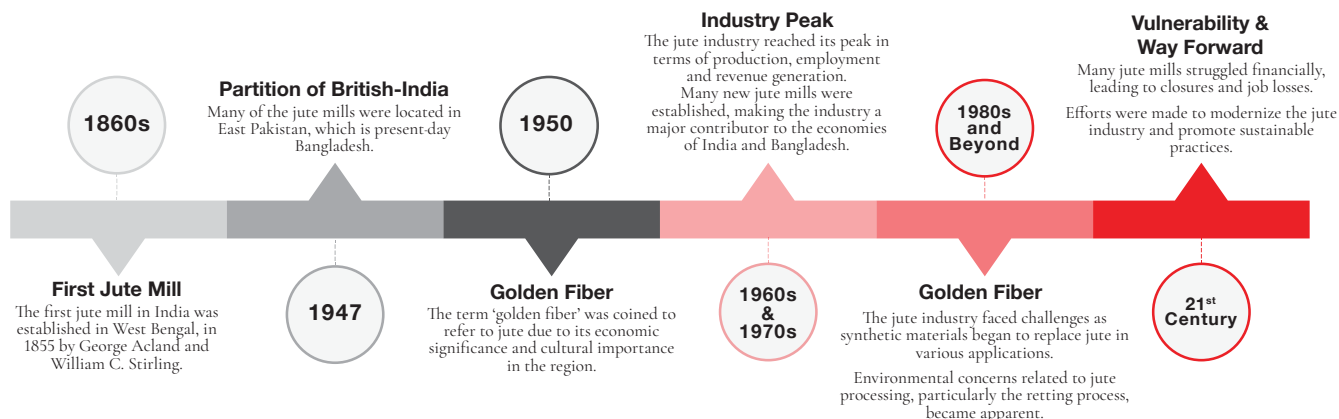
The term 'golden fiber' in reference to jute appears to have been coined and popularized in the early 1950s. It gained prominence due to the significant role jute played in the economies of countries like Bangladesh, India, China and some other countries across the globe.

While the precise origin of the term 'golden fiber' may not be pinpointed to a single source, it is clear that it gained prominence during the mid-20th century, primarily in the Indian subcontinent, due to the economic and cultural significance of jute. It was used to emphasize the value and importance of jute as a cash crop and a key driver of regional economies.

The Bengal Chamber of Commerce and Industry, a prominent trade organization in India, is often credited with popularizing the term 'golden fiber' for jute. They actively promoted jute as the 'golden fiber of Bengal' and organized events and campaigns to raise awareness about its economic importance.

A publication titled 'Jute and Jute Textiles in India', published in 1954 by the Indian Ministry of Commerce and Industry provides insights into the historical context of the jute industry. This publication discusses the role of jute as the 'golden fiber' and its importance in a country's economy.

'The Jute Handbook' by Virendra B. Kumar, published in 1959, is another resource that discusses the term 'golden fiber' in the context of jute. This handbook provides a comprehensive overview of jute cultivation, processing and trade, emphasizing its economic value.



THERE ARE SEVERAL REASONS WHY DIFFERENT STAKEHOLDERS CALL JUTE FIBER 'GOLDEN'

- 1. Economic Importance:** Jute has been a major cash crop in many countries, particularly in the Indian subcontinent, including Bangladesh and India. It played a crucial role in their economies and was a significant source of revenue.
- 2. Versatility:** Jute is a versatile fiber that can be used to produce a wide range of products, including sacks, bags, carpets, textiles and more. Its versatility made it a valuable commodity.
- 3. Environmental Benefits:** Jute is a natural fiber that is biodegradable and eco-friendly, which makes it more sustainable than many synthetic alternatives. This environmental aspect contributes to its 'golden' status in the context of sustainability and environmental concerns.
- 4. Employment Generation:** Jute cultivation and processing have historically provided employment opportunities for a large number of people, especially in rural areas. This employment generation has been an important factor in its recognition as a valuable resource.
- 5. Cultural Significance:** Jute is deeply ingrained in the culture and traditions of regions where it is grown. It has been used for centuries in various cultural practices, making it an integral part of the cultural heritage.

Yes, there are other fibers often referred to as 'golden fibers' or 'golden fibers of commerce', although jute is one of the most prominent.

HISTORICAL OVERVIEW OF INDUSTRIALIZATION - THE GLOBAL JUTE INDUSTRY

The journey of the global jute industry, from humble beginnings to a prominent position in the world market, is a tale of innovation, economic evolution and adaptation. Its journey of industrialization is a testament to how a traditional crop evolved into a significant global commodity.

The industrialization of the global jute industry has a fascinating and multifaceted history that spans over a century. Jute, often referred to as the 'golden fiber', has been a crucial part of economies, livelihoods and cultures across various countries.

The industrialization of the global jute industry is a compelling journey marked by historical significance, economic prosperity, challenges, and adaptations. The jute industry resilience, coupled with its sustainable and eco-friendly attributes, positions it as a promising player in the era of heightened environmental consciousness. With continued innovation and global demand for sustainable materials, the golden fiber's future remains bright, sustaining its legacy for generations to come.

The industrialization of the global jute industry, particularly in the Indian subcontinent, is a significant historical

development that transformed the cultivation, processing and trade of jute, particularly in the Bengal region, which includes present-day Bangladesh and India.

The industrialization of the global jute industry began in the late 19th century. Jute had been traditionally grown and processed in South Asia for centuries, but its commercialization and modernization gained momentum during this period.

The industrialization of the global jute industry continued to progress through the early to mid-20th century, with significant growth in production and trade.

As the demand for jute products grew, the industry underwent significant changes in processing methods and production scale. Jute mills became the backbone of the industry, providing the means for large-scale production.

The jute industry faced a series of challenges as the latter half of the 20th century approached. The emergence of synthetic materials, environmental concerns and shifting market dynamics posed formidable obstacles.

Despite the setbacks, the jute industry has shown resilience and adaptability in the face of adversity. The industry, its stakeholders and policymakers embarked on initiatives to reinvigorate jute's prominence.

HISTORICAL OVERVIEW OF INDUSTRIALIZATION: BANGLADESH JUTE INDUSTRY

The historical overview of Bangladesh's jute industry reflects its importance as a cultural and economic asset. The industrialization of Bangladesh's jute industry is a tale of transformation and resilience. The journey of Bangladesh's jute industry provides a lens through which we can understand the country's economic history and its efforts to adapt to changing global dynamics.

While it has faced challenges and changes over the years, the industry continues to be a valuable contributor to the country's economy and the livelihoods of its people. Efforts to modernize the sector and adapt to evolving market dynamics are ongoing to ensure its sustainability and growth.

The jute industry remains a vital part of Bangladesh's economy, providing income and employment opportunities for many people, especially in rural areas.



