

# BEYOND

JANUARY 2026

AKIJ BASHIR LEADERS RECOGNISED  
AT BANGLADESH  
C-SUITE AWARDS 2025

RAINWATER HARVESTING  
TO REDUCE WATER AND ECONOMIC  
POVERTY IN COASTAL BANGLADESH

JANATA JUTE MILLS AND  
SADAT JUTE INDUSTRIES WIN  
HSBC EXPORT EXCELLENCE  
AWARD 2025

A CONSECUTIVE  
DOUBLE TRIUMPH AT  
THE **BEST BRAND**  
AWARDS 2025

AKIJ CERAMICS LAUNCHED  
**AR STUDIO**

A TRAIL OF  
EXCELLENCE  
FOR OTHERS  
TO FOLLOW



## Welcome to AkijBashir Newsletter

This quarterly magazine is designed to share the insights, culture and latest updates from AkijBashir Group. Whether you're part of our team or a valued reader from outside, we hope it keeps you informed, connected and inspired.

Happy Reading!

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# Behind this issue

**PUBLISHER**

Taslim Md. Khan

**EDITOR**

Dilruba Sharmin Khan

**MANAGING EDITOR**

Md. Shahriar Zaman

**ASSISTANT EDITOR**

Anika Zarin Chowdhury

**NEWSLETTER TEAM**

Shakil Alam

Ahadur Rahman

Md. Tarikul Hannan

Mamun Akther

Rejaul Bashar

M S Jahan Emon

A. H. M. Mostafa Kamal

Pallab Gope

Md. Foyezur Rahman

AkijBashir Newsletter 'Beyond' is published by Taslim Md. Khan, Managing Director of AkijBashir Group, curated and produced by the HR, Admin & Compliance, and Marketing Department in collaboration with the dedicated contributions of employees across the group.

**AKIJBASHIR GROUP**

Simpletree Lighthouse, Plot 53, Road 21, Block-B, Kemal Ataturk Avenue, Banani, Dhaka 1213, Bangladesh  
[newsletter@akijbashir.com](mailto:newsletter@akijbashir.com) | [www.akijbashir.com](http://www.akijbashir.com)

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# Editor's Note

“The Culture of Quality – Small Improvements, Lasting Impact”

Quality is like light.

It does not always arrive with intensity or noise.

Sometimes it begins as a small spark—a gentle glow that slowly brightens every corner of our organization. And when these small sparks merge, they illuminate our path toward excellence.

On 18<sup>th</sup> December 2025, we signed a Memorandum of Understanding (MoU) with the Bangladesh Society for Total Quality Management (BSTQM). This milestone reflects our commitment to building a culture where quality becomes a way of life—something woven into every thought, every action, and every decision.

True quality does not come from inspection alone.

It grows from intention, from the discipline to do things right the first time, and from the humility to keep improving. This is where the philosophies of Kaizen and QC Circles become so important for us.

Kaizen teaches us that continuous improvement is not a project—it is a mindset.

QC Circles remind us that problem-solving becomes powerful when people come together with shared purpose and collective intelligence.

As we move ahead, we are preparing to practice Kaizen and QC Circle activities in all business units of AkijBashir Group.

This will allow every employee—whether in corporate functions or in our factories—to take part in improving their own work processes, contributing ideas, solving problems, and shaping a stronger organization from within.

In previous editions of BEYOND, we reflected on empathy, gratitude, solidarity, meaningful work, and personal growth. Each of these values naturally leads us here—to the journey of quality. Because at its core, quality is not technical. It is deeply human.

Every individual at AkijBashir Group has the potential to become a guardian of quality.

Not through authority or supervision, but through conscious daily choices:

- A clearer communication
- A smarter workflow
- A kinder collaboration
- A thoughtful suggestion
- A small improvement in how we approach our responsibilities

These are the sparks that create lasting impact.

Let us embrace this mindset of continuous improvement—

not with pressure,

not with fear,

but with pride in who we are becoming.

When quality becomes our daily language, excellence becomes our natural identity.

Let our small actions today create the foundation for a brighter, stronger, and more resilient tomorrow.

Let our sparks of quality shine together.

Thank you.



THE

TOP 5  
INDUSTRY  
NEWS**MD. MEHBOOB UL HAQUE**

Deputy Manager, Sales  
Akij Ceramics Limited

# A LIFE BUILT TILE BY TILE

There are people who talk about resilience, and there are people who quietly live it. Md. Mehboob Ul Haque's story belongs to the second kind.

His roots are in the southwest of Bangladesh. "My home district is Chuadanga, but I was born in Kushtia," he begins, with the calm, unhurried tone of someone who has carried both struggle and gratitude side by side all his life. Today he is a senior member of the sales and customer-facing team at Akij Ceramics Limited, but the path that led him to this role was anything but straightforward.

## Growing with AkijBashir

Mehboob joined the Akij family in 2015. A decade later, as he looks back on his time with Akij Ceramics and, later, AkijBashir Group, what stands out most to him is the power of people.

*"I have seen with my own eyes how crucial one skilled and experienced person can be for an organization," he reflects. "Same organization, same resources—but when the right person steps in, the whole system can move to a different level."*

He speaks with deep respect about the Honorable Advisor whose vision helped shape the Akij Selections— a house of brands from Akij Group. "His heart is big. He takes courageous decisions," Mehboob says.

The arrival of the COO, Building Materials, Mr. Mohammad Khourshed Alam, was another turning point. Both leaders, he notes, are people who have risen from the root level of operations.

*"After our COO Sir joined, decision-making became easier. The pressure on us reduced. When leadership comes from real, hands-on experience, decisions become more grounded, faster and more accurate."*

## Dreaming of a Skill Institute

For someone who works in sales, Mehboob spends surprisingly little time talking about numbers. What he thinks about most is capability building.

*"I wish we had a structured system for skill development," he says. "A training institute inside the company, where people could be properly trained before they take on their roles."*

He sees the gap every time a new recruit joins his team.

*"I bring in new people, but it takes a long time for them to understand the work. If we could design short courses based on their job type, they could be trained up faster."*

The reality, he explains, is that many recruits enter sales without real, practical exposure to what the role demands. Some basic technical concepts are missing too. Even something as simple as measuring tiles correctly in millimeters is not always clear—even to people who have been in sales for years.



His customers, on the other hand, are often highly educated and demanding. Architects, engineers, doctors, secretaries, senior army officers—clients who understand quality, design and detail.

*"We have to guide them, share product knowledge with them," he explains. "Sometimes I am free; sometimes I get extremely busy. But with more structured training, our people could serve clients much better, give better solutions."*

## Selling more than Tiles

For Mehboob, selling tiles is not a transaction; it is an exercise in imagination and empathy.

He recalls a recent customer who came to choose floor tiles. A particular design had already been shortlisted, but the client was stuck between two sizes: 32x32 inches or 2x4 feet. No matter how many trays Mehboob showed, the client could not decide.

So, he changed the conversation.

First, he asked whether the client had discussed the choice with his wife. The answer was yes; her preference was for lighter colors.

*"I told him—then give her preference priority. Every time she sees the floor, she will feel satisfied that her choice was honored. Your life will be easier. She will feel that you valued her opinion."*

Then he moved to space and proportion. What was the shape of the entrance—rectangular or square? The client replied it was rectangular.

First impressions matter, he told him. If the floor at the entrance does not feel right, the rest of the flat will not feel right either, no matter how beautiful it is.

*"So I said, if your entry is rectangular, use rectangular tiles. If it's square, use square. That way the flat will feel more balanced and wide."*

In the end, the client chose rectangular tiles in the light color his wife preferred—something he had not consciously thought through before the conversation.

*“He didn’t come with these ideas,” Mehboob says. “But when you help him imagine the space, the decision becomes easier.”*

#### Understanding the 40-year Dream

Tiles, he observes, are not an impulse purchase. In his experience, most tile customers are between 40 and 60 years old.

*“Every man, whether he does a job or business, has a dream—to build a home, a flat, to give something beautiful to his parents. For most people, that dream takes forty years to reach a stage where it can become real.”*

Before that, there are other priorities: stabilizing income, managing family responsibilities, building a basic life.

*“In the forties, maturity comes,” he says. “A different kind of emotional connection to home and family appears.”*

Sometimes younger customers come too, especially those from business families who can afford to plan earlier, but for the average salaried person, 40+ is when the dream finally comes into focus.

That is why, he believes, Akij Ceramics playing a bigger role than just supplying material. The company is helping people materialize a long-held, emotional dream.



#### A Missing Link: Technical Support

Even as he praises the company’s focus on product development, skilled manpower and service improvement, Mehboob is clear-eyed about one critical gap: on-site technical estimation.

Clients often arrive frustrated.

*“They say, ‘I’m building a house. Every mason is giving me a different estimate. What is my actual requirement? Don’t you have anyone who can measure it properly?’”*

At present, Akij Ceramics provides strong product recommendations but does not have an in-house tile fitting and measurement team. Clients are advised to get their own technicians to measure the quantity, and then the company helps them choose appropriate materials.

Mehboob believes there is an opportunity here.

He envisions a dedicated civil engineer-estimator—someone who can bridge the gap between design and execution through accurate measurements, thoughtful BOQ preparation and sound technical judgement.

*“If we had such a person for our corporate clients,” he says, “we could both estimate and advise. That would increase client satisfaction and trust significantly.”*

#### Learning from “Dadu”

Technical finesse, for Mehboob, is not theoretical. He once travelled across Bangladesh training tile fitters on proper installation methods and estimation techniques. Many of these craftsmen were used to signing with thumb impressions; he taught them to sign their names properly so they could deal with banks with more dignity.

His own training, in turn, came from a German expert named Mr. Dieter Kirschop—affectionately called “Dadu” by the team. Because Mehboob learnt directly under him, many of that generation of fitters now call Mehboob “Dadu” as well.

One of the most important lessons he carries from that mentorship is the science of gap maintenance and grouting.

In Bangladesh, the traditional practice is to place one tile as close as possible to another, with almost no gap. Mehboob explains why this is dangerous. Buildings are never perfectly still. Soil movement, underground water flow, changes in temperature and the shocks of occasional earthquakes—all contribute to micro-movements in structures.

Tiles are sharp, hard materials. If they are installed edge-to-edge with no flexible joint, any shift can cause one edge to rise like a blade, creating a serious risk of injury.

The solution is proper spacing and grouting with the right construction material—a flexible buffer that can absorb movement. It is a lesson he reinforced hands-on, even at high-profile sites such as the Rooppur Nuclear Power Plant project, where he helped prepare apartments for Russian teams using Akij products.

He once wanted to create an illustrated leaflet on this topic, but animation and graphics were a barrier. *“I can write the content,” he says, “but I am not a graphics person.”* Still, he hopes to initiate such educational tools in future.

Alongside this, he sees opportunities for new product lines such as colour-matched grouts and tile adhesives. Clients often phone him to ask which grout will match a tile they bought earlier from the Akij Selections. If the matching grout were available at AkijBashir, he believes the experience would be both safer and more seamless.

#### A Childhood of Quiet Struggle

Beneath his professional confidence lies a childhood defined by quiet hardship and strong values.

Though his family traces its roots to Chuadanga on both the paternal and maternal sides, he was born in Kushtia, where his father served at the Deputy Commissioner’s office. Shaped by an upbringing that valued education, discipline, and integrity, he is known for his principled outlook and a strong moral compass that continues to guide his personal and professional life.

*“We are five siblings. I am the youngest,”* Mehboob shares. His elder sister became a schoolteacher. His father supported the family through private tuitions and then as a teacher in a non-government school. Money was tight. Through it all, his mother saw in him a gentle, responsible soul.

*“My mother used to say, ‘My son is like a daughter to me—so well-behaved and helpful. When he is at home, I don’t have to do anything.’”*

He helped clean, organize rooms, and even took care of his sister's child—bathing, feeding, and looking after him so that his mother could focus on housework.

He did well academically, securing a first division in SSC, though he was disappointed not to get star marks, especially after suffering from dysentery during the exams. His only tutor, Nurul Haque "Nuru Sir", had three months of unpaid fees



pending. When Mehboob eventually got his first salary from his early job, he invited the teacher home, handed him the full outstanding amount, and presented him with a new panjabi.

Later, while pursuing his diploma, financial struggle continued. He once lacked the money to register for his final exam. His departmental head, Shahjahan Sir, quietly paid the fee and told him to sit for the exam.

These acts of kindness shaped him deeply. "At every stage, there was struggle," he says. "And always, someone who helped me move forward."

#### First Salary, First Promise Fulfilled

After coaching for admission tests at BIT Gazipur and watching seniors fail to secure seats, he realised that he could not afford endless cycles of coaching. If he did not get a chance quickly, the financial burden would be too much for his family. He started looking for work.

Through a relative, he joined a small construction firm, Rafique Construction, with a modest salary of 2,500 taka back in 1998. His first act with that salary was not to buy something for himself, but to fulfil an unfulfilled wish of his father: he bought a light pink cardigan for his mother—exactly the kind his father had once dreamed of buying for her.

From there, his path moved through supervision of government projects, work with developers, and eventually into the world of ceramics and interiors—where he found his true calling, helping people turn their long-held dreams of a home into reality.

#### When Life Hits from Behind

Behind his composed smile lies a chapter marked by sudden shock and long-term pain.

His wife, the quiet centre of his small family, once set out on a routine day, crossing Kalshi Road in a rickshaw. A bus hit them hard from behind. She was thrown off the rickshaw. She had just seen a doctor at the Hospital and was on her way home.

In the chaos, her instinct was to protect their child. "She tried to save the baby," he recalls, "but could not save herself."

At first, the family did not realise how serious it was. They were living in Mirpur. Only later, when she struggled to keep her balance while coming down the ramp at home, did the real damage begin to reveal itself. "Fortunately, I was right behind her," he says. "If I hadn't been there, it could have been a much bigger tragedy."

The fractures were multiple. Blood circulation was affected, nerves went numb, and MRI scans finally told the full story.

Today, by the grace of Allah, she can walk. But there are limits—and she has rearranged life around those limits without complaint.

They have two children: a daughter in Class Six and a son in playgroup. Doctors have advised that surgery should be delayed as long as her body can manage. Beyond that point, they will have to take the risk.

*"Life is a journey, Sir,"* he says, without drama. *"This is our life."*

#### Serving with heart

Today, whether he is advising clients on complex projects or supporting families as they build their first home, Mehboob carries the same quiet philosophy:

#### Skills matter. Details matter. People matter even more.

*"Everything we see today will one day become a memory,"* he says. *"Today you and I are sitting here talking. There is no guarantee we will sit together like this again. So if a client comes to us with a dream, we should help him shape it in the best way we can."*

In every tile he recommends, every measurement he explains, every story he tells to help a client visualise their home, there is more than technical knowledge at work. There is a lifetime of struggle, learning, gratitude—and a deep commitment to doing the job with integrity.



# AKIJBASHIR LEADERS RECOGNISED

## AT BANGLADESH C-SUITE AWARDS 2025

AkijBashir Group is proud to announce that two of its senior leaders have been honored with top recognitions at the Bangladesh C-Suite Awards 2025, where Md. Mofijul Hossain Iraz received the COO of the Year award and Ms. Dilruba Sharmin Khan was named Human Resource Director of the Year.

Md. Mofijul Hossain Iraz, Chief Operating Officer, has been awarded COO of the Year 2025. With more than 25 years of experience across airlines, FMCG, recreation, manufacturing, and large-scale operations, he has built a remarkable career defined by resilience and innovation. His journey spans roles at American Airlines, Kallol Group, Concord Group, Olympic Industries, and ACI Limited, where he led major brand transformations and operational turnarounds. Since joining Akij Flour Mills Ltd. in 2016, he has been instrumental in strengthening high-growth ventures such as Akij Steel Mills Ltd. and Akij Biax Films Ltd, parts of AkijBashir Group. Rising to the position of COO in 2025, he continues to drive operational excellence, efficiency, and strategic growth across Cluster 3 businesses.



Ms. Dilruba Sharmin Khan, Director, Group HR, Admin & Compliance has been named Human Resource Director of the Year 2025. A distinguished HR professional with over two decades of expertise, she has served in leadership roles at DHL Express, Action Aid Bangladesh, Sanofi-Aventis, DBL Group, Team Group, and BRAC IT Services. Her experience spans HR strategy, organisational development, talent management, industrial relations, and transformation initiatives across both multinational and local conglomerates. As Group HR Director of AkijBashir Group, She has played a central role in building a people-first culture, strengthening HR branding, modernising HR systems, and enhancing employee development.

These recognitions highlight the impactful leadership driving AkijBashir Group forward.

# JANATA JUTE MILLS AND SADAT JUTE INDUSTRIES WIN **HSBC EXPORT EXCELLENCE AWARD 2025**



Janata Jute Mills Limited and Sadat Jute Industries Limited, part of AkijBashir Group, have been honored with the HSBC Export Excellence Award 2025 in the category Export Excellence: Non-Traditional and Emerging Sectors Manufacturing. The award ceremony, held on 7<sup>th</sup> December 2025 in Dhaka, celebrated four leading Bangladeshi exporters selected for their annual export contribution, economic impact, sustainability practices, governance standards, and global competitiveness. Supported by the Ministry of Commerce and the British High Commission Dhaka, this recognition is among the most respected accolades in the export sector.

Winning this award places our Jute Division among the standout contributors to Bangladesh's global trade progress. Janata Jute Mills and Sadat Jute Industries have reshaped the country's heritage jute industry by expanding into high-value, diversified product categories, including technical and geo textiles, non-woven felt, sustainable packaging, and lifestyle accessories. With exports reaching nearly ninety countries, investment in advanced automation, and a strong circular economy approach, the Division exemplifies how traditional industries can be transformed into modern, globally competitive manufacturing leaders.

This achievement is a profound testament to AkijBashir Group's commitment to sustainable growth, continuous innovation, and uncompromising quality. It reflects our purpose to strengthen the global presence of 'Made in Bangladesh' while creating lasting value for customers, partners, and stakeholders. As we move forward on our journey of Beyond Tomorrow, the Jute Division will continue to champion excellence and sustainability as core pillars of its progress.

AkijBashir Group proudly celebrates this national recognition and remains dedicated to expanding Bangladesh's potential across global markets with integrity, vision, and ambition.

# A CONSECUTIVE DOUBLE TRIUMPH AT THE **BEST BRAND AWARDS 2025**



At AkijBashir Group, we believe in meaningful progress—innovating products that elevate everyday living and inspire new possibilities. This commitment has been proudly reflected at the Best Brand Awards 2025, where Akij Ceramics and Akij Board have once again been honored as Best Brands in their respective categories. These recognitions reaffirm the confidence customers place in our brands and strengthen our purpose of continuously raising industry standards in Bangladesh.

Akij Ceramics marked a significant milestone this year by earning the Best Ceramic Brand Award for the 7<sup>th</sup> consecutive time & Akij Board has earned the Best Brand Award in the Wooden Board category for the 2<sup>nd</sup> year in a row.

For AkijBashir Group, these awards represent more than success. They reinforce our belief in moving Beyond Tomorrow—embracing sustainability, thinking ahead, and making innovation the foundation of our journey. We extend our heartfelt gratitude to our customers, partners, and dedicated teams whose trust and effort made these achievements possible. Their support encourages us to keep striving for excellence and to remain leaders in every sector we serve.

Together, we advance with confidence and ambition, united by a shared vision of shaping a brighter, better tomorrow for Bangladesh and beyond.



# AKIJBASHIR GROUP SHINES AT COMMWARD 2025

CELEBRATING INNOVATION, IMPACT & SUSTAINABILITY



AkijBashir Group has been recognised for its forward-thinking approach in creative communication, earning 5 awards at the 14th edition of COMMWARD. Akij Tableware was acknowledged with a Bronze in Best Creative Strategy category for 'Art of Plating: Season 2'. The 'Green Bag Campaign: Cleaner & Greener Eid' from AkijBashir Group earned Silver in Art Direction and Bronze in Sustainability and the 'Reflective Glass Campaign' from AkijBashir Glass, stood out with a Silver in the Film category and a Bronze in Copywriting.

'Art of Plating: Season 2' was a cultural movement that pushed culinary presentation into mainstream conversation. With 83.23 million cumulative TV and OTT views, the series transformed plating into a form of storytelling—one that merged food, artistry, and craftsmanship, using Akij Tableware as the canvas.

With sustainability at its core, AkijBashir launched the Green Bag Initiative, distributing 300,000 biodegradable and

compostable bags which naturally decompose within 45–65 days, dramatically reducing plastic pollution during one of the country's highest waste producing periods, Eid-ul-Adha. What set the campaign apart was its combination of thoughtful design, behavioral change, and community engagement.

The 'Reflective Glass' from AkijBashir Glass campaign highlighted the value of privacy and personal space, reaching 18.8M people, delivering 42.4M impressions, and securing 1.57M full video views. It redefined reflective glass (up to 87% reflectivity) as more than a product, positioning it as an emotional protector of dignity and comfort at home.

These recognitions further strengthen our commitment to purposeful innovation, responsible practices, and uncompromised quality, as we continue to set higher standards for a better tomorrow.

# AKIJBASHIR GROUP CROWNED BEST PAVILION

AT CERAMIC EXPO BANGLADESH 2025



AkijBashir Group made a dominant mark at Ceramic Expo Bangladesh 2025, securing multiple top honors and emerging as one of the most celebrated exhibitors of the event. In a year that brought together over 300 global brands from 25 countries, AkijBashir Group's pavilion stood out for its scale, creativity, and powerful brand storytelling.

At this prestigious industry gathering, the AkijBashir Group pavilion became the undisputed highlight of the event, earning top distinctions across multiple categories. The pavilion received Gold in the Jury's Award for Best Mega Pavilion, the highest recognition of the expo, firmly establishing it as the best-designed and most compelling pavilion of the year. Adding to this achievement, it also secured Silver in the People's Choice Award for Best Engaging Pavilion and Silver in the People's Choice Award for Best Mega Pavilion, reflecting overwhelming appreciation and admiration from visitors. Together, these accolades cement AkijBashir Group's pavilion as the most celebrated and influential presence at Ceramic Expo Bangladesh 2025.



# AKIJBASHIR GLASS CLINCHED THE **'BEST STALL AWARD' AT IAB BUILD EXPO 2025**



AkijBashir Glass was awarded with the Best Stall Award in the Platinum Lounge Category at IAB Build Expo 2025, marking a significant moment of recognition for its stall concept, design and expression.

The expo brought together eminent architects from across South Asia, creating a meaningful platform for knowledge exchange among architects, building material stakeholders, and regulatory bodies. Within this dynamic environment, AkijBashir Glass's presence drew strong engagement and appreciation from visitors, reaffirming the relevance of our product portfolio and stall design philosophy.

The response from the architectural community reflects growing confidence in AkijBashir Glass as a trusted partner in shaping modern built environments. This achievement strengthens our footprint in the minds of Bangladeshi architects and marks another confident step forward in our journey as The Fine Glass Maker.

# FOUR YEARS OF CRAFTING ELEGANCE WITH AKIJ TABLEWARE

27<sup>th</sup> DECEMBER MARKS A MILESTONE WORTH CELEBRATING

In just four remarkable years, Akij Tableware has emerged as a symbol of excellence, innovation, and refined taste in the world of porcelain tableware. What began as a bold vision has rapidly evolved into a globally trusted brand, now exporting to more than 20 countries and serving a wide spectrum of clients nationwide.

Akij Tableware's journey is a story of focused ambition and disciplined growth. Within a short span of time, the brand has successfully established itself not only across Bangladesh but also in international markets spanning multiple continents. Its ability to meet international quality standards while understanding diverse cultural aesthetics has been key to this success.

On the national front, Akij Tableware has become a preferred partner for an impressive range of corporate and institutional clients. From financial institutions and nonprofit organizations to retail chains, armed forces, and other prominent organizations, Akij's products have earned trust for their consistency, durability, and elegance.

At the heart of Akij Tableware lies a powerful philosophy: tableware is not just utility; it is art. Every plate is designed with intention, where form meets function and aesthetics elevate everyday dining.

Akij Tableware's design language embraces variety—ranging from timeless minimalism to bold contemporary expressions; allowing each collection to tell its own story. This dedication to design innovation is paired with the use of pure porcelain, ensuring superior strength, refined finishes, and a luxurious dining experience.

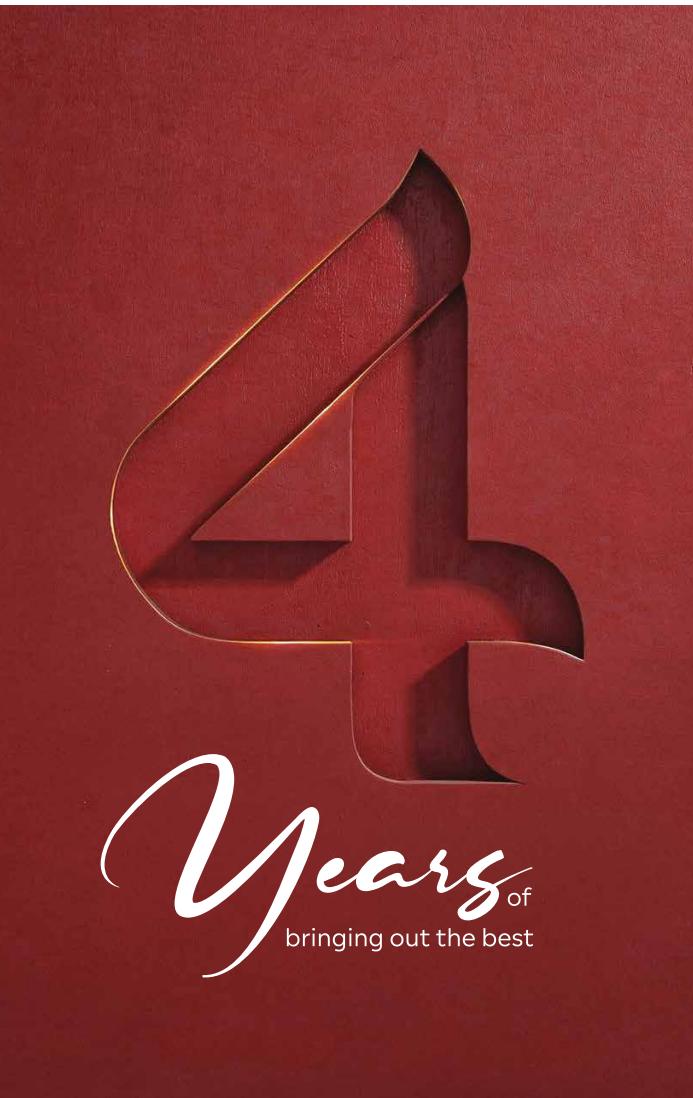
By treating porcelain as a canvas, Akij Tableware continually introduces collections that reflect evolving tastes while maintaining a distinct identity rooted in craftsmanship and quality.

A defining element of Akij Tableware's success is its uncompromising approach to quality. Advanced manufacturing processes, strict quality control, and adherence to global benchmarks ensure that every product meets the expectations of both domestic and international clients.

This commitment has positioned Akij Tableware as a reliable name in professional and formal dining environments, where excellence is not optional, it is essential.

As Akij Tableware celebrates its 4<sup>th</sup> anniversary, it does so with pride, gratitude, and a clear vision for the future. With growing global demand, expanding design horizons, and a continued passion for innovation, the brand remains committed to bringing out the best in craftsmanship, design, and dining experiences; positioning itself to scale even greater heights.

Four years on, Akij Tableware stands as a testament to what can be achieved when artistry, technology, and purpose come together. The journey has only just begun, as Akij Tableware continues to redefine the art of dining worldwide.



# ARCHFUTURE

## DESIGN FOR TOMORROW

### A New Design Movement Begins

In Bangladesh's rapidly evolving architectural landscape, a new creative platform has emerged that connects academic imagination with real-world material intelligence. ArchFuture, a nationwide architectural design competition jointly organized by Akij Ceramics and curated by ArchBiz, has quickly become one of the country's most forward-thinking design initiatives. Launched during Ceramic Expo Bangladesh 2025, the competition has already captured the attention of students, young architects, and educators, offering a refreshing departure from traditional conceptual challenges.

### Purpose With Professional Depth

ArchFuture distinguishes itself by introducing participants to the realities of architectural practice. Instead of freeform conceptual submissions, competitors must design interior spaces using real apartment layouts and curated tile sets from Akij Ceramics. This requirement helps participants understand materials, textures, and spatial harmony in a way that mirrors professional practice. Through this framework, ArchFuture becomes far more than a competition—it functions as a bridge between academic exploration and industry expectations.

### Who the Competition Empowers

ArchFuture welcomes 3rd, 4th, and 5th year architecture students as well as young practicing architects under 35. Students may submit individually or in small teams, creating a dynamic blend of collaborative and individual creativity. This inclusivity ensures a wide spectrum of design perspectives, encouraging both innovation and practical skill development.

### From Expo Pavilion to Online Platform

The journey began at the Akij Ceramics Pavilion at Ceramic Expo Bangladesh 2025, where students registered on the spot and received the official competition booklet. After the expo, online registration officially opened. Participants received an email containing their assigned apartment layout, curated tile set, and all necessary files to begin the design challenge. Each submission showed thoughtful material application with at least 30 percent usage of the designated tile set across key interior zones such as flooring, accent walls, kitchen, toilet, and balcony.

### Judged by Bangladesh's Architectural Icons

ArchFuture's credibility is reinforced by a distinguished jury panel that includes respected names such as Prof. Rafiq Azam, Ar. Tanya Karim, and Ar. Mahmudul Anwar Riyaad.



Entries will be evaluated on conceptual clarity, material intelligence, technical accuracy, spatial organization, and overall aesthetic strength. Winners will be chosen across student and young architect categories, with multiple recognitions including honorable mentions and an opportunity of exhibition.