GLOBAL JUTE PRODUCTION OVERVIEW

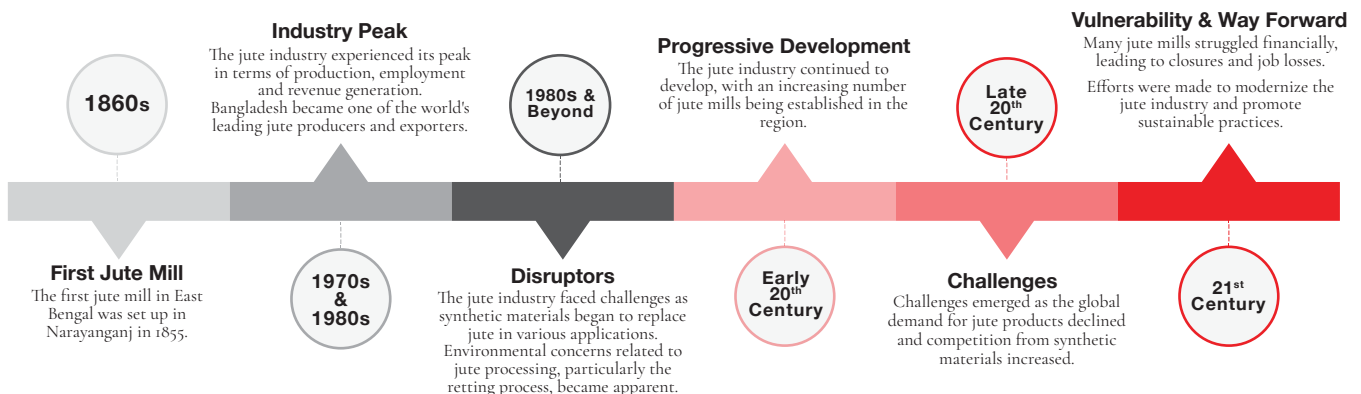
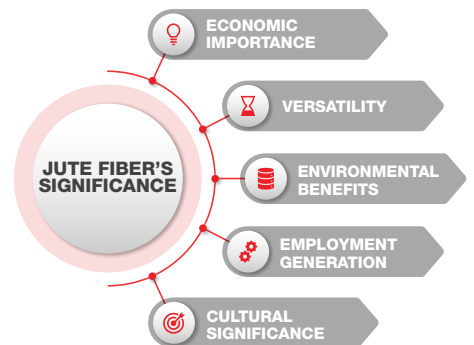
Jute cultivation has ancient roots in Bengal, with local farmers growing the crop for various uses. Jute is an annual crop globally but it can be grown at least twice a year.

Considering the single crop season, total jute production globally is nearly 2.5 Mn tons a year and this production is exceptionally concentrated in Bangladesh and India. Bangladesh and India jointly produce nearly 97% of the total global jute production.

There is a growing awareness of the environmental impact of jute cultivation and fiber processing, particularly the water-intensive retting process. Forward-looking perspectives emphasize the need for sustainable and eco-friendly practices.

Secondly, delayed water availability influenced by climatic changes for jute retting, particularly for South-Asian countries, has been pushing hard the stakeholders to innovate an alternative solution to natural water dependency. This issue also has been causing serious concern in case of deteriorating the quality of jute fiber increasingly as adequate clean water is a must-to-have requirement for ensuring better retting and consequently resulting in a quality fiber outcome.

Embracing modern technology and practices in jute cultivation and processing is essential for enhancing productivity and fiber quality.



DIVE IN THE **BAY OF BENGAL**

A Tale of Determination, Purpose and Belief



SHOAIB TALUKDER

Assistant Manager, Planning & Process
Akij Biax Films Ltd.

On the 22nd of December 2022, at 9:05 AM, I embarked on a challenging journey— the Bangla Channel Swimming, a daunting stretch from Teknaf to Saint Martin’s Island, was an arduous challenge, spanning a staggering 16.1 kilometers of continuous open water swimming. This feat would not have been possible without the incredible support of AkijBashir Group, who sponsored me for this event.

I was one of 31 participants who undertook this epic journey and it was nothing short of a Herculean task. The relentless expanse of the sea, the formidable currents and the sheer distance were daunting. This was no ordinary swim; it was a relentless 7 hours and 40 minutes of continuous effort. The currents were unforgiving, the waves imposing and the distance seemingly endless. As I neared the shores of Saint Martin’s Island, exhaustion had taken its toll and I could barely stand on my own. It was at this moment that the invaluable support of the rescue team came into play, helping me regain my footing. Reaching Saint Martin’s Island after such a grueling swim, is a memory I will cherish for a lifetime.



In the middle of the vast sea, there was nothing in sight but water. This experience taught me the true essence of faith. With no land or landmarks in view, I had to rely on my inner strength and determination. Each stroke and breath became an act of faith, connecting me to the sea’s rhythm. It taught me that faith doesn’t require visible signs or markers; it thrives in uncertainty.

Sk Bashir Uddin Sir’s vision and belief in my endeavor made a world of difference. His sponsorship not only propelled me forward but also showcased our group’s commitment to supporting its employees in their personal and professional growth. I would like to extend my sincere appreciation to the respected Director Mr. Md. Mofijul Hossain Iraz Sir, Senior GM Mr. Mohamed Mujeeb Ur Rahman Sir, DGM Mr. Md. Zahangir Hasan Sir and Team ABFL for their instrumental roles in providing unwavering encouragement throughout this endeavour.

Let us continue to reach new heights together, both as a company and as individuals, driven by the unwavering belief that we can achieve anything when we stand together.





SAARA YUSUF BRISHTY

MTO, Group HR
AkijBashir Group



PIGEONS

Acrylic on Canvas, 2018

The thought behind this painting was to give a hyper-realistic look to the pigeons.



STILL LIFE, ABSTRACT

Acrylic on Canvas, 2016

I tried to look at these common subjects in the painting through a different lens. Different textures were given using different props to create a colorful vibe.



OLD SHIP

Acrylic on Canvas, 2018

To instill a rustic and industrial look to this piece was the motive behind this painting. If you look closely at the ship's name, you will see 'Akij'. Back in 2018, who thought I'd be working here. What a coincidence!



LIGHT & SHADOW

Watercolor on Paper, 2018

Darkest is Black, lightest is white. What could be a better choice of colors to present a sunny afternoon other than black and white.

BEAUTY PREVAILS **EVERYWHERE!**



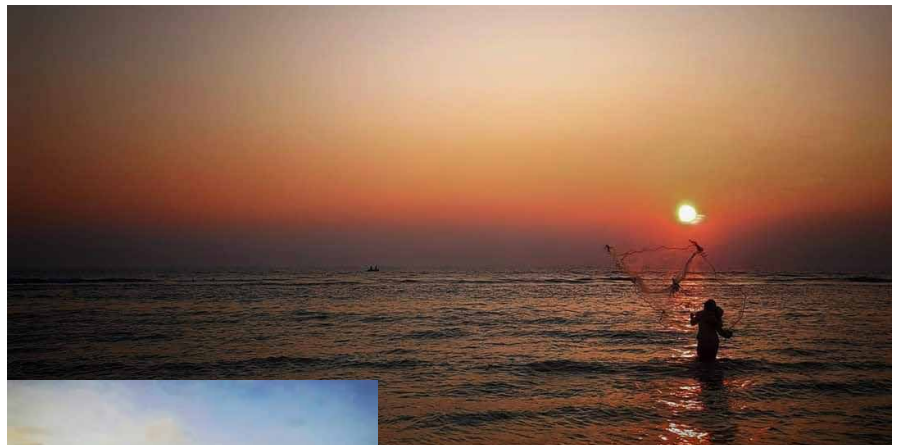
TOUHIDUR RAHMAN

Territory Manager
Akij Ceramics Ltd.
(Sanitaryware)

We all possess an innate appreciation for beauty, as it fills our hearts with joy and wonder. However, there are times when we may feel incapable of indulging in the splendor we yearn for. Yet, if we allow ourselves to perceive the world through a different lens, we will discover that Bangladesh is adorned with countless treasures, awaiting our exploration.

Amidst the cradle of our motherland lie myriad breathtaking sights, inviting us to immerse ourselves in their charm. It merely requires a moment of pause, a gentle turning of our gaze, to uncover the exquisite wonders that surround us. In this light, I extend my heartfelt gratitude to the AkijBashir Group for bestowing upon us the privilege of the Leave Fare Assistance (LFA) facility. This gracious provision not only affords us the opportunity to journey beyond our confines but also fosters productivity, kindles imagination and strengthens our resolve towards our entrusted responsibilities.

May AkijBashir Group continue to thrive and prosper in the days to come, as we proudly align ourselves with its noble endeavors.



SUSTAINABILITY STRATEGY

THE GUIDING PILLARS OF AKIJBASHIR GROUP



MD. SHAHRIAR ZAMAN
Assistant General Manager, Marketing
AkijBashir Group



various facets of our business, including environmental conservation, the well-being of our employees, responsible procurement processes and the seamless integration of green technology. We recognize that sustainability is not just a responsibility; it is an integral part of our identity.