### Nationwide Campus Engagement

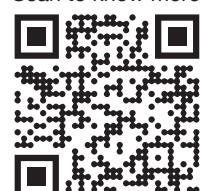
To ensure widespread participation, ArchFuture is supported by a robust campus activation campaign across more than a dozen IAB-accredited architecture schools and other universities with architecture departments. Posters, booklets, digital communication materials, and departmental outreach drive strong engagement among students. This nationwide effort ensures visibility across leading universities and enables participation from both metropolitan and regional institutions.

### Why ArchFuture Matters for Bangladesh

ArchFuture's importance goes beyond design recognition. It prepares young architects for the practical challenges of their profession by encouraging material-based design thinking. Participants learn to balance creative ambition with real-world constraints and discover how texture, color, scale, and surface selection shape the emotional and functional character of a space. Through this initiative, Akij Ceramics reinforces its role as a design-forward brand committed to nurturing future talent and elevating Bangladesh's architectural culture.

# ARCH FUTURE

Scan to know more



# SOFT LAUNCHING OF **AKIJBASHIR GROUP'S ANNEX FLOOR**

On 2<sup>nd</sup> November 2025, AkijBashir Group marked the soft launch of an operational floor at its new SIMPLETREE Hashi annex in Banani, where the Sales and Marketing Team of the Building Materials Division began operations, signifying a key step in our ongoing journey of organizational transformation and excellence.

With the annex now partially operational, AkijBashir Group looks forward to the progressive development of the facility and to empowering teams with spaces designed for growth, creativity, and meaningful impact.

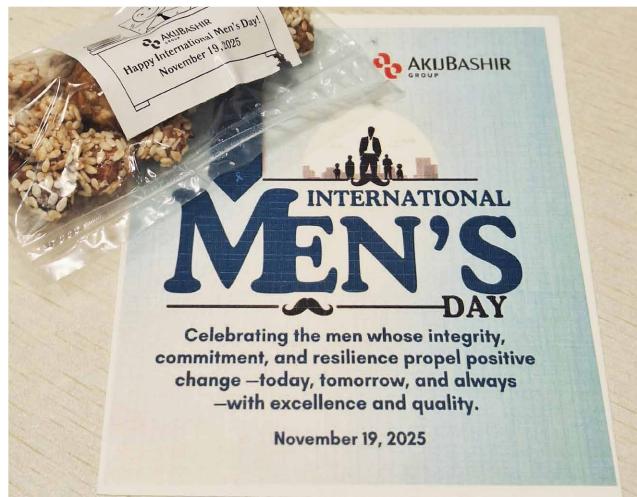


# HONORING COMMITMENT AND RESILIENCE **INTERNATIONAL MEN'S DAY 2025**

International Men's Day was celebrated at the AkijBashir Group Corporate Office on Wednesday, 19<sup>th</sup> November 2025. The occasion provided a meaningful opportunity to acknowledge the contributions of our male colleagues, strengthen workplace camaraderie, and honor the lasting impact they have made across our organization.

As part of the celebration, inspirational quotes were thoughtfully displayed throughout the office, creating a motivating atmosphere and encouraging everyone to embrace words of wisdom and positivity in their daily work.

We celebrated the men whose integrity, commitment, and resilience continue to drive positive change—yesterday, today, and always. Their dedication and spirit serve as a source of inspiration, reminding us that every act of leadership and every gesture of commitment helps build a stronger, brighter future for all at AkijBashir Group.



# AKIJ CERAMICS LAUNCHES **AR STUDIO**

DURING CERAMIC EXPO BANGLADESH 2025



Akij Ceramics has officially launched its next-generation augmented reality app, Akij Ceramics AR Studio, during Ceramic Expo Bangladesh 2025 at the Akij Ceramics Pavilion, a first-of-its-kind digital platform designed to revolutionize how consumers, architects, and designers visualize interior spaces. With this launch, Akij Ceramics has taken a major step in bringing advanced digital tools to the Bangladesh ceramics industry and strengthening the future of design technology in the country. The AR Studio is now accessible through mobile devices, offering users a simple and interactive way to preview tiles, surfaces, and design combinations in real time.

AR Studio by Akij Ceramics is the smart new way for users to choose tiles with confidence. Powered by advanced AR and 3D technology, the app allows users to preview tiles in real spaces directly from their phones, removing guesswork and stress from the selection process. Users can explore and experiment with different designs, seeing exactly how each tile would look in their homes or projects. With features such as AR Viewing Mode for real time previews, 3D Room Try On Mode for experimenting with preset full interior setups, Image Try On Mode for overlaying tiles on uploaded photos, and Smart Measurement for calculating tile requirements, AR Studio ensures an effortless and accurate design journey. The app also offers access to Akij Ceramics' full tiles collection along with comparison and save options that help users make informed decisions. Ideal for both individual homeowner and industry professional, AR Studio enables architects and designers to present realistic, polished concepts while making tile selection interactive, creative, and inspiring. Ultimately, AR Studio transforms the tile choosing process into a seamless, experience driven design journey where users do not just imagine their space, they experience it.

The Akij Ceramics AR Studio is now live and available for download from Google Play Store and Apple App Store.

Scan to Download



# GRYPTILE

ENGINEERED FOR STRENGTH,  
SAFETY & LASTING PERFORMANCE

UNLEASHING THE JOY  
FEARLESS FOOTSTEPS

GRYPTILE  
Available size: 20X20 cm

□ Slip-safe grip □ Superior abrasion resistance

www.akijceramics.net /akijceramics



Tiles play a crucial role in defining both the functionality and aesthetics of a space—especially in areas exposed to heavy foot traffic, outdoor weather, and constant wear. To meet these demands, Akij Ceramics introduces Gryptile, a high-performance tiles series crafted with advanced Grit High Resistance (GHR) technology.

Gryptile is designed for environments where durability, safety, and low maintenance are essential. Manufactured in a compact 20x20 cm size with a robust 13 mm thickness, each tile features a specialized matt finish reinforced with ultra-durable micro-grits. This unique surface composition delivers superior scratch resistance, exceptional abrasion tolerance, and long-term reliability, even in the most demanding residential and commercial spaces.

The GHR surface ensures minimal wear, making Gryptile ideal for high-traffic locations such as airports, offices, industrial parks, poolside walkways, and residential entry zones. Its slip-safe grip adds an extra layer of security in wet or outdoor conditions, while the low-maintenance surface resists stains, chemicals, oils, and dirt—reducing cleaning efforts and lifecycle costs.

With Gryptile, Akij Ceramics positions durability and design on the same plane. It's not just tiles; it's a performance-driven solution for modern spaces seeking strength, safety, and style that lasts.

# STRENGTHENING PARTNERSHIPS BEYOND TOMORROW

ROYAL LC PACKAGING AND AKIJBASHIR GROUP  
REINFORCE A FUTURE BUILT ON TRUST,  
TRANSPARENCY, AND SUSTAINABILITY



**AHADUR RAHMAN**

Head of Organizational Development & Excellence  
AkijBashir Group

When partnerships are built on trust, transparency, and shared ambition, progress becomes more than a target—it becomes a shared journey. The recent visit of Ms. Lotte Mastwijk, Head of Sustainability and Ms. Mijke Hamstra, Operations Manager of Royal LC Packaging to our Bangladesh operations was a powerful reminder of what cross-border collaboration can achieve.

Travelling across both factories of Janata Jute Mills Limited (JJML)—the Royal LC Packaging delegation returned with renewed appreciation for the depth and resilience of the partnership we have nurtured over the years.

## Progress Rooted in Purpose

At JJML—Palash and Faridpur, the visiting team experienced how continuous improvement is embedded in everyday operations. These factories, year after year, set new benchmarks in product quality, ethical compliance, and employee well-being. Their improved HSE measures, medical services, fair price shop, and strong grievance mechanisms reflect how investing in people drives productivity and excellence.

Ms. Lotte expressed heartfelt appreciation for the teamwork and leadership behind this progress, acknowledging colleagues who devote themselves to lifting standards across the supply chain.



## A Transformational Journey at JJML

At Janata Jute Mills Limited, the delegation witnessed a transformation in motion:

- Upgraded fire and safety systems
- Enhanced PPE and audio communication
- Rollout of the new Behavior Code and Ethical Standards
- Advancements in grievance management
- The impressive solar energy park in Faridpur—an important step toward 100% renewable electricity by 2026

The commitment, hospitality, and transparency of the JJML team left a lasting impression. From factory floor workers to the management team, everyone played a meaningful role in showcasing this transformation.

Special recognition was given to Mr. Helal Ahmed, Deputy Managing Director, Cluster 1, AkijBashir Group & Ms. Dilruba Sharmin Khan, Director-HR, Admin & Compliance, for championing this journey with vision and integrity.

## Celebrating People Behind the Progress

One of the highlights of the visit was the warm personal interactions during workplace engagements, the Human Rights & Environmental Due Diligence dialogue, and the C-suite award ceremony. Lotte's heartfelt email captured this sentiment clearly:

*"Your team is ambitious, knowledgeable, and highly committed. The transparency, hospitality, and valuable connections truly reflect the spirit of partnership we cherish."*

She extended special appreciation to colleagues across AkijBashir and JJML for their guidance, expertise, and dedication.

Moments outside the factory—such as the lively sweet shop stop and the peaceful boat ride—added warmth and humanity to the visit, reminding everyone that meaningful partnerships are built not only on work, but also on shared experiences.

## A Partnership Built for the Future

Royal LC Packaging's continued confidence in AkijBashir Group is rooted in our shared commitment to:

- Ethical and sustainable operations
- Strong digital transformation
- Worker well-being
- Transparent governance
- Continuous improvement across the supply chain

As Ms. Lotte beautifully wrote, *"Beyond tomorrow truly means moving forward together."*

Her visit reaffirmed that spirit, and strengthened our resolve to push boundaries as we advance sustainability in packaging and jute manufacturing.



# EMPOWERING THE WORKFORCE

THAT POWERS A SUSTAINABLE TOMORROW



## MD. SHAHRIAR ZAMAN

Head of Marketing  
AkijBashir Group

At AkijBashir Group, sustainability is a responsibility that extends beyond environmental performance and operational efficiency. It is about creating a workplace where people grow with dignity, safety, and purpose. Our commitment to sustainability includes ensuring that every individual within the organization is supported, respected, and empowered to contribute to long-term progress. People are the foundation of sustainable growth, and their well-being is central to everything we do.

### A Culture that Retains and Nurtures Talent

One of the strongest indicators of a healthy and sustainable organization is the ability to retain its people. Our workplace practices, leadership approach, and culture of care have helped us achieve an exceptional employee retention rate of 98 percent. This reflects a long-term commitment to building a supportive environment where individuals choose to stay, contribute, and grow. We are also expanding steadily with an annual employee growth rate of 13 percent. This shows that our organization continues to attract individuals who seek opportunities for learning, stability and professional development.





#### **Investing in Motivated and Confident Teams**

True sustainability thrives when people are motivated and equipped to succeed. Alongside operational targets, we have introduced a range of motivational and skill-enhancement programs designed to strengthen our workforce. These initiatives aim to improve morale, build confidence and unlock individual potential. A workforce that feels encouraged and empowered is better prepared to deliver meaningful contributions that support long-term sustainability goals.

#### **Building Safe, Inclusive and Responsible Workplaces**

We prioritize human rights, inclusivity and workplace safety as essential components of sustainable development. A safe and respectful environment ensures that every individual can perform at their best without fear or limitation. By promoting equal opportunity, practicing ethical decision-making and ensuring fair treatment, we uphold the values that guide responsible business conduct.

#### **Sustainable Growth Through People**

When an organization invests in people, it invests in the future. Our efforts to retain talent, strengthen capabilities, and create supportive workplaces directly reinforce our sustainability mission. Skilled and motivated individuals drive innovation, improve operational efficiency, and support responsible practices across all business units.

In every step we take, we remain committed to building a future where progress is shared and growth is human-centered. At AkijBashir Group, sustainability is not an isolated initiative. It is a continuous effort to ensure that our people flourish as our organization moves forward, creating a foundation for lasting impact and a future that thrives beyond tomorrow.

# THE POWER OF CLEAN ENERGY

## ACRL CLUSTER COMPLETES BANGLADESH'S LARGEST ROOFTOP SOLAR NET METERING (7.8 MW DC)

On 6<sup>th</sup> November 2025, a significant milestone was achieved at the ACRL Cluster as the second phase of Solar Net Metering—7.8 MW DC (6.5 MW AC)—was officially completed in the presence of the Honorable Director of Renewable Energy, Mr. Osit Kumar Voumik (REB), accompanied by his high-level team.

This accomplishment marks ACRL Cluster as the largest rooftop solar (RT) net-metering installation in Bangladesh. With the first phase (4.2 MW DC, 3.5 MW AC) already in operation, the total solar export capacity has now risen to 10 MW—a major step toward national energy resilience and sustainable manufacturing.

**A Breakthrough in Renewable Energy for Bangladesh**  
The second phase of this ambitious project further strengthens AkijBashir's commitment to clean energy, operational efficiency, and global sustainability standards.

### Key Benefits of the Solar Net Metering Expansion

- Reduced Product Cost:** Renewable energy integration lowers overall production expenses.
- Less Load Shedding During Daytime:** Improved power stability enhances worker comfort and operational flow.
- Carbon Offset:** Approx. 1,280,000 kg of carbon is reduced every month.
- Lower Coal Dependency:** Equivalent coal reduction of 196,800 kg monthly.
- Environmental Impact:** Equal to planting 57,600 trees.
- Carbon Credit Potential:** Opportunity for future carbon sale benefits.
- Boost in Global Buyers' Confidence:**
  - Clean energy usage is now a mandatory requirement for many international buyers.
  - This move positions AkijBashir as a preferred partner in global markets.
- Support to National Grid:** Additional solar energy contributes directly to reducing national power shortages.
- A Step Toward Becoming a 'Green Energy Factory':** ACRL is now firmly on track to be recognized as a leading green manufacturing facility in the country.

### A Collective Achievement

This success reflects the hard work, collaboration and technical excellence of multiple teams and organizations.

### Special appreciation goes to

- Power Transmission & Systems (PTS)
- Rural Electrification Board (REB)
- Bangladesh Power Development Board (BPDB)
- ACRL Factory Operation Team

Their support and coordination made this landmark project a reality.

### Towards a Sustainable Future

The completion of the 7.8 MW DC rooftop solar project is more than an engineering achievement—it is a powerful statement of AkijBashir Group's commitment to innovation, sustainability and responsible growth.

With 10 MW of renewable energy now flowing into the national grid, ACRL Cluster stands as a model for the future of industrial sustainability in Bangladesh.



# RAINWATER HARVESTING

## TO REDUCE WATER AND ECONOMIC POVERTY IN COASTAL BANGLADESH



**MOHAMMAD ZAHANGIR ALAM**

Head of Market Intelligence  
AkijBashir Group

### The Crisis: Water Poverty Equals Economic Poverty

In coastal Bangladesh, the annual cycle of water crisis devastates vulnerable communities. During the May–September rainy season, salinity levels drop in surface water, providing temporary relief. But from October through April, severe salinity contaminates both surface and groundwater, forcing families into a devastating choice between water scarcity and contaminated water that breeds disease.