PILLARS OF SUSTAINABILITY

We focus on three sustainability areas to support our business strategy:

- PLANET**
- PEOPLE**
- PRINCIPLE**

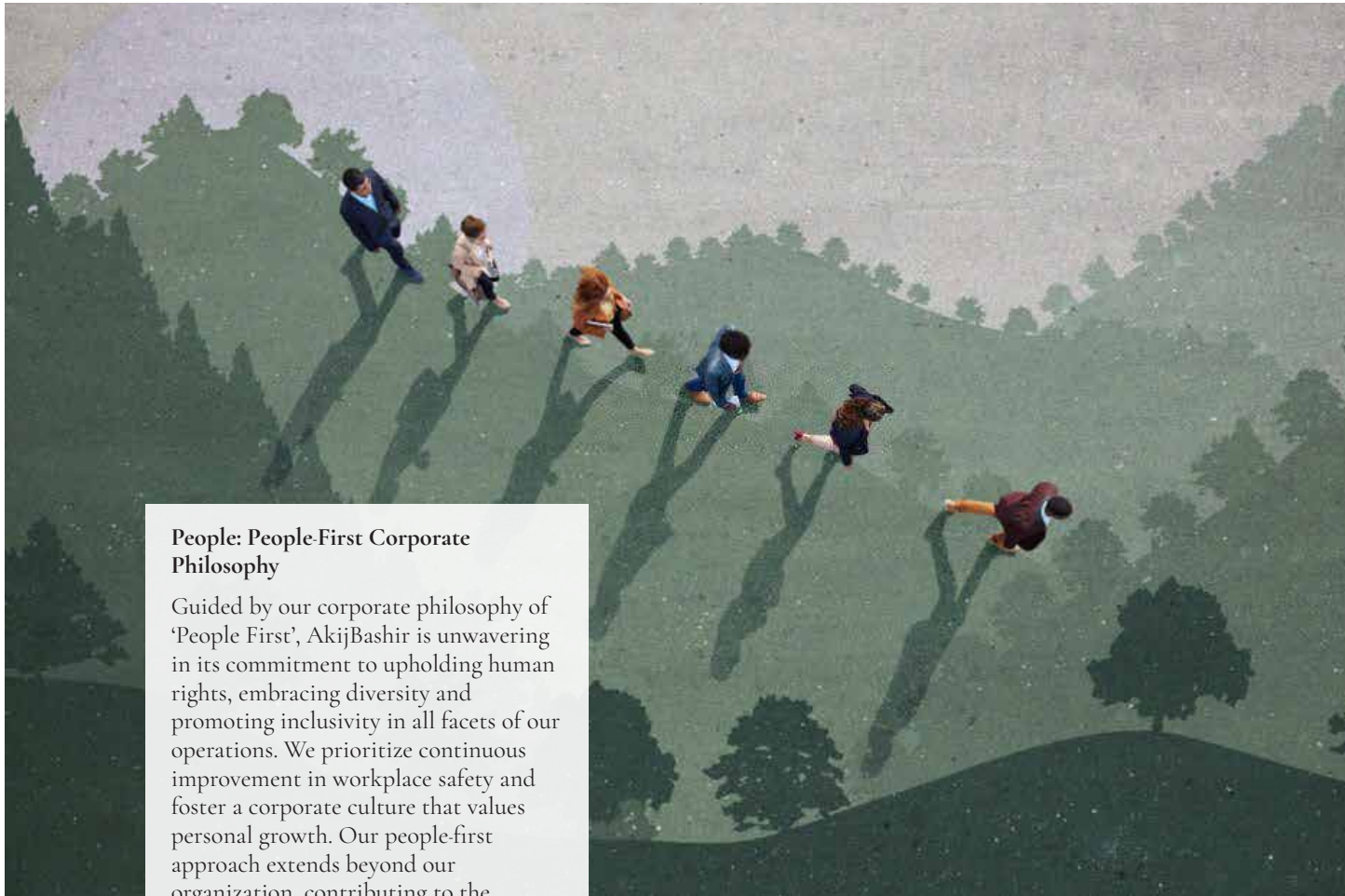
At AkijBashir, we believe in more than just conducting business; we believe in cultivating a sustainable future—one that is not only prosperous for us but also prioritizes the well-being of our planet. Our sustainability strategy is founded on ethical practices, a commitment to environmental conservation and the integration of green technology across our operations.

SUSTAINABLE DEVELOPMENT STANDARDS

Our unwavering commitment to sustainability begins with aligning and upholding rigorous sustainable development standards. This commitment extends to

Planet: For a Better World and a Better Planet

At AkijBashir, we view environmental sustainability as more than just a commitment—it is ingrained in our business ethos. Our belief is simple—what is better for our consumers must also be better for the planet. With this principle in mind, we dedicate ourselves to integrating environmental sustainability with every aspect of our products and manufacturing processes. By doing so, we aim to pave the way for a more promising and sustainable tomorrow.



People: People-First Corporate Philosophy

Guided by our corporate philosophy of ‘People First’, AkijBashir is unwavering in its commitment to upholding human rights, embracing diversity and promoting inclusivity in all facets of our operations. We prioritize continuous improvement in workplace safety and foster a corporate culture that values personal growth. Our people-first approach extends beyond our organization, contributing to the development and well-being of the communities we serve.

Principle: Accountability and Commitment Towards a Sustainable Tomorrow

Our pursuit of sustainability is rooted in a culture of transparency, accountability and commitment to our organization’s principles of compliance and ethics. We continuously strengthen our responsible procurement practices and community engagement efforts to seamlessly integrate sustainability into our products and services. By doing so, we ensure that every step we take aligns with our vision for a sustainable and responsible future.

As we navigate the path towards a better future for ourselves and the planet, AkijBashir Group remains steadfast in its commitment to ethical and sustainable practices. Our sustainability strategy is not just a framework; it is a testament to our dedication to leave a positive impact on the world, one that resonates for generations to come. Through our actions and principles, we aim to shape a brighter and more sustainable future—one in which business and the well-being of the planet go hand in hand.



Scan to visit the Sustainability page on the AkijBashir website

<https://akijbashir.com/sustainability>

AKIJBASHIR CRICKET FEST 2023

A Celebration of **Unity, Talent and Team Spirit!**



PURNENDU BIKASH ROY RONIE
Manager, Marketing & Lead, Sports Committee
AkijBashir Group

Embracing the spirit of unity and recognizing the diverse talents within our organization, AkijBashir Group proudly presented the much-anticipated AkijBashir Cricket Fest 2023! Firm believers in fostering employee engagement and celebrating the myriad skills that make our team exceptional, this cricket tournament promised to be a thrilling showcase of both cricketing prowess and team spirit.



The infectious enthusiasm took over every department, office and employee, transforming our workplace into a vibrant celebration ground. 22 teams from 34 departments and offices had eagerly joined the fray, with a total of 334 employees directly participating in this spirited cricket tournament. It wasn't just a game; it was a testament to the unity and camaraderie that defined the essence of AkijBashir Group.

The resounding cheers from employees across the group added an extra layer of excitement to the tournament. Whether in the office or on the field, the support and encouragement for each team and department reverberated through the gallery, creating an electrifying atmosphere that fueled the competitive spirit.

Our Cricket Fest officially kicked off on November 4th, 2023, with an inauguration ceremony graced by the presence of Sk Bashir Uddin, the Managing Director of AkijBashir Group. The ceremony brought together the group management committee, the cricket fest committee and spirited team representatives, setting the stage for a memorable event.



The journey towards glory and triumph was well underway with the tournament approaching the final match scheduled to take place on January 12th, 2024. The anticipation was palpable and the stakes were high as teams buckled up to fight for cricketing supremacy.

AkijBashir Cricket Fest 2023 was more than just a tournament; it was a celebration of the vibrant tapestry of talents that make our organization truly exceptional.

TOTAL OVER BOWLED - 584

TOTAL RUNS SCORED - 6,591

TOTAL MATCHES PLAYED - 32

21 matches were played in the first round and 6 teams qualified for the second round. Among these, the semi-finalists and finalists were qualified. Teams were as below:

SECOND ROUND QUALIFIED TEAMS



SEM-FINALIST TEAMS



FINALIST TEAMS (SCHEDULED ON JAN 12, 2024)



CHAMPION



MAN OF THE MATCH LIST

TEAM NAME	PLAYER NAME
Cyclone	Md. Abdus Salam
Blaster	Md. Maminul Hoque
Titans	Mr. Fazle Rabbi
Sand Storms	Md.Emon Ahmed
Mavericks	Abdullah Al Mamun
Wonderers	Md. Masud Rana
Shooters	Abdul Munim
Innovators	Moniruzzaman
Sand Storms	Md.Emon Ahmed
Titans	Kamruzzaman Munna
Mavericks	Abdullah Al Mamun
Thunders	Md. Abdur Razzak Mia
Eagles	Md Shahedul Alam Shaon
Thunders	Jihad Hasan
Eagles	Md Moniruzzaman Monir
Innovators	Moniruzzaman
Zenith	Ismail Hossain
Innovators	Md.Shawon Mahmud
Thunders	Md. Abdur Razzak Mia
Innovators	Md.Rubel Mia
Titans	Kamruzzaman Munna
Thunders	Shawon Banik
Innovators	Mahfujul Nayem
Pioneers	Ashfaq Rahman
Innovators	Md. Israfil
Thunders	Rana Ahmed Joy
Super Nova	Mumtahima
Evergreen	Sk Rahi Mohammed Asif
Innovators	Mahfujul Nayem



PLAYER OF THE TOURNAMENT

Moniruzzaman | Innovators | 169 Runs, 19 Wickets

BOWLER OF THE TOURNAMENT

Moniruzzaman | Innovators | 19 Wickets



BATTER OF THE TOURNAMENT

Kamruzzaman Munna | Titans | 251 Runs



On January 12, 2024, the highly anticipated final match of the AkijBashir Cricket Fest 2023 unfolded at the Janata Jute Mill field. In the misty winter morning, the Innovators won the toss, chose to bat first and posted a competitive total of 104 runs. In the pursuit, the Thunders made a promising start, but the Innovators' bowlers delivered an exceptional performance, limiting them to 73 runs. With this remarkable display, the Innovators secured victory by 31 runs, clinching the championship trophy in a thrilling culmination to the tournament. The prize-giving ceremony, graced by the Honorable Managing Director Sk Bashir Uddin, Deputy Managing Director Shamsuddin Ahamed, FCA and the



Management Committee members, marked the festive conclusion of the tournament. Their presence added prestige to the celebration of cricket excellence.

In a harmonious collaboration, the organizing committee led by Purnendu Bikash Roy Ronie, orchestrated a triumphant AkijBashir Cricket Fest 2023. Md. Jahirul Islam, Maminul Haque, Prashanta Kumar Dey, Tariqul Islam Tutul and Jamir Uddin Rami, with meticulous planning and tireless dedication, transcended mere roles, becoming inspirations behind the fest's success. As the Lead of AkijBashir Sports Committee, I bore witness to their magic, turning fleeting moments into cherished memories. A special acknowledgement to Mr. Shahriar Zaman for his outstanding support in guiding the tournament's essence—from logos to jerseys, his contribution was pivotal. On behalf of AkijBashir Sports Committee, a colossal thank you all for turning dreams into a vibrant reality!



THE INNOVATION EXCELLENCE AWARD

YOUR INNOVATIVE POTENTIAL



MOHAMMAD ZAHANGIR ALAM

Head of Market Intelligence
AkijBashir Group

WHAT AND WHY INNOVATION EXCELLENCE AWARD?

The Innovation Excellence Award, within our organization AkijBashir Group, serves as a vital recognition of the groundbreaking work carried out by our teams and individuals. It highlights the value we place on innovation and encourages a culture of creative problem-solving and ideation.

The Innovation Excellence Award is not just an accolade; it's a testament to our dedication to innovation and the constant pursuit of excellence. It symbolizes our unwavering commitment to the growth and success of our organization. The following case studies showcase the significance of innovation across various industries, including technology, automotive, e-commerce and manufacturing. They underline how innovative thinking can drive success in business, create groundbreaking products and services to change the way we live and work.

1. Apple Inc.: The Innovation Giant

Apple's consistent investment in research and development, design and user experience has made it one of the most innovative companies globally. They continue to set trends, shape markets and maintain a loyal customer base by regularly introducing new products and services.

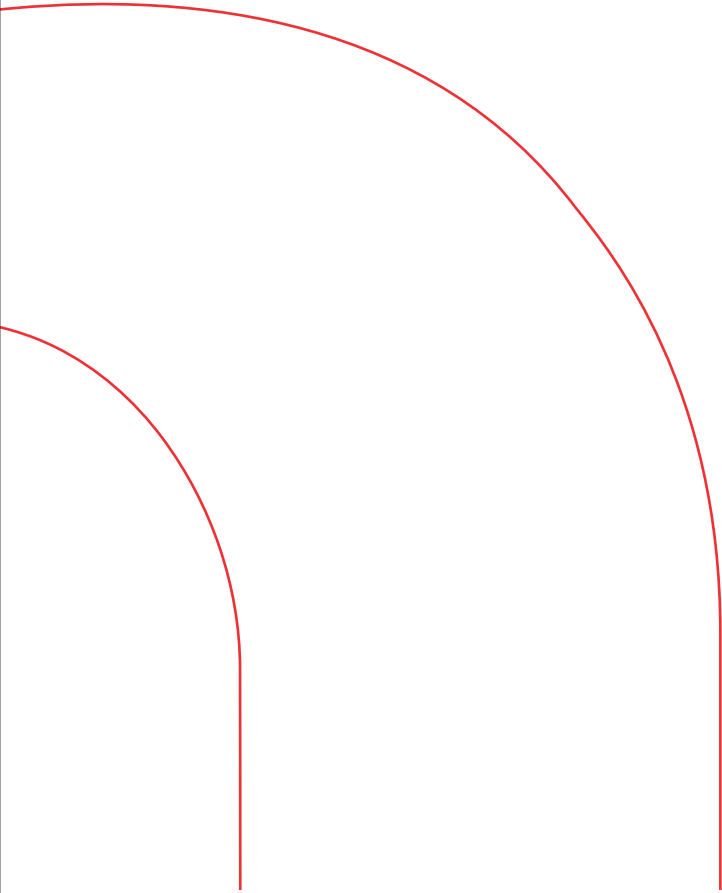


2. Tesla Inc.: Electric Revolution

Tesla has revolutionized the automotive industry by focusing on electric vehicles and sustainable energy solutions. Their innovations in battery technology, self-driving capabilities and energy storage have propelled them to the forefront of the electric vehicle market. Through relentless innovation, they've demonstrated how a commitment to sustainable technology can disrupt traditional industries.

3. Amazon: Customer-Centric Innovation

Amazon's innovative approach to e-commerce, logistics and cloud computing has made it a global e-commerce giant. Their focus on customer-centric innovation has led to the development of services like Amazon Prime, Amazon Web Services (AWS) and innovations in supply chain management. Amazon continually strives to improve the customer experience by embracing new technologies and business models.



WHAT'S IN IT FOR YOU?

Your innovative ideas are invaluable. By participating in our contest, you have the opportunity to:

- Showcase your creativity
- Enhance your professional profile
- Win exciting rewards
- Make a tangible impact on our organization

WHAT IS INNOVATION?

Innovation is the lifeblood of progress. It's the process of taking existing ideas and transforming them to create new wealth or improve society's well-being. At our organization, we believe that innovation is the driving force behind constant productivity increase.

THE POWER OF INNOVATION

Innovation knows no bounds. It can be groundbreaking or subtle, revolutionary or evolutionary. What matters is that it all begins with an idea– and we want to hear yours!

THE PATH TO INNOVATION

Innovation is a journey that involves three essential steps:

Ideate: This is where it all begins. Share your innovative idea and let it spark the imagination of your peers.

Create: Transform your concept into a tangible prototype. Experiment, refine and bring your idea to life.

Validate: As more people use, test and approve your idea, it evolves into something that makes sense and cents!