**Water Scarcity:** Safe drinking water becomes nearly impossible to access.

**Time Poverty:** Hours spent searching for water instead of income generation

**Economic Poverty:** Lost productivity cascades into food insecurity and deepening poverty

### The Human & Economic Toll

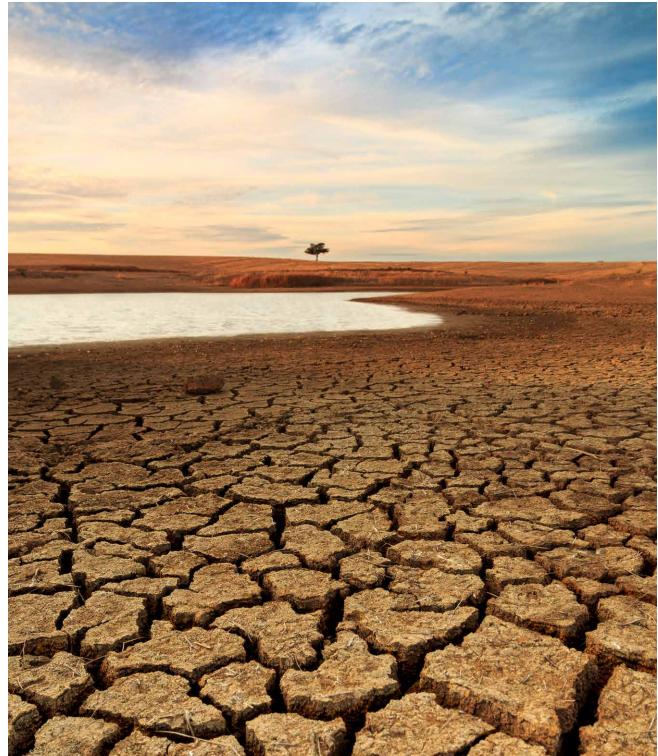
- 60% of marginal coastal families rely solely on rainwater for safe drinking water during dry season months
- Each family loses 90–120 productive hours per month fetching water from distant, often contaminated sources
- Health costs rise dramatically: diarrhea, skin diseases, and kidney ailments spread through contaminated water consumption
- Agricultural productivity collapses, triggering food insecurity and eliminating already-fragile income sources
- Women's unpaid labor burden intensifies, as girls drop out of school to help fetch water, perpetuating intergenerational poverty

### The Proven Solution: Rainwater Harvesting

Rainwater is abundant during the rainy season, naturally renewable, and inherently safe. It represents an ideal water security solution specifically designed for coastal Bangladesh's unique climate and geography. The technology is proven, the community acceptance is high, and the need is urgent.

### Who Lives in Coastal Bangladesh?

**Socio-demographic Profile of Coastal Communities:**  
According to the Bangladesh Bureau of Statistics (2022), over 43.8 million people live in the coastal regions of Bangladesh—representing approximately 24% of the nation's population. These are among the poorest, most vulnerable communities in South Asia.



### Daily Water Needs Per Person



**2 Liters Drinking Water:** Essential for hydration and survival in the subtropical climate.



**1 Liter Cooking Water:** For food preparation and basic hygiene activities.



**3+ Liters Total Daily Requirement:** For a minimum standard of living and health maintenance.

### Economic Profile of Coastal Families

#### Primary Occupations

- **Day Labor (42%)** — irregular work with no security
- **Agricultural Labor (34%)** — seasonal employment with gaps
- **Fishing & Related (20%)** — climate-dependent income
- **Other (4%)** — petty trade and informal services

#### Family Economic Status

- **Annual Family Income:** BDT 40,000–80,000 (65% of families) —approximately USD 470–950 per year.
- **Family Size:** 5–7 members (53%), 8–10 members (26%).
- **Income Volatility:** Highly unstable, dependent on seasonal work and weather.
- **Food Security:** Marginal—many families skip meals during lean seasons.

### Proven & Tested Feasibility

Akij Group's Pioneering Rainwater Harvesting Initiative (2015–2024)

Between 2015 and 2024, the Akij Group demonstrated conclusive technical and social feasibility by constructing 60 rainwater harvesting tanks across coastal Bangladesh, capturing and storing 34.2 million liters of water annually. This initiative provided direct benefits to over 126,669 people in some of Bangladesh's most vulnerable communities.

District	Projects	Water Capacity (L)	Annual Beneficiaries	% of Regional Population
Bagerhat (Mongla)	10	6,800,000	14,759	4.64%
Khulna (Dacope)	3	2,040,000	5,024	1.34%
Khulna (Koyra)	20	13,600,000	42,445	6.60%
Khulna (Paikgaccha)	13	8,840,000	29,190	3.70%
Khulna (Batiaghata)	1	681,631	2,594	0.5%
Satkhira (Shyamnagar)	10	6,800,000	25,176	2.01%
Satkhira (Assasuni)	3	2,040,000	7,551	0.87%
<b>TOTAL (7 Upazilas)</b>	<b>60</b>	<b>40,801,631</b>	<b>126,739</b>	—

This data provides irrefutable evidence that rainwater harvesting works at scale in coastal Bangladesh. Communities embrace the technology. Engineers can build it reliably. Water quality is consistently safe. The infrastructure operates sustainably.

### Shared Commitment, Shared Impact

How the Akij Group Initiative Demonstrates Sustainability  
The success of Akij Group's 60 projects across coastal Bangladesh proves that when government, private sector, and community align around a shared goal, water security becomes achievable. The model balanced responsibilities in ways that built local ownership and long-term sustainability.

### Akij Group's Contributions

Financial Assistance: Covered all material costs and construction labor expenses, removing the primary barrier to tank construction.

Technical Expertise: Provided specialized knowledge in tank design, material selection, and engineering standards to ensure durability.

Project Supervision: Oversaw implementation with rigorous quality monitoring, ensuring standards were maintained and timelines respected.

### Community's Essential Role

- Land Contribution:** Communities permanently transferred designated land parcels to public water storage projects, demonstrating genuine commitment.
- Voluntary Labor:** Local volunteers contributed excavation work and material transportation during tank construction, reducing costs and building ownership.
- Ongoing Maintenance:** Communities established self-initiated maintenance systems, ensuring tanks operate reliably year after year.
- Water Distribution:** Community volunteers manage equitable water distribution, building social cohesion alongside water security.

### Critical Limitations of Current Approach

#### Achievements

Akij Group's projects successfully operated for years, demonstrating strong technical and social feasibility. Communities actively maintain infrastructure and practice disciplined water management.

#### Current Constraints

- Served only a limited segment of population (126,669 of 1.065 million marginal people = 12%).
- Expansion of catchment areas required to maximize tank use and serve broader populations.

- Unable to scale without institutional support and systematic coordination.
- Need structured expansion with monitoring, upkeep protocols, and technical support systems.

### Why Private-Public Support Is Crucial

The Akij Group initiative proved that rainwater harvesting works. But scaling from 60 tanks serving 126,669 people to a system serving coastal Bangladesh's 43.8 million residents requires something individual projects cannot provide: institutional commitment, coordinated funding, and systematic governance.

**Funding:** Build and expand infrastructure across all vulnerable unions, reaching millions rather than thousands.

**Assessment:** Systematically identify most affected unions and prioritize based on need, geography, and climate vulnerability.

**Integration:** Link rainwater harvesting with water resource, health, sanitation, and rural development programs for multiplier effects.

**Monitoring:** Track water quality, distribution equity, health outcomes, and economic benefits to refine and improve programs.

### Rainwater Harvesting: More Than Water

This initiative transcends water supply. It is fundamentally a poverty reduction, health, and human dignity program for coastal Bangladesh. Safe water enables:

- Children** to attend school instead of fetching contaminated water.
- Women** to pursue income-generating activities instead of spending 90–120 hours monthly on water collection.
- Communities** to invest in livelihoods instead of treating water-borne diseases.
- Agricultural productivity** to increase through reliable water access.
- Health** systems to focus on treatment rather than managing preventable diseases.

### Beneficiary Impact: By the Numbers

Cumulative Results Across Three Districts and Seven Upazilas

The Akij Group's rainwater harvesting projects reached deep into some of Bangladesh's most marginalized communities. This table documents the scale of direct human impact across the pilot districts.

District	Upazila	Total Population	Marginal Pop. (60%)	Projects Built	Tank Capacity (L)	Beneficiaries (3L/day x 100 days)
Bagerhat	Mongla	93,383	56,029	10	3,984,899	14,759
Khulna	Dacope	159,845	95,907	3	1,356,480	5,024
Khulna	Batiaghata	315,623	189,374	1	681,631	2,524
Khulna	Paikgaccha	282,700	169,620	13	7,881,201	29,190
Khulna	Koyra	326,724	196,034	20	11,460,108	42,445
Satkhira	Assasuni	281,758	169,054	3	2,038,828	7,551
Satkhira	Shyamnagar	315,221	189,132	10	6,797,671	25,176
<b>TOTAL: 3 Districts, 7 Upazilas</b>		<b>1,775,254</b>	<b>1,065,150</b>	<b>60</b>	<b>34,200,818</b>	<b>126,669</b>

### Understanding the Impact

- Each beneficiary figure represents a family or household with access to 3 liters of safe water per day for 100 days during the dry season—the critical gap period when salinity makes groundwater unusable.
- For marginal families earning less than USD 950 annually, this water supply means the difference between health and disease, education and child labor, economic activity and survival mode.

### Community Voices: The Real Impact

**Beneficiary Stories and Testimonials:** Numbers tell part of the story. But the true measure of success lies in the voices of families who now have water security. The following videos capture the lived experience of communities transformed by rainwater harvesting projects.

“ Before, we spent 4–5 hours daily searching for safe water. Now we can use that time for our fields and our children can go to school.

— Nasrin Begum, Mongla, Bagerhat

“ My family no longer gets sick from contaminated water. We're healthier and stronger. The tank gave us our lives back.

— Mohammad Hasan, Koyra, Khulna

“ We maintained this tank together as a community. It taught us that we can solve our own problems when we work as one.

— Mohammad Hasan, Koyra, Khulna

### The Path Forward

Coastal Bangladesh's water crisis requires urgent action, but the solution has already been proven. With government commitment, coordinated funding, and systematic expansion of rainwater harvesting, we can bring safe water security to millions while simultaneously reducing poverty, improving health, and building climate resilience. The time to scale this proven solution is now.

# AUTOMATION

## THE FUTURE OF SANITARYWARE MANUFACTURING



**PRANTA DEBNATH**

Sr. Engineer, Modeling, Sanitaryware  
Akij Ceramics Limited

Walk into any modern sanitaryware factory today and you'll notice something different—quiet efficiency, machines working in rhythm, and a new kind of precision that wasn't possible even a decade ago. The reason behind this transformation is automation.

For years, the sanitaryware industry has depended on craftsmanship and manual processes. Casting, glazing, and finishing were tasks carried out by hand, requiring skill, time, and patience. While this traditional approach built the foundation of the industry, the growing demand for faster production, consistent quality, and cost efficiency has made automation the natural next step forward.

### A Shift Toward Smarter Production

Automation in sanitaryware manufacturing is not about replacing people—it's about rethinking how production happens. Robotic arms now handle the repetitive and high-precision jobs like casting moulds or spraying glaze. They do it faster, cleaner, and with less waste.

Even in areas like firing and drying, where timing and temperature are critical, automated kilns are bringing consistency. Intelligent control systems adjust heat cycles based on product load and humidity, improving energy efficiency and reducing human error.

### Efficiency That Pays Off

For manufacturers, the biggest advantage of automation is reliability. Machines don't tire, don't take breaks, and maintain the same level of precision all day long. That means steady output and predictable delivery times—two things customers value most.



Automated processes also reduce material waste. Raw materials like clay, glaze, and silica are used more efficiently, and rework rates drop sharply. When these savings add up, the return on investment in automation becomes clear.

Moreover, when production systems are integrated with digital tools such as ERP software—enterprise resource planning systems that unify core business functions like finance, HR, manufacturing, and supply chain into a single platform—managers gain real-time visibility across operations. By consolidating data from multiple sources into one central system, ERP eliminates data duplication and provides a single source of truth. This enhanced transparency allows managers to monitor material flow and machine performance continuously, helping reduce downtime and enabling faster, more informed operational adjustments.



### Consistency and Quality at Scale

In a market where customers notice every detail, consistency is the key to brand reputation. Automation ensures that every basin, bowl, or fitting meets the same high standard, batch after batch.

Take glazing for example. Automated robots can control the thickness and coverage with millimetre accuracy, something very difficult to maintain manually. The end result: fewer defects, stronger brand trust, and happier customers.

### Sustainability Built-In

Automation is also helping manufacturers meet their environmental goals. Smarter firing systems use less fuel, optimized material usage reduces waste, and energy recovery units reuse heat that would otherwise be lost.



As sustainability becomes a major buying factor for consumers, these improvements are not just good for the planet—they're good for business. Companies that invest in cleaner, more efficient production now are setting themselves apart in a competitive market.

While some smaller manufacturers still hesitate because of upfront costs, automation technology is becoming more flexible and affordable. Systems can now be scaled to fit the size and capacity of the plant, making the transition smoother than ever.

The next wave of innovation will come from artificial intelligence and the Internet of Things. These technologies will connect machines, collect performance data, and predict maintenance before breakdowns occur—leading to true ‘smart factories’.

Automation isn't just a trend in the sanitaryware industry—it's the future taking shape today. It offers better quality, faster production, and cleaner operations, all while reducing costs and waste. The manufacturers embracing this shift aren't just upgrading their factories; they're securing their place in the next generation of global sanitaryware production.

# TRAINING WORKSHOP

## ON “THE IMPORT MARINE COVER NOTE AND ITS POLICY” BY PRAGATI INSURANCE LIMITED



A dedicated training workshop on ‘The Import Marine Cover Note and Its Policy’ was held on 12<sup>th</sup> October, 2025, at the AkijBashir Group Corporate Office in collaboration with Pragati Insurance Limited. Designed for the Import Wing of Supply Chain Management, the session enhanced participants’ understanding of marine insurance procedures, import policies, risk coverage, and claim settlement processes.

Facilitated by experts from Pragati Insurance Limited, Mr. Mahtabuzzaman Chowdhury, AMD & Head of Re-Insurance Department; Mr. Mamanul Hassan, AMD & Head of Branch Control Department; Mr. Md. Mostaque Ahmed, AMD, Claims Department; and Mr. Md. Rashedul Goni, VP, Branch Control Department—the workshop offered valuable insights into strategic applications of marine insurance in import management.

The workshop concluded with an engaging Q&A session, where participants exchanged insights and clarified key operational queries. This interaction reflected AkijBashir Group’s dedication to collective learning and professional excellence, while ensuring the team remains attuned to the latest industry insights and best practices in import risk management.

# EFFECTIVE HABITS FOR SUCCESS



AkijBashir Group continues its commitment to fostering a culture of growth, collaboration, and personal excellence through an inspiring learning experience titled “Effective Habits for Success.” Rooted in principles from The 7 Habits of Highly Effective People, this initiative reflects our dedication to equipping employees with the mindset and behaviors essential for both individual and organizational advancement.