SHARE YOUR INNOVATIVE IDEAS

It all starts with an idea– YOUR idea! What's your innovative solution to enhance self-productivity and create a better workplace? Please email your innovative idea/(s) to iea@akijbashir.com



'THE SUSTAINABILITY ADVOCATE' ICE BUSINESS TIMES INTERVIEW



Mohammad Khoureshed Alam, Director of Operations at AkijBashir Group, delves into the group's robust sustainability initiatives, outlining a comprehensive approach encompassing economic, social and environmental dimensions. Acknowledging individual and corporate responsibility in achieving sustainability, AkijBashir Group aligns its practices with the United Nations Sustainable Development Goals (UNSDG).


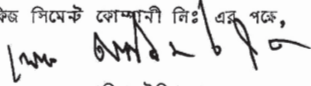
The group has made substantial strides in environmental conservation, including a 13% reduction in carbon emissions, equivalent to planting 250,000 trees. With a focus on energy

efficiency, AkijBashir incorporates green energy sources, generating 20% of electricity from solar panels. Plans include covering all factories' roofs for 400 MW of solar electricity production. Water conservation efforts aim for zero discharge, with 50% progress already achieved, saving 200,000 liters daily. Innovations extend to jute retting, reducing water usage and time. The group prioritizes employee health and safety, striving for a 0% injury in the Group by 2025.

Active community engagement, local sourcing and investment in low-carbon emission technologies underscore AkijBashir's commitment to sustainability. Long-term visions include aligning with the UN's SDGs, becoming a respected industry leader, achieving net-zero emissions and significantly minimizing waste discharge.

Visit akijbashir.com/news to read the full story.

THE FIRST
INCREMENT LETTER
 OF THE HONORABLE MANAGING DIRECTOR
SK BASHIR UDDIN

	AKIJ CEMENT COMPANY LTD.	Akij Chamber 73, Dilkusha C/A, Dhaka-1000 Bangladesh. Phone: 243008-9 247822 Tlx: 642613 AKIJ BJ Fax: 880-2-863262 FACTORY: Chattak, Sunamganj
A Unite of Akj Group of Industries		
Ref-	Date	
অফিস আদেশ -----		
<p>ব্যবস্থাপনা কর্তৃপক্ষ সন্মুখ হইয়া জনাব শেখ বশির উদ্দিন, পরিচালক আকিজ সিমেন্ট কোম্পানী লিমিটেড ঢাকা-কে মাসিক ভাতা হিসাবে ৩০০০/- (তিন হাজার) টাকা প্রদান করিতে সিদ্ধান্ত নিয়াছেন। ইহা ছাড়া দৈনন্দিন অফিসিয়াল কাজে তাঁহার যে সমস্ত খরচ হইবে তাহা বিন ভাউচার মোতাবেক প্রদান করা হইবে।</p>		
অত্র আদেশ ০১-০২-১৬ইং হইতে কার্যকরী হইবে।		
আকিজ সিমেন্ট কোম্পানী লিঃ এর পক্ষে স্বাক্ষরিত/- < লেখ আকিজ উদ্দিন > ব্যবস্থাপনা পরিচালক		
সূত্র নংঃ-এসিসিএন/প্রশাঃ/১৬/২৩২ তারিখঃ- ০৭-০২-২৩ইং		
অবগতি ও কার্যকরী ব্যবস্থা গ্রহণের জন্য অনুলিপি প্রেরিত হইলঃ-		
১। শেখ বশির উদ্দিন, পরিচালক, আকিজ সিমেন্ট কোম্পানী লিঃ, ঢাকা। ২। প্রধান হিসাব রক্ষক, আকিজ সিমেন্ট কোম্পানী লিঃ, ঢাকা।		
আকিজ সিমেন্ট কোম্পানী লিঃ এর পক্ষে,  < লেখ আকিজ উদ্দিন > ব্যবস্থাপনা পরিচালক		

INTRODUCING AKIJ MDF BOARD



NAZMUL AKAND TUSHAR

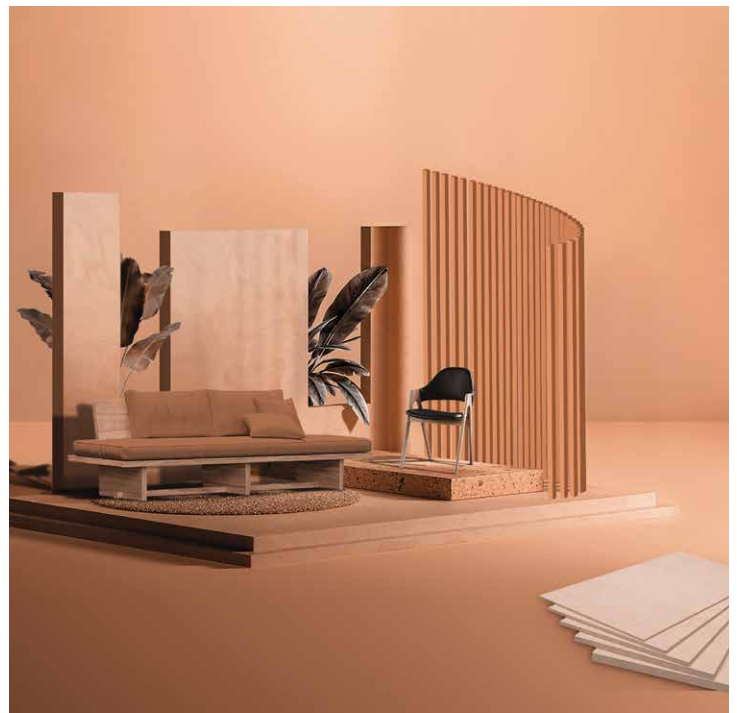
Assistant Manager, Marketing
AkijBashir Group

In the first quarter of 2023, Akij Board proudly unveiled its latest innovation to the market—the Akij MDF Board. This manufacturing masterpiece is engineered to perfection, boasting a flawless surface and consistent core density since its inception. With a meticulous manufacturing process, this versatile material stands out for its ease of painting, cutting, machining, CNC operations and drilling without splintering or chipping.

Located at the Akij Economic Zone— Trishal, Mymensingh, the Akij MDF Board Plant utilizes state-of-the-art Siempel Kamp technology from Germany, offering unique benefits. The board's uniform high density ensures structural integrity and durability, while its moisture resistant properties make it ideal for environments prone to humidity, ensuring longevity and stability. The smooth surface not only facilitates easy and effective painting but also enhances the overall aesthetic appeal of the finished product.

Boasting excellent machinability and resistance to borers, Akij MDF is the go-to choice for heavy-duty furniture construction and interior decoration. The easy-to-use benefits further contribute to smooth CNC operations, making it an ideal solution for various crafting, interior and furniture projects.

Categorized as E2 MDF Board with a standard size of 4x8 feet, Akij MDF boards come in a range of thicknesses (3, 6, 9, 12, 15, 18 and 25 mm), catering to diverse project requirements. Different surfaces are available, enhancing customization options for furniture, interior design or other construction needs. Whether used as a raw MDF board or as the core of Melamine Board, Veneered Board, High Gloss or Ultimatt board, Akij MDF Board sets a new standard for quality and versatility in the industry.