Facilitated by Mr. Nur E Alam Faisal from MY WINDOW, the session introduced practical strategies aligned with timeless habits such as being proactive, beginning with the end in mind, prioritizing effectively, and cultivating win-win relationships. His engaging approach encouraged participants to reflect on their daily practices, strengthen personal accountability, and adopt habits that fuel long-term success. Held on 7<sup>th</sup> November, 2025, at the Conference Room of Akij Particle Board Mills Ltd. in the Akij Economic Zone, Raimoni, Trishal, Mymensingh, the workshop marked another milestone in AkijBashir Group’s development journey, empowering employees with the tools to enhance performance, decision-making, and leadership capacity.

Investing in our people remains at the heart of AkijBashir Group’s vision. Through initiatives like this, we empower our workforce to innovate, collaborate, and thrive—ensuring our organizational growth is driven by the strength, skills, and aspirations of our people.

# TURNING DATA INTO DASHBOARDS

## A HANDS-ON POWER BI JOURNEY

As part of our ongoing commitment to digital transformation and operational excellence, AkijBashir Group reaffirmed its belief that every employee is a valuable resource. In line with this belief, an in-house, hands-on training program was conducted for the Audit and Finance Departments, facilitated by our internal expert, Mr. Md. Asif Iqbal Ahad, Deputy Manager, Market Intelligence.

This practical, instructor-led training on Microsoft Power BI guided participants through the fundamentals of the platform, including its interface, data modeling through the semantic model and star schema, data connections and relationship building, and the use of essential DAX formulas and functions. Participants also learned techniques to transform raw information into meaningful insights and compelling data stories through automated dashboards and interactive reports. By enhancing these capabilities internally, AkijBashir Group continued to foster a culture of learning, innovation, and continuous improvement, empowering our Audit and Finance teams to contribute more effectively in a data-driven environment.



# COACHING AS A CATALYST

## EMPOWERING SUPERVISORS AT AKIJBASHIR GROUP

As part of AkijBashir Group's ongoing commitment to strengthening leadership capability, a learning and development session titled "Coaching for Supervisors" was recently conducted at the Group Corporate Office. The session was facilitated by Ms. Dilruba Sharmin Khan, Director—Group HR, Admin & Compliance, and was attended by supervisors and team leaders from across the organization.

The program focused on enhancing supervisory effectiveness by introducing coaching as a practical leadership approach that goes beyond task supervision and immediate problem-solving. Participants explored how coaching enables supervisors to develop people, build ownership, and drive sustained performance through everyday interactions.

A key highlight of the session was the distinction between managing and coaching. While managing relies on direction and control—particularly useful in crisis situations—coaching emphasizes development, collaboration, and long-term capability building. Supervisors discussed how adopting a coaching mindset can strengthen trust, engagement, and accountability within teams.

The session also introduced the GROW coaching model as a simple framework for effective coaching conversations. Participants learned how short, focused discussions—integrated into regular check-ins and one-to-one meetings—can significantly influence employee performance and growth.

In addition, the program highlighted the link between coaching, KPIs, and daily performance monitoring, encouraging supervisors to use performance indicators as tools for guidance and development rather than control.

The successful completion of the session reinforces AkijBashir Group's dedication to developing supervisors as people-focused leaders, fostering a culture of continuous learning, engagement, and high performance across the organization.



# SAMANTARAL FACTORY EMERGENCY RESPONSE TRAINING

FIRE & EARTHQUAKE SAFETY



Samantaral, an incredible initiative of AkijBashir Group Trust, is dedicated to building self-independent and inclusive workplaces for third-gender individuals, enabling them to prosper economically and lead dignified, fulfilling lives. In alignment with this vision, an awareness and capacity-building session on earthquake and fire safety was conducted at Samantaral Factory by in-house resources in light of the recent safety situation. Facilitated by Sharif Mia, Senior Officer-EHS, Akij Ceramics Limited, and Aman Ullah, Officer-EHS, AkijBashir Group, the session enhanced employees' understanding of potential risks and strengthened their preparedness to respond effectively during emergencies.

Participants were guided through safe evacuation procedures, including the correct use of emergency exits and designated assembly points. The training also covered fire prevention measures, safe handling of electrical systems and flammable materials, and immediate response actions during earthquakes, with practical emphasis on the “Drop, Cover, and Hold” technique.

The session concluded with hands-on demonstrations on the proper use of fire extinguishers and basic fire-fighting techniques. Active employee participation was encouraged throughout, reinforcing individual responsibility for workplace safety. This initiative reflects AkijBashir Group's commitment not only to safety and resilience but also to inclusive development, empowerment, and the creation of a secure, supportive working environment for all.

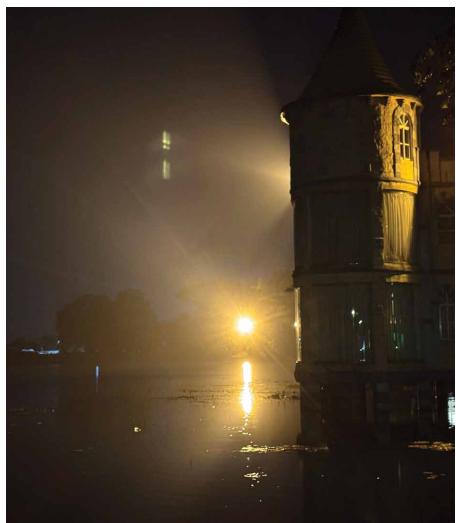
# WORK SHAPES YOUR DAYS BUT PASSION SHAPES YOUR LIVES



**S M ASHFAQUR RAHMAN FCA**

General Manager, Internal Audit  
AkijBashir Group

Life becomes unexpectedly richer when people stop seeing you only by your job title. Outside the world of meetings, deadlines, and responsibilities, there is another life—a life made of sweat, laughter, early mornings, late nights, heartbreaks, victories, and the stubborn belief that we must live fully while we can. That is the life where my real story begins. Oscar Wilde said it best: “To live is the rarest thing in the world. Most people exist, that is all.” Outside work, I refuse to just exist. I choose to live.



There is something deeply comforting about reconnecting with the version of yourself that routine often hides—the version who once played without fear, dreamed without limits, and felt joy without hesitation. That inner self doesn't disappear; it simply waits for us to return. And I return to it every time I step into my other worlds—worlds not defined by structures, but by passion. As Rumi once wrote, “Let the beauty of what you love be what you do.” What I love brings me back to life in ways no meeting ever will.



LaserTag is one of those loves. Inside the neon arena—where lights glow like galaxies, and the silence sharpens into focus—I stop being a designation and become pure instinct. Becoming the number one LaserTag player in Bangladesh was not a lucky break. It was a journey built on countless nights of running until sweat burned my eyes, losing matches that stung, winning battles that healed those bruises, and learning strategies through every mistake. Inside those dark, glowing tunnels, I discovered a fiercer, sharper version of myself—one fueled by resilience and a hunger to improve. Bruce Lee's words guided me through every game: “The successful warrior is the average man, with laser-like focus.” That focus, that fire, is what shaped me whenever the world outside felt overwhelming.



Cricket brings another kind of emotion—a warmer, deeper one. The CA Falcons did not start as champions. We were accountants who traded early morning sleep for dawn practices on uneven grounds. Some days the ball bounced wildly, some days our legs felt too heavy, but every day we showed up. That consistency slowly stitched us together. We became more than teammates—we became family. When we lifted the first-ever DRC ICAB Cricket Fest Champion's trophy, it wasn't just a victory for a team. It was a victory for every morning we pushed ourselves, every laugh we shared, every bruise we ignored. It felt like life repeating Nelson Mandela's words to us: “It always seems impossible until it's done.” The trophy wasn't just metal. It was our story—a story of heart, discipline, commitment, and the bond that sports create even among people who spend their weekdays with spreadsheets.



Football adds another layer—the layer of humility. Football has thrown me to the ground more times than I want to admit. It has left bruises, but more importantly, lessons in my heart. Every fall carried the same quiet command: get up. Keep going. Try again. There is something powerful about learning how to rise when you have every reason to

stay down. Ernest Hemingway captured this feeling perfectly: “The world breaks everyone, and afterwards, some are strong at the broken places.” Football taught me to become strong exactly where I once felt weak.

And then there is travel—my gentle healer. Travel softens the edges of life. New cities feel like fresh pages, new roads feel like second chances, and new skies feel like reminders that the world is far bigger than the worries that trap us. Every journey teaches me something different: patience from long waits, gratitude from simple meals, peace from silent mountains, and courage from unfamiliar cultures. Saint Augustine’s famous words stay with me wherever I go: “The world is a book, and those who do not travel read only one page.” Each trip becomes another chapter—one filled with colour, discovery, healing, and quiet joy.



When all these pieces come together—the LaserTag warrior, the cricket champion, the footballer, the traveller—they form the truest picture of who I am. A picture not defined by hierarchy, but by humanity. A picture not shaped by job titles, but by moments that made my heart beat a little faster and a little stronger. If there is one message behind all of this, it is simple and honest: work shapes your days, but passion shapes your life. And those passions, those colours, those journeys—that is the part of me I carry with pride long after office hours end.

WORK SHAPES YOUR DAYS...  
**BUT PASSION SHAPES YOUR LIFE**



*The truest picture of who I am*

# SEEDS OF PEACE

## HOW GARDENING GROUNDS MY LIFE



**SHIFAT SUMAIYA**

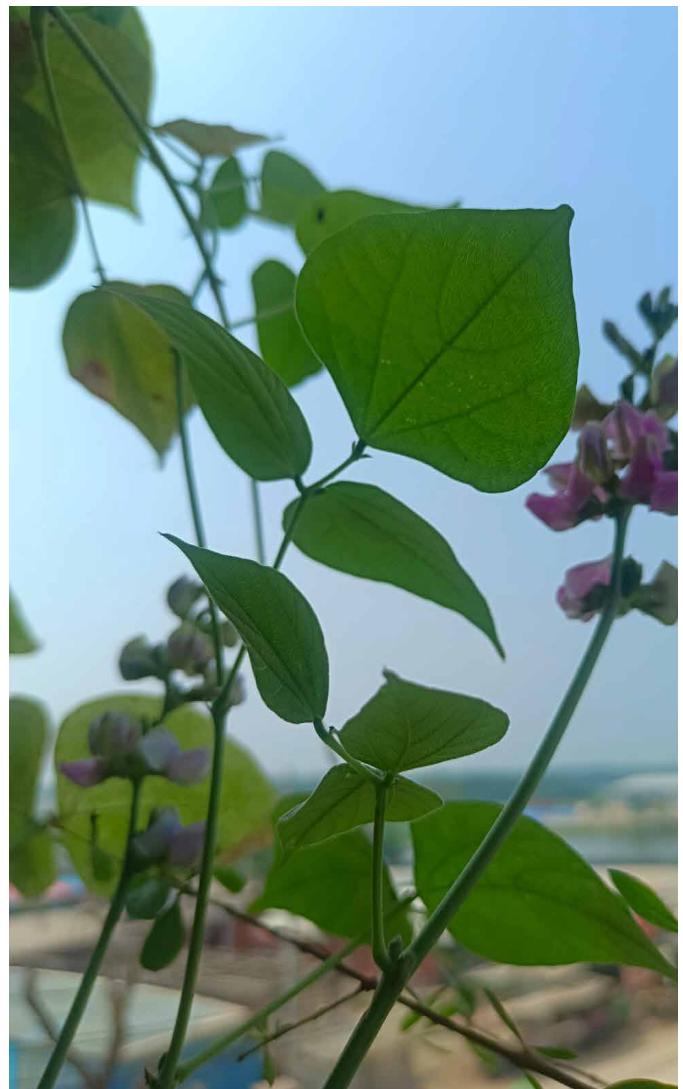
Welfare Officer, HR, Admin & Compliance  
Akij Bathware Limited

I grew up in a small suburban town in Rangpur—a place where the air felt softer, the soil felt kinder, and life moved at a rhythm that taught you how to breathe. Even though my area wasn't fully rural, it carried a comforting simplicity that shaped my earliest memories. But among everything I remember, one love grew quietly and consistently within me: gardening.

Rangpur has a unique charm. Whatever you plant around the house—sometimes even without much care—springs to life as if the earth itself is eager to nurture you back. Watching this magic as a child made something bloom inside me. I would see plants grow taller one day, sprout flowers the next, and bear fruits soon after. That gentle transformation fascinated me. Without even realizing it, gardening became part of who I was.

From planting potatoes with everyone and celebrating the harvest to picking greens together on quiet afternoons—every moment felt like a little festival. I loved collecting different types of chili plants, scattering seeds with hope, and sharing saplings with neighbors. These weren't just chores; they were my happiest rituals. Each plant I tended became a reminder of patience, growth, and quiet joy.

As I grew older, this hobby didn't fade—it followed me. When work brought me to Dhaka and I stayed at someone's home, I would slowly fill their balconies with plants too. It became a habit, almost a necessity. If a few days passed without planting something new or tending to a leaf, I felt a little emptiness, like something essential was missing from my day.



In my calmest moments, when I look back, I tell myself: I was happy before, I am happy now, and Insha'Allah, I will stay peaceful in the future. And I know one reason why—I've always kept a part of nature close to me.

When I think of my future, I picture a peaceful home surrounded by greenery—a small family living among laughter, sunlight, and leaves. I imagine mornings spent watering plants, afternoons watching them grow, and evenings filled with the quiet satisfaction that only nature can offer.

Gardening isn't just a hobby for me. It is my anchor, my therapy, my joy. It is the thread that connects my past, present, and dreams for the future. And I truly believe that as long as I stay close to the soil, to the seeds, and to the slow, beautiful rhythm of growth, I will always remain grounded, content, and deeply at peace.