UNVEILING ProEDGE

Redefine Furniture Aesthetics with Premium PVC Edgebands



NAZMUL AKAND TUSHAR

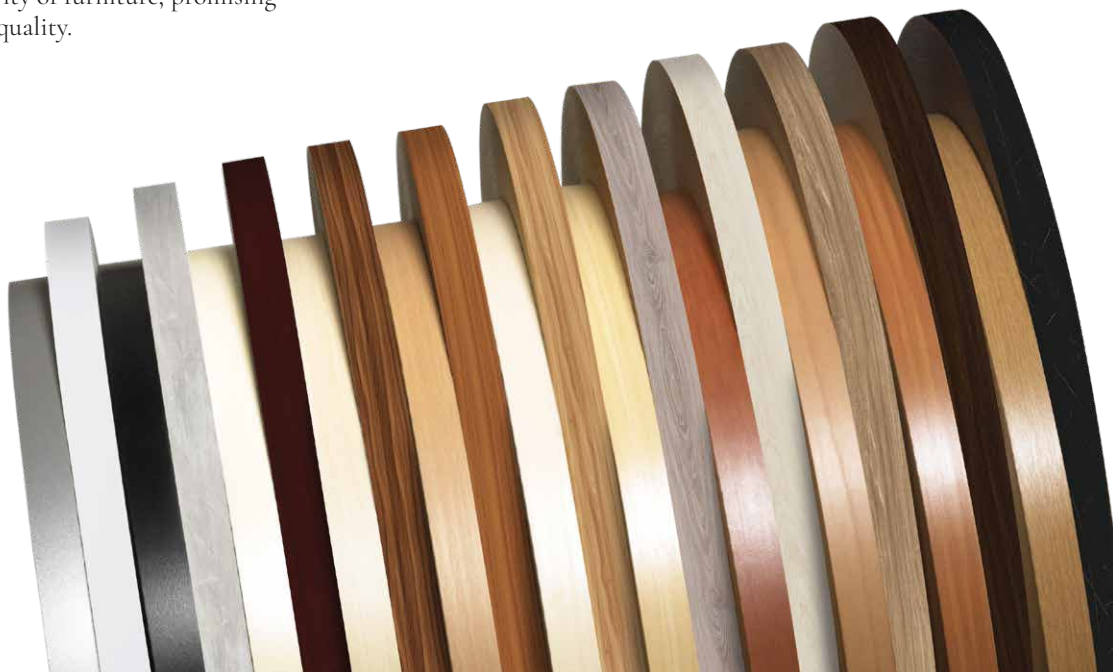
Assistant Manager, Marketing
AkijBashir Group

Akij Particle Board Mills Limited proudly introduces ProEDGE, a premium PVC Edgeband that sets a new standard for quality and design in the furniture industry. ProEDGE not only elevates the durability of furniture but also enhances its aesthetic appeal with a myriad of exceptional features.

A standout feature is the creation of permanent and matching decors, coupled with a built-in adhesive, ensuring a seamless and refined finish. Engineered to withstand the adverse effects of dust and humidity, these edge bands significantly contribute to the longevity of furniture, promising enduring quality.

The antibacterial properties of ProEDGE add another layer of appeal, promoting a hygienic and clean environment. Offering a perfect adjustment to the furniture board, ProEDGE ensures a seamless and polished finish. It's antifungal characteristics provide added durability and protection against common environmental challenges. Available in standard width of 19, 22, 29 & 38 mm and thicknesses of 0.5, 1 and 1.5 mm, ProEDGE meets diverse project requirements. These edgebands come in 100-meters & 200-meter rolls and offer a range of finishes including

Walnut, Shan Teak, Burma Teak, Promo Teak, Milk White, Bianco Marble Dark, Kalhare Marble, Line River Wood, Albino Oak, Havana Oak and Antic Texture. ProEDGE is not just an edge band; it's a statement of sophistication and durability, redefining the boundaries of furniture design.





AKIJ BOARD'S LATEST DECORS REDEFINE AESTHETICS IN **MODERN LIVING**



NAZMUL AKAND TUSHAR
Assistant Manager, Marketing
AkijBashir Group

BREAKING BOUNDARIES IN DECOR INNOVATION: AKIJ BOARD UNVEILS A SPECTRUM OF AESTHETICALLY RICH OPTIONS

Akij Board is steadfast in its commitment to pioneering decor innovation, continuously striving to elevate the overall user experience. In response to the burgeoning demand for aesthetics that seamlessly blend with modern interior and furniture preferences, we proudly present a diverse array of new decors.

Recent additions to our collection include Sonoma Oak, Santana Oak, Jackson, Paris, Dark Monument Oak, Monument Oak, Coimbra, Mizar, Akazie, Dark Akazie, Dark Maple, Catania Oak and Grenada Pine. These meticulously curated decors reflect our dedication to providing a broad spectrum of choices to cater to the unique preferences of our customers.

Inspired by the timeless beauty of wood, our new decors aim to evoke a natural ambiance, bringing a genuine sense of nature to interior spaces. This unveiling not only underscores our commitment to leading the market but also exemplifies our ongoing efforts to deliver distinctive and attractive solutions that align with the ever-evolving needs of our esteemed clientele.

AKIJ CERAMICS UNVEILS GRANULA WALL TILES

Elevating Tiles Innovation with Mesmerizing Glitter Effects



ANUP KUMAR SAHA
Assistant Manager, Marketing
AkijBashir Group

Akij Ceramics, the foremost leader of the tiles industry of Bangladesh, is thrilled to introduce a groundbreaking addition to its product portfolio—the Granula tiles series, a proud extension of the wall tiles series. Impeccable finesse and exquisite surface beauty define Granula finish tiles. The unique touch of stability and sense of fashion make the contemporary Granula finish tiles stand out in the crowd. These vitrified tiles are more scratch-resistant than regular tiles.

Granula wall tiles, a crushed frit variant, not only mesmerizes with glittering and 3D effects post-firing but also effortlessly transforms your interior spaces. Unlike conventional tiles, Granula elevates your design possibilities, offering benefits that redefine the tiles experience. Granula tiles bring a touch of glamor to your spaces with their stunning glitter effects, adding an element of luxury that captivates the eye. The dual matte and glossy effects on a single tile provide you with the freedom to create diverse and personalized designs, effortlessly adapting to your style preferences.

One of the remarkable features of Granula is its ability to achieve a punch effect, simplifying the process of enhancing your space. The 3D and rich look of Granula tiles contributes to an elevated aesthetic, creating an ambiance that reflects sophistication and modern design. Choose from a wide array of colors, allowing you to customize your space according to your preferences. Granula is not just a tile; it's a versatile solution for your walls in guest rooms, bathrooms, kitchens, common areas and dining spaces. The standard 30x60 cm & 30x50 cm sizes ensure compatibility with various spaces, offering a seamless integration of style and functionality.

Experience the future of tile design with Granula by Akij Ceramics, where effortless elegance meets advanced technology, providing you with a way to transform your spaces.



AKIJ BATHWARE LAUNCHED FOLKSY GOLD SERIES



GOLAM RABBANI
Deputy Manager, Marketing
AkijBashir Group

Akij Bathware Limited is a newly introduced business unit of the AkijBashir Group producing world-class bathware products in Mokkhopur, Trishal. The brand was launched in the market with the name ROSA in October 2022 and within a very short period, ROSA bathware captured remarkable market share with stunning and top-notch functional products as well as historical super-efficient brand activities in the Bangladesh market. Way above all the competitors in the market, ROSA bathware is approaching to be the greatest bathware brand in Bangladesh.

In the beginning, the product portfolio was introduced with a combination of different series and types of products like sink taps, bib taps, basin taps, basin mixers, sink mixers, shower mixers, bath accessories and so on.



Gradually the product basket is getting enriched with several new series. In September 2023 ABWL launched the Divina series with a new wheel handle as well and in December 2023 ABWL launched the Folksy Gold series to give never witnessed look and experience to the consumers. Besides this, there are a lot more products in the pipeline and yet to be launched in the coming days.

LEAD IN EMPOWERING PROFESSIONALS WITH 'FINANCE FOR NON-FINANCE' TRAINING



In the ever-evolving business landscape, the ability to comprehend and navigate financial intricacies is a crucial skill for professionals across diverse fields. Acknowledging this need, AkijBashir Group proudly introduces an enlightening training program—'Finance for Non-Finance,' led by our esteemed Deputy Managing Director, Shamsuddin Ahmed, FCA.

This initiative is tailored to bridge the knowledge gap for individuals without a formal finance background, offering essential insights into financial fundamentals, strategic financial planning and corporate finance for informed decision-making. Demonstrating our commitment to fostering a culture of continuous learning and professional development, this training promises to be a transformative experience for all participants.