# দার্জিলিং ও গ্যাংটক অমণ কাহিনি - ২০২৪



**TUSHAR KANTI SAHA**

Manager, Market Intelligence  
AkijBashir Group

'প্রকৃতির সবুজের সতেজতা আর আকাশ-পাহাড়ের নীলিমার নীলে এক প্রশংসন্তির যাত্রা দার্জিলিং-গ্যাংটক'। জীবনের প্রতিদিনের যান্ত্রিকতার মাঝে কখনো কখনো মন চায় একটু বিশ্বাম, স্বত্ত্বির নিঃশ্বাস, সবুজ প্রকৃতির সান্নিধ্য। সেই ইচ্ছাই একদিন আমাদের নিয়ে গেল বরফাবৃত সবুজ পাহাড়ের আহ্বানে—গন্তব্য সিকিম, গ্যাংটক। ২০২৪ সালের ডিসেম্বরের সেই ভ্রমণ আজও মনে পড়লে হাদয়ে ভেসে ওঠে হিমশীতল বরফে ঢাকা সবুজ পাহাড়, মেঘের নরম স্পর্শ, আর প্রকৃতির নিষ্কৃতার মধ্যে জীবনের জয় গান।

আমরা বরাবরই অমগ্নিয়। নদী, পাহাড় ও সমুদ্র, সবই আমাদের কাছে একেকটি প্রেমের নাম। ছাত্রাবস্থায় ২০০০ সালে বন্দুদের সঙ্গে ভারত-নেপাল স্টাডি ট্যুরে গিয়েছিলাম। সেবারও গ্যাংটক যাওয়ার পরিকল্পনা ছিল, কিন্তু দুর্ভাগ্যবশত নেপাল সীমান্তে টানা ধর্মঘটের কারণে যাত্রা স্থগিত করতে হয়। ভিসার মেয়াদ শেষ হয়ে যাওয়ায় তখন আর গ্যাংটক দর্শন হয়নি, সে আক্ষেপ রয়ে গিয়েছিল বহুদিন।

২০২৪ সালের শুরুতেই পরিবার যখন বিদেশ অমনের কথা তোলে, তখনই মনে হলো, এবার সেই অসম্পূর্ণ যাত্রা পূর্ণ করা যাক। ২০২৪ সালের জুলাই মাসে ভারতীয় ভিসার জন্য আবেদন করে একই বছরের আগস্টের শেষ দিকে হাতে পেলাম ছয় মাসের মাল্টিপল ভিসা। এরপর ডিসেম্বরের ত্তীয় সপ্তাহে স্বী নিপা ও একমাত্র পুত্র নীরকে সঙ্গে নিয়ে রাতের বাসে চেপে রওনা দিলাম ঢাকা থেকে বুড়িমারীর উদ্দেশ্যে।

ভোরে বর্ডারে পৌঁছে ফ্রেশ হয়ে নাস্তা সারলাম স্থানীয় বুড়ির হোটেলে, ইমিশ্রেশন শেষ করে দুপুর নাগাদ শিলিঙ্গড়ি পৌঁছলাম। সেখান থেকে জিপ ভাড়া করে শুরু হলো দার্জিলিংয়ের পথে আমাদের রোমাঞ্চকর পাহাড়ি যাত্রা।



দার্জিলিং যাওয়ার পথে পাহাড়ের সর্পিল বাঁক পেরোতেই চোখে পড়ে সবুজে ঘেরা এক ছোট শহর কার্সিয়াং। নামটা শুনলেই যেন মনে হয়, কোনো শান্ত সবুজে ঢাকা এক স্বপ্নপুরী। পাহাড়ের কোলে হালকা কুয়াশা, দূরে চা-বাগানের ঢালু জমি, আর রোদ যেন কাঁচের পর্দা ভেদ করে নরম ছায়া ফেলছে। গাড়ি থেকে নামতেই প্রথম যে জিনিসটা টের পেলাম, তা হলো নিঃস্তর্কৃতা। একটা শান্ত অথচ গভীর নিঃস্তর্কৃতা, যেখানে বাতাসেও এক ধরনের নরম সূর বেজে চলে।

কার্সিয়াংয়ের এক পাহাড়ি রেস্তোরাঁয় দুপুরের খাবার খেয়ে নিলাম। সরু চালের খোঁয়া-ওঠা গরম ভাত, খাসির মাংস, পাপড়, চাটনি আর ডাল দিয়ে পেট পুরে খেলাম। পরবর্তী সময়ে শুরু হলো

চিকেন মোমো খাওয়া, পাহাড়ি পিঠা এবং ধূমায়িত গাঢ় লিকারে গরুর দুধের চা—এ যেন অমৃত! এখানে উল্লেখ্য কার্সিয়াংয়ের সবুজ শান্ত পাহাড়ি রাস্তা এবং পাহাড়ি মানুষের আতিথেয়তা বেশ উপভোগ্য! কার্সিয়াংয়ের পাহাড়ি রাস্তায় কিছু সময় হাঁটাইঁটি করে কয়েকটা স্ন্যাপ নিয়ে দার্জিলিং এর উদ্দেশ্যে রওনা হয়ে সন্ধ্যায় পৌঁছালাম।

দার্জিলিং পৌঁছে হোটেলে চেক-ইন করে, ফ্রেশ হয়ে রাতে ম্যাল রোডে হাঁটাইঁটি করতে বেরোলাম, কিন্তু সেই আগের দিনের নিরিবিলি ম্যাল নেই। এখন চারদিকে আলো, দোকানপাট, আর অসংখ্য মানুষের ভিড়। তরুণ ঠান্ডা হাওয়ার ছোঁয়ায় মনে হলো, এই শহর এখনো আগের মতোই মায়াময়। রাতে এক বাঙালী হোটেলে স্পেশাল

থালি খেলাম। থালিতে ছিল জিরা রাইস, সঙ্গি, পাপড়, ডাল, খাসির মাংস আর গরম গরম গোলাপজামুন। রাতে খাওয়ার পর ম্যালের আশেপাশে রাত ১২টা পর্যন্ত হাঁটাম। এখানে নিরাপত্তার কোন ঘাটতি চোখে পড়েনি।

পরদিন সকালে রওনা হলাম টাইগার হিল, সূর্যোদয়ের অপূর্ব দৃশ্য দেখতে। দূরে কাথনজজ্বার ছড়ায় যখন সূর্যের প্রথম আলো পড়ল, তখন মনে হচ্ছিল হীরক দুয়িত ছড়াচ্ছে পাহাড়ের গায়ে। এরপর দেখলাম রক গার্ডেন ও আরও কিছু ভিত্তি পয়েন্ট।

৪০-৫০ মিনিট জারি করে বিকেলে গ্যাংটকে পৌঁছে দেখি শহরটি বেশ পরিচ্ছন্ন, প্রাণবন্ত ও শৃঙ্খলাপূর্ণ। হোটেলে চেক-ইন করে ফ্রেশ হয়ে বেরিয়ে পড়লাম এমজিমার্গ রোডে।

সন্ধ্যায় এমজিমার্গের রঞ্জিন আলো, গরম কফির মায়াময় গন্ধ, পাহাড়ি গানের সুর সব মিলিয়ে এক অনবদ্য আনন্দময় স্বপ্নরাজ্য। গ্যাংটকের 'এমজিমার্গ' যেন এক টুকরো স্বর্গ যেখানে মানুষ নিজের মতো করে হাসে, গান করে, ছবি তোলে; কাউকে না বিরক্ত করেই।' পরিষ্কার-পরিচ্ছন্নতা,



তৃতীয় দিনে আমরা রওনা হলাম নতুন গন্তব্যে, গ্যাংটক। ভোরের আলোয় পাখির কলকাকলিতে সবুজ পাহাড়ি পথ যেন জেগে উঠেছিল। নিচে বয়ে চলেছে শীতের শাস্ত শীতল তিস্তা নদী, আর ওপরে সূর্যের রশ্মি পাহাড়ের গায়ে সোনালি আভা ছড়াচ্ছে। পথের দুপাশে সারি সারি পাইন গাছ, ছেট ছেট দোকান, পাহাড়ি শিশুদের হাসি এবং মস্ণ পিচ-চালা রাস্তা, প্রতিটি বাঁকেই ছিল এক নতুন গল্প।

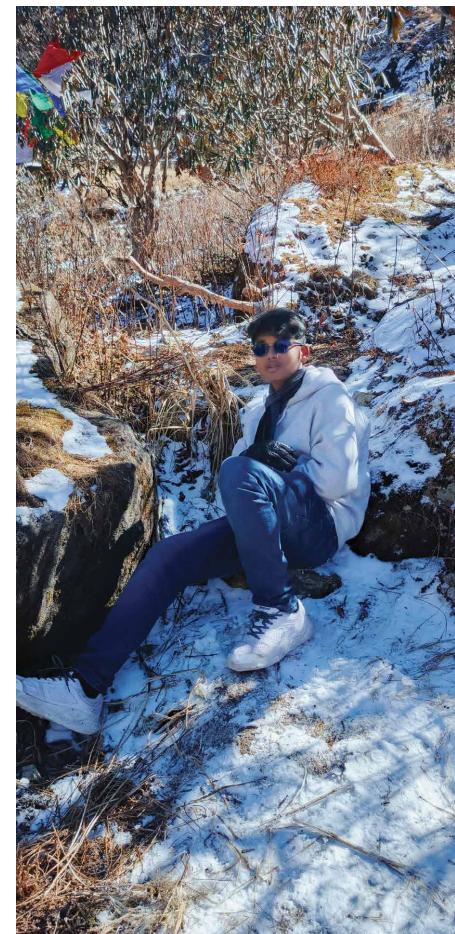
গ্যাংটক শহরে প্রবেশ করতে পাশ লাগে, পাসপোর্ট ও প্রয়োজনীয় কাগজ জমা দিয়ে ৩-৪ মিনিটের মধ্যে আমরা পাঁচ দিন থাকার পারমিশন পেলাম। ইমিগ্রেশন পার হওয়ার পরই সুবিশাল তোরণ আমাদের অভ্যর্থনা জানালো। এখান থেকে প্রায়

নিরাপত্তা ও সৌজন্যতা, সবকিছু মুক্ষ করল আমাদের। রাতে একটা হোটেলে চিকেন মোমো, নান রুটি, চিকেন কাবি আর ফ্রেশ ফ্রাই দিয়ে ডিনার সারলাম। আইটেমগুলো একেবারে ফ্রেশ ছিল।

পরদিন সকালে যাত্রা শুরু সাঙ্গু (তসোমগো) লেক এর উদ্দেশ্যে। গ্যাংটক থেকে প্রায় ১২,০০০ ফুট উচ্চতায় অবস্থিত এই বরফচাকা লেক যেন প্রকৃতির আয়না। চারপাশে নীল আকাশ, বরফে মোড়া সবুজ পাহাড় আর নরম ঠান্ডা হাওয়া, সব মিলিয়ে এক স্বপ্নল নীরবতা। পথে কয়েকটি ভিত্তি পয়েন্টে গাড়ি থামিয়ে চা, কফি এবং মোমোর স্বাদ নিলাম, সাথে প্রকৃতির অনবদ্য সবুজ বনানী ও পাহাড়ের অনবদ্য সৌন্দর্য উপভোগ করলাম।

এখানে উল্লেখ্য, পাহাড়ি ছেট ছেটে রেন্সেরাঁর খাবারের আইটেম কম থাকে তবে ফ্রেশ থাকে। আমরা ভেজ মোমো, নন-ভেজ মোমো, মোমো ফ্রাই, চাউমিন সবকিছুই টেস্ট করেছি।

সাংশু লেকের চারপাশে বরফে ঢাকা সবুজ পর্বত, মাঝখানে স্থির নীলাভ জলরাশি, সূর্যের আলো লেকের জলে পড়ে হাজারো হীরকখণ্ডের দৃঢ়তি ছড়াচ্ছে। এ যেন স্বপ্নের মতো, প্রকৃতি নিজ হাতে এমন সুন্দরের সৃষ্টি করেছে যার বর্ণনায় প্রকাশ করা কঠিন। লেকের পাশে সবুজ পাহাড়ে জমে



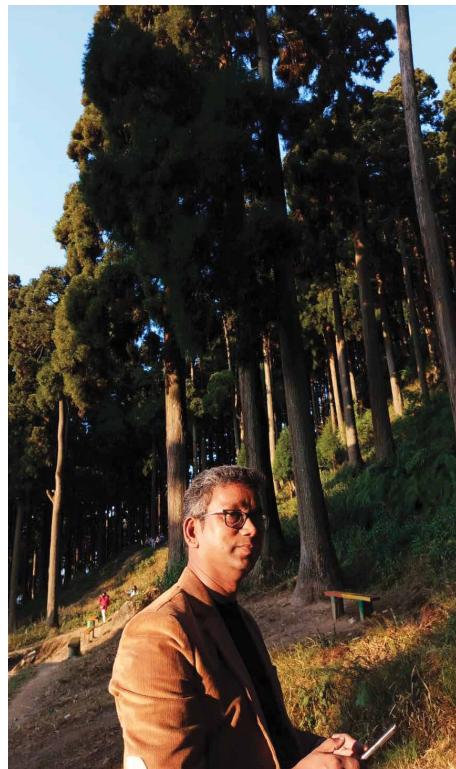
আছে পেঁজা তুলার মতো কোমল, নরম বরফ। পাহাড়ের সবুজ বনানী আর সাদা বরফের মিঠালি এক অসাধারণ সৌন্দর্যের সৃষ্টি করেছে।

লেকের পাশেই দেখা গেলো রঞ্জিন ঝালরে সাজানো কয়েকটি ইয়াক, সাথে পর্যটকদের জন্য ছবি তোলার আয়োজন। আমরা সাহস করে এক ইয়াকের পাশে দাঁড়িয়ে ছবি তুলেছিলাম, এক অদ্ভুত রোমাঞ্চকর মুহূর্ত। অনেকে ইয়াক ভাড়া করে লেকের সৌন্দর্য উপভোগ করছে।

লেক দেখে আমরা রওনা হলাম রোপওয়ের দিকে যা লেকের পাশে একই কম্পাউন্ডে অবস্থিত, আরো ১,০০০ ফুট ওপরে। হাড়-হিম করা বরফ শীতল ঠান্ডায় রোপওয়ে পার হয়ে উপরে উঠলাম,

প্রচণ্ড ঠাণ্ডা বাতাসে মনে হয় জমে বরফ হয়ে যাব।  
ওখানে আমরা ১৫-২০ মিনিট ছিলাম এবং  
কন্টিনিউয়াসলি গরম কফি বা স্যুপ নুডুলস  
খেয়েছি। এর মধ্যে হোম-মিনিস্টারের অনুরোধে  
কয়েকটা স্ন্যাপ ও শর্ট ভিডিও নিলাম।

সাংগু লেকের আশেপাশের স্থানীয় মানুষের বিশ্বাস,  
এই লেক দেবতার আশীর্বাদে তৈরি হয়েছে।  
দেবতাকে তুষ্ট করতে প্রতি বছর বিশেষ পূজা হয়  
এখানে। লেকের নীল জল, সবুজ পাহাড় আর  
পেঁজা তুলার সংমিশ্রণ দেখে সত্যিই মনে হয়েছিল,  
প্রকৃতি যেন এখানে নিজ হাতে শান্তির পরশ  
সাজিয়ে দিয়েছে। 'তসোমগো লেকের নীরবতায়  
যেন প্রকৃতি নিজেই প্রার্থনা করে'।



গ্যাংটকের প্রকৃত সৌন্দর্য শুধু পাহাড়ে নয়, তার  
মানুষ ও সংস্কৃতিতে। রূমটেক মনেস্ট্রিতে প্রবেশ  
করতেই ঘন্টাধ্বনি, ধূপের গন্ধ আর ভিক্ষুদের  
মন্ত্রপাঠে মুঝ হলাম। নীরবতা, শৃঙ্খলা ও  
ধ্যান-মনে হলো যেন অন্তরের সমস্ত ক্লান্তি ধুয়ে  
যাচ্ছে। সন্ধ্যায় এমজিমার্গে আবার হাঁটাহাঁটি,  
মহিলারা ওখানকার হাতে বানানো উলের পোশাক,  
কাঠের মুঝোশ, তিব্বতি গয়না ও রঙিন ক্ষার্ফ  
কিনতে শুরু করলো।

শেষ দিন সকালে গাড়ি চললো মিরিকের পথে।  
জানালা দিয়ে দেখা যাচ্ছিল তিঙ্গা নদী, পাহাড়ের  
মেঘে ঢাকা চূড়া আর বিদায় দিচ্ছে সূর্য। মনে  
হচ্ছিল, গ্যাংটক আমাদের হৃদয়ে তার এক টুকরো  
রেখে দিচ্ছে চিরদিনের জন্য।

গ্যাংটক আমাদের শিখিয়েছে, 'শান্তি মানে  
শব্দহীনতা নয়, বরং মনের প্রশান্তি'।

এই ভ্রমণ শুধু পাহাড় দেখা নয়; এটি ছিল আত্মার  
এক যাত্রা, প্রকৃতির কাছে আত্মসমর্পণ। পাহাড়ের  
কোলেই যেন আমরা নতুন করে খুঁজে পেয়েছি  
জীবন, বন্ধুত্ব ও আপন অস্তিত্ব।



AKIJ CERAMICS HOSTS EVOLVE BEYOND  
**BUSINESS CONFERENCE 2025**  
 IN GUANGZHOU, CHINA



Akij Ceramics, the No. 1 tiles brand in Bangladesh, successfully hosted its flagship business conference 'Evolve Beyond' in Guangzhou, China, with the participation of around 300 business associates from across the country.