FACILITATED INSIGHTFUL 'LABOR LAW' TRAINING

Unlocking the Code: Empowering minds with Adv. Jafrul Haque Sharif in an insightful training session on 'Labor Law'. In today's intricate socio-economic landscape, a deep understanding of labor laws is imperative for employers, employees, and legal practitioners alike, especially in Bangladesh where the workforce is fundamental to the nation's progress.

This comprehensive training provided a holistic view of the legal landscape, delving into the rights and obligations of both employers and employees. Key areas such as employment contracts, workplace safety, dispute resolution mechanisms, wages, benefits and termination were meticulously explored, allowing participants to gain a nuanced understanding of their legal rights and responsibilities.

Adv. Jafrul Haque Sharif's commitment to empowering individuals with comprehensive knowledge of labor laws stands as a testament to his dedication to legal education and societal progress.



TRAINING ON RACI MATRIX

AkijBashir holds the view that the primary asset of our Group is its employees. We are committed to fostering the growth and development of our workforce. Training programs, such as the RACI (Responsible, Accountable, Consulted and Informed) Matrix, are given significant emphasis to enhance the efficiency of our employees.

The training program was led by Mamun Akter, Manager, HR Admin & Compliance, Trishal Cluster. His knowledge and efficiency have provided one of the finest knowledge-sharing sessions in our group.

Our dedication to nurturing talent goes beyond mere rhetoric; it is embedded in our organizational ethos. We view each employee as a valuable asset and by investing in their growth, we not only enhance individual capabilities but also fortify the collective strength of the entire team. The RACI Matrix training, in particular, serves as a cornerstone in fostering a culture of responsibility, accountability, collaboration and informed decision-making.



MICROSOFT EXCEL TRAINING

At AkijBashir Group, we recognize the pivotal role that proficiency in Microsoft Excel plays in enhancing the productivity and efficiency of our workforce. In line with our commitment to continuous development of employees, we have organized a comprehensive training program conducted by our internal resources as dedicated trainers.

The initiative aims to empower our employees with advanced Excel skills, equipping them with the tools necessary to use complex data sets, streamline workflows and make informed decisions. The training sessions, thoughtfully designed and customized to meet the specific needs of our organization, cover a spectrum of Excel functionalities, ranging from basic spreadsheet operations to advanced data analysis and visualization techniques.

By investing in the professional growth of our staff through these tailored Excel training sessions, we not only foster a culture of learning within the group but also ensure that our workforce remains well-equipped to tackle the evolving challenges of the modern business landscape.

AKIJ HIGH GLOSS BOARD CAMPAIGN

A Radiant Resurgence In Surface Elegance



ANIKA TASNEEM MUNIR
Senior Executive, Marketing
AkijBashir Group

Akij Board, renowned for its innovative surface materials, once introduced the UV Board, an exceptional product designed to resist the relentless impact of UV rays while exuding an exquisite glossy finish, emphasizing the extraordinary quality of glossiness. Akij Board is now set to reintroduce this exceptional creation under the name 'High Gloss'. This revival isn't merely a functional enhancement; it's a celebration of aesthetics, promising a product that transcends mere utility to become a true work of art.

The launch of the High Gloss Board embraced a digital-first approach. Leveraging online platforms, our goal was to raise awareness and ignite interest in 'High Gloss' by Akij Board, positioning it as a top choice driven by consumer preferences. Inspired by the reflective textures of High Gloss by Akij Board, we decided to reshape the narrative. Instead of merely presenting it as a board, we infused surrealism and the concept of reflection to make the campaign more captivating.

High Gloss stands out as the first reflective board in Bangladesh. Given the novelty of reflective boards, our objective was to align creativity with the possibilities offered by the High Gloss board, which not only enhances interiors and furniture but also sets a new standard for consumers' lifestyles.



As part of the campaign, we crafted an online video commercial (OVC) titled 'Introducing High Gloss by Akij Board', shared on various social media platforms. We also developed brochures, leaflets, billboard visuals, magazine ads and other marketing materials to reach a wide range of audience and create a buzz in the market.

The campaign elicited an admirable response. The OVC on Facebook garnered 2M views with engagement reaching 2.5M. On YouTube, the total impressions for the main video and cut versions amounted to 10M. Additionally, the OVC was featured on the Rabbithole site during the Asia Cup and World Cup, accumulating a total viewership of around 10M.

Overall, the High Gloss campaign achieved success by extending beyond the typical product showcase. We utilized the board's reflective feature to narrate a protagonist's journey from a fantasy world to an everyday reality. This unique approach breathed life into the High Gloss board, showcasing its seamless integration into a glamorous lifestyle.

Scan to see this campaign:



<https://www.facebook.com/akijboard/videos/320130027237207>



SWISS BAKERY

A NOSTALGIC SYMPHONY OF FLAVORS AND EMOTIONS



S M ASHFAQUR RAHMAN

General Manager, Audit
AkijBashir Group

Swiss Bakery isn't just a place to grab a bite; it's like a warm hug from your past. As soon as you walk in, the amazing smell of Chicken Bun hits you and you're instantly back to the good old days with your family and friends. It's more than just eating; it feels like going back in time.

Their Chicken Bun is really something special. Imagine breaking into soft, warm bread and finding delicious, well-seasoned chicken bits inside. Every bite is a surprise and the comforting smell just makes it even better. It goes great with everything else on the menu.

The Pastries here also stand out. They keep it simple and focus on what actually matters—the taste. These aren't just flashy treats; they're full of flavors. And if you're into burgers, you have to try their Chicken Cheese Burger. It's a juicy piece of chicken and melted cheese between two soft buns—pure yumminess.

The place itself has a cozy vibe that anyone can enjoy, young or old. The staffs are always welcoming, making your meal even better.



So to sum it up, Swiss Bakery isn't just a popular spot in Dhaka for tasty food. It's a place that's packed with great flavors and happy memories. Whether it's your first time or you're back for the hundredth, you can always count on good food and a feel-good atmosphere.

SUBSTANCE MISUSE AT **WORK**



MD. SOHEL SHEIKH
Assistant Manager, EHS
Akij Glass Industries Limited

To many people, drinking alcohol or taking drugs is a pleasurable activity and a part of life and does not cause any problems. But only later they realize drug and alcohol abuse can have serious consequences. All the people involved in such activities, including the worker or the employer can suffer serious health problems.

ALCOHOL

Alcohol consumption swiftly influences thinking, judgment and mood, impacting behavior at work. Rapid absorption into the bloodstream, including the brain, makes it challenging to gauge its effects. This affects both the individual and the organization significantly.

Impacts on the organization:

- Reduced productivity
- Hindrance in workflow
- Accident costs
- Low employee morale.

The best advice for healthy living is not to use alcohol at all. But when circumstances impose it at least avoid drinking during the following specific situations.

- Before or during driving
- Before using machinery, electrical equipment or ladders
- Before working or in the workplace when appropriate functioning would be adversely affected by alcohol

SOLVENTS

Inhaling solvents, whether a single chemical or a mixture used in manufacturing or products, harms health and performance. Exposure, intentional or accidental, leads to serious issues like nervous system toxicity, reproductive damage, liver and kidney damage, respiratory impairment, cancer and dermatitis. Many solvents become hazardous waste when spent.

RISKS TO HEALTH AND SAFETY FROM SUBSTANCE MISUSE AT WORK

Drug misuse impairs senses and reactions even at low doses. Widespread availability and misuse, encompassing legal prescription drugs and controlled substances, contribute to addiction risks.

IMPACTS OF DRUGS AND ALCOHOL

The exact symptoms of alcohol and drug abuse will vary, but some general symptoms might be observed:

- Late attendance
- Increased absenteeism
- Reduction in quality of work
- Dishonesty
- Theft
- Reduction in work rate
- Irritability and mood swings
- Deterioration in working relationships

These will all be connected with cost to the employer, along with increased health risks. Moreover, drugs and alcohol trigger sensory disability.

So, let's prioritize a healthy lifestyle, staying vigilant about substance abuse and foster a workplace culture that promotes safety for a more productive environment.

AKIJ CERAMICS UNVEILS EXCLUSIVE SHOWROOMS IN HEMAYETPUR AND JAMALPUR



Akij Ceramics remains committed to its core values of quality, innovation and customer satisfaction. The addition of these exclusive showrooms reflects the brand's continuous efforts to elevate the standards of the ceramic tile industry in Bangladesh.

As Akij Ceramics extends its reach across the nation, customers can expect a seamless and personalized shopping experience that mirrors the brand's enduring commitment to perfection.

Akij Ceramics, part of AkijBashir, a leading force in the ceramic tiles industry of Bangladesh and a recipient of numerous accolades, continues its commitment to excellence with the inauguration of two exclusive showrooms in Hemayetpur and Jamalpur.

In a strategic move to bring its exquisite product range closer to valued customers, Akij Ceramics takes pride in offering its collection nationwide through a network of 220 exclusive showrooms. This expansion ensures accessibility and convenience for customers seeking top-notch ceramic tiles.

The newly unveiled showrooms in Hemayetpur and Jamalpur showcase Akij Ceramics' dedication to providing a superior shopping experience. These spaces are designed to immerse customers in the world of premium ceramic tiles, allowing them to explore and select products that align with their aesthetic preferences and lifestyle needs.



INTRODUCING THE **NEW WEBSITE** OF AKIJBASHIR GROUP

REDEFINING DIGITAL PRESENCE



AkijBashir Group proudly unveils its new website, adorned with a modern and minimalistic design that reflects the Group's commitment to a seamless digital experience.

The website's aesthetic charm is matched by its user-friendly interface, ensuring effortless navigation for visitors eager to explore diverse information and businesses. A central focus of the redesign is transparency, offering comprehensive information about AkijBashir Group, its various businesses and its dedicated stance on sustainability.

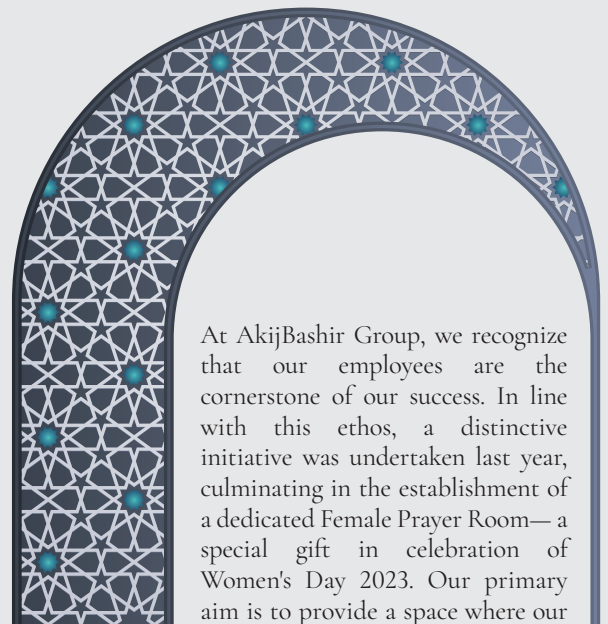
The website cleverly blends visually striking images with thoughtfully crafted text, aiming to enhance user comprehension and provide a deeper insight into the Group's values and vision. Notably, the platform accentuates AkijBashir Group's commitment to sustainable business practices, showcasing detailed information about its initiatives and ongoing efforts to contribute positively to the environment and society.

As the Group steps confidently into the digital future, this website serves as a dynamic testament to its achievements and lays the groundwork for future endeavors, ensuring a compelling and ever-evolving online presence. Visitors are invited to explore the website and embark on a journey through the multifaceted world of AkijBashir Group, where innovation aligns seamlessly with integrity and the future is envisioned with clarity and purpose.

To explore more, visit akijbashir.com



UNVEILING A DEDICATED **FEMALE PRAYER ROOM** IN CELEBRATION OF WOMEN'S DAY 2023



At AkijBashir Group, we recognize that our employees are the cornerstone of our success. In line with this ethos, a distinctive initiative was undertaken last year, culminating in the establishment of a dedicated Female Prayer Room—a special gift in celebration of Women's Day 2023. Our primary aim is to provide a space where our employees can foster a spiritual connection with Almighty Allah SWT. This unique initiative has not only inspired but empowered our female employees, creating an environment that encourages the devout observance of Salah.

INAUGURATION OF THE **BORDER** DECORATION **ROOM** AT AKIJ TABLEWARE



SYED ASHEKUL ALAM
Assistant Manager, HR & Admin
Akij Ceramics Limited

Recently, Akij Ceramics Ltd (Tableware) inaugurated the Border Decoration Room at their factory premises. This significant development opens a new horizon for the export business of Akij Ceramics. The Border Decoration Room is set to play a vital role in exporting Akij Ceramics products worldwide, marking a signature of excellence for the brand across the globe.

The inauguration of the Border Decoration Room is a testament to Akij Ceramics' commitment to delivering high-quality tableware products that meet international standards. With this new facility, Akij Ceramics will be able to meet the increasing demand for its products in the global market, further enhancing their position as a leading exporter in the industry.

The Border Decoration Room is equipped with state-of-the-art technology and skilled artisans who will ensure that each product meets the highest level of craftsmanship and precision. This will not only contribute to the growth of the export business but also enhance the reputation of Akij Ceramics as a reliable and trusted brand worldwide.

Moreover, the inauguration of the Border Decoration room will also have a significant impact on the foreign exchange earnings of the country. As Akij Ceramics expands its export business, it will contribute to increasing the inflow of foreign currency, strengthening the economy and creating employment opportunities.



The inauguration of the Border Decoration Room at Akij Ceramics Ltd. is a milestone achievement that will propel the group's export business to new heights. With its focus on quality, innovation and customer satisfaction, Akij Ceramics is well-positioned to make a lasting impression in the global market and contribute to the growth of the economy.

PARTNERSHIP WITH **UNITED HOSPITAL**

PAVING THE WAY
FOR CORPORATE HEALTH INNOVATION



We are dedicated to enhancing the health and well-being of our employees. It is with great enthusiasm that we unveil a strategic partnership with United Hospital, forging a strong bond between healthcare and corporate synergy. Together, our shared objective is to not only redefine industry standards but also to innovate and provide exceptional value to our communities.

AKIJBASHIR GROUP AND **WADHWANI FOUNDATION**

A TRANSFORMATIVE COLLABORATION IN EDUCATION
AND CORPORATE SYNERGY

In a strategic move to establish a potent synergy between educational and corporate entities, AkijBashir Group and Wadhvani Foundation have laid the foundation for impactful collaborations aimed at driving revolution, empowerment and sustainable growth. Our collective dedication is centered on changing lives for the better and jointly fostering opportunities that embody this transformative vision.



AKIJBASHIR GROUP AND **LOTTO**

ELEVATING SUCCESS THROUGH INNOVATIVE COLLABORATION AND SHARED VISIONS



In a strategic alliance set to redefine success through innovation and collaboration, AkijBashir Group and Lotto, the distinguished Italian sporty and lifestyle product brand, have come together with a shared vision. As we embark on this journey, we anticipate reaching new heights together. This partnership introduces an exclusive discount on Lotto products, adding a unique dimension to our commitment to enhancing the overall employee experience through the corporate agreement with Lotto Bangladesh.

AKIJBASHIR GROUP PRIORITIZES EMPLOYEE WELL-BEING THROUGH STRATEGIC PARTNERSHIP WITH **SHIP INTERNATIONAL HOSPITAL**

AkijBashir Group is to announce its corporate partnership with SHIP International Hospital, underscoring our commitment to prioritizing our greatest asset— our employees. In our relentless pursuit of fostering a workplace that values health and well-being, we take pride in offering comprehensive wellness programs, state-of-the-art healthcare facilities and a supportive environment. Our goal is to build a culture that not only achieves success but also places a paramount emphasis on the holistic well-being of our incredible workforce, empowering them to thrive both personally and professionally.



Let's Collaborate!

Your insights and input 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'd like to see in future issues.

Reach out to us at
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