With a strong nationwide presence of over 4,000 retail shops and nearly 300 showrooms, the brand continues to deliver high-quality, modern tiles to customers in every region. The consistent efforts of dealers and retailers have helped Akij Ceramics earn seven Best Brand Awards and two Superbrand recognitions, reaffirming its position as a market leader.

Held on 3<sup>rd</sup> December 2025 at the Pearl River International Hotel, the event featured business sessions, an award ceremony, raffle draw & gala lunch. Senior officials of AkijBashir Group, including Mohammad Khourshed Alam (COO—Building Materials), and Dilruba Sharmin Khan (Director—Group HR, Admin & Compliance), Mohammad Zahid Hossain (Director—Accounts and Finance), Mohammed Ashraful Haque (GM—Sales & Marketing, Akij Ceramics), Md. Shahriar Zaman (Head of Marketing, AkijBashir Group) were present at the conference.

As part of a five-day international program in China, guests also explored Guangzhou's iconic attractions, vibrant cityscapes, and cultural destinations. The shared experiences and group activities made the trip both enriching and memorable, further strengthening the bond between Akij Ceramics and its valued business associates.

# AKIJ BOARD & AKIJ DOOR HOST **BUSINESS CONFERENCE 2025** AT NEPAL

Akij Board and Akij Door, two leading brands of AkijBashir Group, made history by successfully hosting the Evolve Beyond Business Conference 2025 on 11<sup>th</sup> November, 2025, at the iconic Soaltee Hotel in Kathmandu, Nepal—marking the first time in Bangladesh's board industry that a dealers conference was held beyond national borders.

The event brought together more than 370 business associates, dealers, and representatives from across the country, creating an atmosphere of unity, pride, and celebration. Amid the breathtaking Himalayan landscape and Nepal's serene charm, participants experienced an unforgettable blend of strategic discussions, cultural exploration, and joyous moments. The cool mountain air, picturesque surroundings, and warm Nepali hospitality made the event not only a milestone in business history but also a lifetime memory for everyone who attended.

Continuing the legacy of last year's 'Evolve Beyond' theme, the 2025 edition inspired participants to push boundaries, embrace innovation, and envision greater growth. The conference served as a dynamic platform to align future business goals, strengthen partnerships, and celebrate the collective achievements of Akij Board and Akij Door's nationwide network.

The event was graced by the presence of Chief Operating Officer—Building Materials Mohammad Khourshed Alam, Accounts and Director—Accounts and Finance Mohammad Zahid Hossain, Head of Sales





Md. Nazrul Islam, Head of Production Sk. Zakaria Nashim, along with senior officials from various departments of the organization. Their inspiring addresses motivated participants to continue striving for excellence and to take pride in being part of Akij Board & Akij Door's promises.

A key highlight of the event was the unveiling of three groundbreaking products—SYNCHRO, FiberCem, and Ultimatt. Synchro is a premium textured board with perfectly matched designs that mimic natural materials called Synchronized Melamine Board. FiberCem is a high-performance fiber cement board offering exceptional strength and versatility for interior and exterior use. And Ultimatt is a revolutionary super-matt, silky-touch, anti-fingerprint surface ensuring superior durability, scratch resistance, and color stability. Together, these innovations reaffirm Akij Board's leadership in advanced, design-driven surface solutions.

The conference concluded with a spectacular cultural gala night filled with music, laughter, and celebration, a fitting finale to an event that perfectly blended business vision with unforgettable experiences. As Akij Board and Akij Door Evolve Beyond Business Conference 2025, Nepal Edition came to an end, it reaffirmed that Akij Board and Akij Door stand stronger than ever—ready to evolve, lead, and shape the future of the industry with innovation, partnership, and passion.



ROSA SANITARYWARE AND BATHWARE  
CELEBRATE GROWTH, INNOVATION &  
STRONG PARTNERSHIPS AT

# EVOLVE BEYOND BUSINESS CONFERENCE 2025

ROSA, one of the most energetic and premium brands of the AkijBashir Group, marked two major milestones this November through two inspiring editions of the Evolve Beyond Business Conference in Cox's Bazar and Gazipur. Together, the events welcomed nearly 500 business associates from across the country and reflected ROSA's steady rise, expanding product vision and commitment to building stronger partnerships for the future.

## A Day of Progress and Connection with ROSA Sanitaryware in Cox's Bazar

On 21 November, ROSA Sanitaryware brought together over 265 business associates in Cox's Bazar for a memorable gathering by the world's longest sea beach. The event created an atmosphere filled with unity, reflection and excitement for what lies ahead. Participants took part in discussions on growth opportunities, brand direction and shared ambitions, all while enjoying the refreshing coastal setting.

Continuing the spirit of the Evolve Beyond journey, the 2025 conference encouraged everyone to think bigger, embrace innovation and move forward with a renewed sense of purpose. Last year, ROSA invited its partners to explore the depths of an underwater world, a place where new ideas were discovered and new possibilities took shape. This year, the brand shifted its focus upward toward an atmosphere inspired by light, color and expansive horizons, symbolizing imagination, clarity and the courage to move into the unknown with confidence.

An important highlight of the event was the announcement of several upcoming products designed to strengthen ROSA Sanitaryware's growing portfolio. These included the Smart Water Closet, new Water Closet models, elegant Table Top Wash Basins and a few other advanced additions that reflect ROSA's commitment to continuous innovation and consumer-centric product development.

The presence of Chief Operating Officer, Building Materials Mohammed Khourshed Alam, Head of Sales Bishwajit Paul, Head of Plant Md. Moktadirur Rahman and senior leaders from AkijBashir Group added further inspiration to the event. Their remarks highlighted ROSA's strong market performance, its consistent commitment to quality and the company's vision of setting new benchmarks within the sanitaryware industry.

A special highlight of the gathering was the recognition of ROSA's Top 20 National Business Associates. The award ceremony celebrated their remarkable contributions, outstanding performance and continued partnership, reflecting ROSA's deep appreciation for the dedication that drives the brand's nationwide growth.

The day closed with a lively cultural gala that opened with a beautifully choreographed thematic act, setting an atmosphere of wonder and inspiration. The celebration continued with an engaging stand-up comedy performance by Mirakkel Akkel Challenger's Shawon, followed by a captivating musical show by Sabbir and Oyshi, which filled the venue with energy and excitement. The evening also featured an enjoyable raffle draw, adding a sense of anticipation and joy for the participants. Through music, laughter and shared moments, the night created a genuine sense of togetherness and strengthened the bond between Rosa and its valued partners.



## A Vision of Expansion and Innovation with Rosa Bathware in Gazipur

On 23<sup>rd</sup> November, Rosa Bathware hosted a beautiful and enriching edition of the Evolve Beyond Business Conference 2025 at The Royena Resort in Gazipur. Surrounded by greenery and calm natural surroundings, the event welcomed 210 business associates from across the country and reflected Rosa Bathware's dedication to forward-thinking ideas and meaningful collaboration.

A major highlight of the conference was the official introduction of ROSA Kitchen Appliances. The launch included the premium Regalia Kitchen Hood and Hob, the Ember Gas Stove and the Alessia Gas Stove. Rosa also unveiled two new faucet series along with a complete Valve series, strengthening its product portfolio and marking a confident step toward offering modern, high-quality and versatile home solutions. These additions signaled an exciting new chapter in Rosa Bathware's journey and demonstrated the brand's intention to bring advanced, contemporary products to today's consumers.

Throughout the day, partners engaged in open discussions, insightful presentations and interactive product showcases. The guidance of leaders such as Chief Operating Officer, Building Materials, Mohammad Khourshed Alam, Director-Accounts and Finance Mohammad Zahid Hossain, Head of Sales Palash Chandra Das and Head of Plant Md. Rakib Raihan enriched the program and helped set a clear and ambitious vision for the future.

A special moment of pride came during the award session, where ROSA Bathware honored 10 top-performing national business associates along with 3 outstanding performers from each zone. The recognition reflected the brand's appreciation for the dedication, trust and contribution that continue to drive its national growth.

As the sun went down, the conference transitioned into a warm cultural evening. The opening act drew inspiration from ancient cultural expressions, creating an atmosphere filled with depth and storytelling that aligned with the broader theme of imagination and expansive horizons. The celebration continued with a spirited musical performance by Hasib and Anika, bringing joy and energy to the gathering. The evening

also included 15 raffle draws, adding a sense of anticipation and delight for the attendees.

Filled with music, shared moments and meaningful interactions, the night strengthened the bond between ROSA Bathware and its valued partners and brought the event to a heartfelt and uplifting close.

#### Moving Forward Together

The successful completion of both the Sanitaryware and Bathware conferences reinforced a shared belief. Progress is strongest when built together with trust, collaboration and a bold vision. Across both events, ROSA renewed its promise to focus on innovation, aesthetics, quality and long-term partnership.



With an expanding product portfolio and a commitment to delivering better experiences year after year, ROSA is ready to move forward with confidence and creativity. The journey continues with a clear purpose to grow with its partners and to shape a future that truly moves Beyond Tomorrow.

# AKIJ TABLEWARE HOSTS THE FIRST EVER **BUSINESS CONFERENCE** IN BANGLADESH'S TABLEWARE INDUSTRY

Akij Tableware, a proud concern of AkijBashir Group, has created a defining moment in Bangladesh's tableware industry by hosting the country's first ever Business Conference dedicated to this sector. The landmark event, titled "Evolve Beyond – Akij Tableware Business Conference 2025," was held on 19<sup>th</sup> December 2025 at the Ocean Paradise Hotel and Resort in Cox's Bazar and brought together industry partners, leaders, and collaborators in an inspiring celebration of growth and innovation.

The gathering welcomed around 150 participants, including nationwide business associates, senior leadership, and members of the AkijBashir team. In an industry where strategic, large-scale assemblies are still rare, Akij Tableware set a bold new precedent. The conference became a meaningful platform for strengthening partnerships, aligning collective ambitions, and setting a focused trajectory for one of the country's fastest growing tableware brands.

Throughout the day, attendees participated in strategic discussions, brand presentations, performance reviews, and product showcases that highlighted Akij Tableware's continuous progress. Chief Operating Officer, Building Materials, Mohammad Khourshed Alam and General Manager, Sales and Marketing, Md. Mahbubur Rahman shared insights on

market direction, operational excellence, and the future roadmap. Their perspectives, along with contributions from other managerial leaders, helped unify the brand's commitment to innovation, quality, and customer-focused design.

The involvement of AkijBashir Group's top leadership further reinforced the ambition to elevate product standards and transform Bangladesh's dining culture. Their guidance emphasized a future where collaboration, design leadership, and global-standard craftsmanship form the foundation of both brand identity and business growth.

Set against the stunning landscape of Cox's Bazar, the conference blended strategic reflection with moments of inspiration, connection, and celebration. For many attendees, it felt like a milestone that captured Akij Tableware's journey toward becoming a modern, future-ready brand.

With the success of this historic event, Akij Tableware steps confidently into a new era. As the brand continues to "Evolve Beyond," it remains dedicated to strengthening partnerships, expanding its market presence, and staying true to its commitment to "Bring Out the Best" in quality, design, and customer experience across Bangladesh and beyond borders.



# AKIJ CERAMICS SHOWCASED INNOVATION AT CERAMIC EXPO BANGLADESH 2025



Akij Ceramics proudly participated as the Platinum Sponsor at Ceramic Expo Bangladesh 2025, where the brand showcased its latest innovations in Tiles, Tableware, and Sanitaryware under Akij Ceramics, Aura, ROSA, and Akij Tableware.

Ceramic Expo Bangladesh 2025, the country's leading international ceramic exhibition, brought together manufacturers, exporters, and suppliers from home and abroad. Held at the ICCB, the event featured more than 300 global brands from 25 countries, presenting new technologies, sustainable solutions, and groundbreaking industry developments. As a fast-growing ceramic hub, Bangladesh once again demonstrated its strong production capabilities and investment potential, reinforcing the expo's significance as a platform for industry collaboration and future growth.

The expo was inaugurated on 27<sup>th</sup> November, 2025, by Sk. Bashir Uddin, Advisor, Ministry of Commerce, in the presence of Mr. Moynul Islam, President of BCMEA; Md. Mamunur Rashid, Senior Vice President, BCMEA; Mr. Abdul Hakim, Senior Vice President, BCMEA; and Irfan Uddin, General Secretary, BCMEA. The event remained open to all visitors from November 27 to 30 at the International Convention City Bashundhara (ICCB), welcoming thousands of attendees daily from 10:00 a.m. to 6:00 p.m.

As the number one tiles brand in Bangladesh, seven-time Best Brand Award winner, and two-time Superbrands awardee, Akij Ceramics presented a wide range of its newest collections,





including Panora Plank Tiles, GRYPTILE, Sierra, Diamond Glaze, Super Rocker, and the DDG Series. It also offered an exclusive preview of upcoming ranges such as Fossil, Metallic Rocker, Micro Matt, Metal Sugar, and Matt Glucid in versatile sizes including 30x90 cm and 120x240 cm. Each collection reflected the brand's world-class craftsmanship and its commitment to perfection.

ROSA, the country's premium sanitaryware brand, showcased an exclusive preview of its upcoming diversified range of premium water closets and wash basins. The display underscored ROSA's continued evolution in design, technology, and user-centric innovation. Visitors also experienced a curated selection of ROSA's most popular and trend-forward existing products, bringing the brand's signature blend of aesthetics and functionality to life.

Akij Tableware presented an expanded selection of newly developed designs, refined silhouettes, and modern serving forms. The collection illustrated how tableware can elevate everyday dining and enhance presentation aesthetics. With contemporary ranges that combined visual elegance with durability, the showcase appealed to both home users and the hospitality sector.

Akij Ceramics' presence at Ceramic Expo Bangladesh 2025 reaffirmed its leadership in Tiles, Sanitaryware, and Tableware. Through its latest innovations and future-ready product lines, AkijBashir Group continues to set industry benchmarks and drive Bangladesh's next era of ceramic excellence.

# ASML'S FULLY CUSTOMIZED SHOWCASE AT **BANGLADESH METAL EXPO 2025**



The stall displayed of ASML's flagship innovations, including:

- Pre-Fabricated Steel Structural
- Screwless Roofing Solutions with Solar Panel compliable environmentally friendly:
  - Seam-Lok Roofing system
  - Klip-Lok Roofing system

Both offer 100% screwless installation, exceptional leak protection, and superior durability—ideal for modern industrial steel structures.

- HDR (Heavy Duty Rack) systems, designed for maximum load-bearing efficiency in warehousing and industrial storage

ASML's participation highlighted not only our product range but also our strength—from design to fabrication—setting a new benchmark for innovation and reliability in Bangladesh's Pre-Fabricated steel and construction sector. The customized setup allowed visitors to experience ASML's engineering excellence first-hand, demonstrating how our integrated manufacturing capabilities enable us to deliver complete, high-performance solutions for pre-engineered buildings, industrial facilities, and advanced roofing applications.

Akij Steel Mills Ltd. (ASML) proudly exhibited at the Bangladesh Metal Expo 2025, held from 20–22 November at ICCB, Hall 03, occupying Stall No. 81, 82, 87 and 88. The expo, jointly organized by the Steel Building Manufacturers Association (SBMA) and LIMRA, served as a platform for industry professionals to explore the future of steel building technology in Bangladesh. The event also featured participation from prominent local exhibitors such as PEB Steel and McDonald Steel, SteelMark Ltd. alongside major foreign exhibitors including Jiangsu and Xinxiangshang, making it a highly competitive and dynamic industry platform.

This year, Akij Steel Mills Ltd. presented a standout presence with a 200 sq. ft. exhibition stall, entirely designed, fabricated, and installed by the ASML technical and fabrication team. The structure was manufactured using ASML's steel products, showing our core capability in pre-fabricated steel solutions.



The exhibition successfully met ASML's expectations, particularly in terms of industry engagement and client connectivity. As a company operating entirely in the B2B industrial and construction sector, the event proved highly effective—bringing together a wide range of industry leaders, decision-makers, and existing clients under one platform. Our stall attracted significant attention throughout all three days, with strong footfall, meaningful discussions, and high-quality interactions. The crowd remained consistently active and engaging, allowing ASML to effectively communicate our capabilities, showcase our innovations, and strengthen relationships with both current and potential clients. The event reinforced ASML's position as a leading integrated steel solutions provider in Bangladesh's industrial and infrastructure landscape. The expo witnessed a strong turnout, with over 3,000 visitors across the three days, creating excellent opportunities for industry engagement and brand visibility.



# INAUGURATION OF 'SELECTIONS' SHOWROOM AT BANGLAMOTOR



AkijBashir Group has inaugurated a new 'Selections' showroom at Banglamotor, Dhaka, further strengthening its presence as a one-stop destination for premium building materials. Introduced in October 2022 with the motto "Select from the Best," Selections has since opened seven flagship outlets across key locations in Dhaka, Chittagong, Sylhet, Savar, Tangail, and Kishoreganj, steadily earning strong customer trust.

The newly opened Banglamotor showroom, located at 18 Link Road, brings together an extensive assortment of ceramic tiles, boards, doors, sanitaryware, bathware, and tableware—showcasing the full portfolio of AkijBashir Group's renowned brands under one roof.

The showroom was officially inaugurated by Mohammed Khourshed Alam, Chief Operating Officer—Building Materials of AkijBashir Group, in the presence of senior officials, including Mohammed Ashraful Haque, General Manager (Sales) of Akij Ceramics; Bishwajit Paul, Head of Sales at ROSA; and Md. Hasan-Ur-Rashid, proprietor of Yasir Trade Corporation.

With the launch of the Banglamotor outlet, Selections continues its momentum of expansion, offering customers a curated and convenient experience in choosing high-quality building-material solutions.

# AKIJ CERAMICS INAUGURATES EXCLUSIVE NEW SHOWROOM

IN HEMAYETPUR, SAVAR



Akij Ceramics, the country's No. 1 Tiles Brand, has opened another exclusive showroom in Savar to bring its signature craftsmanship and contemporary design closer to customers.

Located on Singair Road, Hemayetpur, Savar, the new showroom—Usha Sanitary & Tiles House, redefines the retail experience with immersive displays, modern layouts, and a curated selection of Akij Ceramics' finest collections.

The inauguration ceremony, held on 12<sup>th</sup> October 2025, was graced by Mohammad Khourshed Alam (COO—Building Materials, AkijBashir Group), Mohammed Ashraful Haque (GM-Sales, Akij Ceramics Limited), Md. Abul Khayer (Proprietor of the showroom), along with senior officials from AkijBashir Group.

A seven-time Best Brand Award and two-time Superbrands Award winner, Akij Ceramics continues its journey of innovation, design excellence, and customer trust—embodying its timeless promise, "Promise of Perfection." Through this expansion, Akij Ceramics strengthens its vision of transforming everyday spaces into expressions of elegance, quality, and modern living.

# CREATIVE INTERIOR SOLUTIONS SHOWCASED

AT AKIJBASHIR GROUP HQ



On 10<sup>th</sup> & 11<sup>th</sup> November, 2025, a Berger Paints Activation Campaign was held at the AkijBashir Group Corporate Office. The activation benefitted employees by providing practical insights and hands-on exposure to innovative home and office improvement solutions. They gained ideas for enhancing their personal and professional spaces, learned time and cost saving techniques for painting and furniture refurbishment, and received expert guidance on interior design. The event also inspired creativity, encouraged engagement with new trends, and offered a unique opportunity to explore services that could improve comfort, aesthetics, and functionality in their daily environments.

The event benefitted employees by inspiring creativity, providing practical ideas for personal and professional environments, and offering hands-on exposure to innovative solutions that enhance comfort, aesthetics, and functionality in daily life.

# PARTICIPATION IN **FINFEST JOB FAIR-2025**



On 9<sup>th</sup> December, 2025, AkijBashir Group had the pleasure of joining the FinFest Job Fair at Jahangirnagar University, organized by the Finance and Banking Department.

Our team enjoyed meeting so many enthusiastic students, collecting CVs, sharing insights through the 'Beyond' newsletter, and helping students navigate opportunities on our career website, truly connecting academia with the professional world.

Events like this remind us why we do what we do: to meet bright young talents, share our vision for sustainable growth, and inspire the next generation of professionals to shape their future with us.



# পিঠা-পুলি মেলা ১৪৩২

আনন্দ, ঐতিহ্য ও সংহতির ছোঁয়া



আকিজবশির গ্রুপ বাংলার ঐতিহ্য ও সাংস্কৃতিক মূল্যবোধকে জীবন্ত রাখার অঙ্গীকার করে চলেছে। এই শীতের মৌসুমে আমরা মম'স মেনু-এর সহযোগিতায় আয়োজন করেছি পিঠা-পুলি মেলা, যেখানে কর্মচারীগণ বাংলার ঐতিহ্যবাহী পিঠা-পুলি এবং বিভিন্ন মিষ্ঠির স্বাদ উপভোগ করেছেন।

মেলায় সরবরাহ করা হয়েছে ভাপা পিঠা, চিতই পিঠার সাথে ভর্তা, পাটিসাপটা, নারিকেল পুলি, তেলের পিঠা, ঝাল পুলি, জিলাপি, রাবড়ি, বুটের হালুয়া এবং জলপাই পান্থ সহ নানা রকম সুস্বাদু আইটেম।

এই মেলার মূল উদ্দেশ্য ছিল কর্মচারীদের মধ্যে আনন্দ, সহযোগিতা ও সংহতির পরিবেশ তৈরি করা। আকিজ বশির গ্রুপ বিশ্বাস করে, এমন ধরনের অনুষ্ঠান কর্মচারীদের একত্রিত করে, তাদের মধ্যে দলগত সম্বয় বাড়ায় এবং কাজের পরিবেশকে আরও উৎসাহব্যঞ্জক করে তোলে।

আকিজবশির গ্রুপ প্রতিটি কর্মচারীকে বাংলার ঐতিহ্যবাহী সংস্কৃতির অংশীদার হিসেবে স্বাগত জানায়, যাতে তারা প্রতিদিনের কাজে অনুপ্রেরণা ও উচ্ছ্বাস অনুভব করতে পারেন।



# CELEBRATING TASTE AND TOGETHERNESS

MAGGI AT AKIJBASHIR GROUP CORPORATE OFFICE



MAGGI, one of Nestlé Bangladesh Ltd.'s most esteemed and popular brands, engaged AkijBashir Group employees through an exclusive sampling program on 19<sup>th</sup> November, 2025, at our corporate office. The initiative, designed specifically for our company members and staff, offered an opportunity to experience the rich flavors of MAGGI Thai, Corn with Chicken, and Winter Vegetables Soup.

Beyond providing a delightful culinary experience, the program fostered employee engagement, camaraderie, and a sense of appreciation by bringing colleagues together in a relaxed and enjoyable setting. This interactive activity strengthened workplace relationships and reinforced a positive organizational culture that values both employee well-being and shared experiences.

The event not only offered a taste of Nestlé's innovative offerings but also demonstrated the company's commitment to creating health-conscious and enjoyable experiences that nurture connections among employees and enhance overall workplace harmony.



# AKIJBASHIR GLASS AT THE IAB BUILD EXPO 2025



AkijBashir Glass made a strong and memorable presence at IAB Build Expo 2025, engaging architects, designers, builders, and industry professionals at the Bangladesh China Friendship Conference Center in Dhaka.

The showcase featured our latest range of advanced glass solutions, thoughtfully curated for contemporary architecture. From 700 PPM Clear Glass and True Tempered Glass with both side convection technology to Bangladesh's first Copper Free Silver Mirror, the portfolio reflected innovation, performance, and design relevance. Visitors were also introduced to upcoming glass technologies, reinforcing our commitment to continuous progress and quality excellence.

The pavilion followed a modern and minimalist design approach that highlighted the product portfolio while retaining the quiet glamour of a showstopper. Designed to feel as transparent and unobtrusive as glass itself, the space allowed light, clarity, and openness to lead the experience. Designed on behalf of DWm4 Intrends Ltd. for AkijBashir Glass, the pavilion translated brand values into a refined architectural expression that resonated strongly with the architectural community.

# LESSONS FOR NEW MANAGERS

## BUILDING THE FOUNDATION OF CORPORATE SUCCESS



### MOHAMMOD KHOURSHED ALAM

Chief Operating Officer, Building Materials  
AkijBashir Group

Stepping into a managerial role marks a major milestone in anyone's corporate journey. It brings pride, responsibility, and the challenge of leading others while continuing to grow personally. Many new managers quickly realize that success in management is not only about technical knowledge—it's about mindset, discipline, and continuous development.

For such people in our organization, I would like to share some important lessons and focus areas that every new manager should nurture in the early stage of their leadership life.

#### 1. Time Management: The Art of Making Every Minute Count

In the corporate world, time is your most limited resource. A manager's day can easily disappear in emails, calls, and meetings. Learn to prioritize tasks by importance, not by urgency. Use planning tools, delegate smartly, and create time blocks for thinking and strategy. Managing time well shows respect for both your own work and your team's effort.

#### 2. Self-Development: Grow Before You Lead Others

A manager who doesn't grow soon loses the ability to guide others. Keep learning through training, reading, and observing senior leaders. Accept feedback with openness. Build self-awareness, know your strengths and areas for improvement. Personal growth fuels professional progress.

#### 3. Communication: The Heart of Leadership

Strong communication is the foundation of effective management. Be clear, concise, and transparent in your messages. Listen more than you speak. Communicate not just with words, but with empathy and intent. A good communicator prevents confusion, creates alignment, and earns trust.

#### 4. Team Building: Turning a Group into a Team

Teamwork is where leadership is truly tested. Encourage collaboration, recognise contributions, and resolve conflicts quickly. Remember, people don't leave companies—they leave managers. Create an environment where every member feels respected, supported, and valued.

#### 5. Performance Management: Guiding with Fairness and Focus

Performance management is a continuous process. Set clear goals, measure progress, and provide regular feedback. Appreciate achievements and coach underperformance with empathy. When people feel guided and recognised, they give their best effort naturally.

#### 6. Decision-Making: Balancing Logic and Judgement

Every manager faces decisions—some routine, others critical. Don't fear mistakes; fear indecision. Gather facts, consult relevant people, and take action confidently. Learn from both success and failure. Sound decisions build your credibility as a leader.

#### 7. Adaptability: Thriving in Change

Corporate life is full of uncertainty. New markets, new technology, new challenges. The best managers stay flexible. They see change not as a threat but as a chance to improve. Adaptability ensures you remain relevant and resilient in every situation.

#### 8. Integrity and Ethics: The True Test of Leadership

Integrity is non-negotiable. Be honest, transparent, and consistent in your actions. A manager's character sets the tone for the entire team. Remember, reputation is built slowly but can be lost in a single act of dishonesty. Leadership without ethics is never sustainable.

#### 9. Emotional Intelligence: Managing Self and Others

In the pressure of deadlines and targets, emotions often run high. Leaders with emotional intelligence manage stress wisely, stay calm under pressure, and connect deeply with their team. Understanding people's emotions helps solve problems faster and build lasting loyalty.

#### 10. Contribution Beyond the Role: Thinking Like an Owner

Great managers don't limit themselves to their job description. They think beyond their department, understand the business as a whole, and look for opportunities to add value. When you start thinking like an owner, your leadership impact multiplies.

#### 11. Work-Life Balance: Sustaining Your Energy

Finally, success should not come at the cost of health or family. Learn to disconnect, recharge, and spend quality time outside work. A balanced manager stays positive, creative, and productive for the long run.

#### Conclusion

Management is not just a position—it's a journey of growth, learning, and contribution. Every decision you take, every person you guide, and every value you uphold shapes not only your career but also your organisation's culture.

For new managers, the journey has just begun. The more you invest in yourself and your people, the stronger your leadership legacy will be.

# PIECE RATE

## A NEW CHAPTER AT AKIJ BATHWARE LIMITED



### MD. RAKIB RAIHAN

Plant Head  
Akij Bathware Limited

Tuesday, 1<sup>st</sup> July, 2025, marks a significant milestone for Akij Bathware. On this day, we officially began a new journey—the implementation of the 'Piece Rate System' in our factory. This marks not just a change in how we operate, but a step forward in empowering our workforce and enhancing our productivity.

#### Piece Rate Explained

In a manufacturing environment, the piece rate system refers to a wage model where workers are compensated based on the number of units they produce. Simply put, the more a worker produces, the more they earn. This approach links individual effort directly to individual reward, fostering motivation and accountability.

#### The Case Behind Implementing Piece Rate

Since our production operations began in June 2022, we have made many improvements. Yet, despite our best efforts, we have not fully achieved the efficiency we aspire to.

With faith in the Almighty and hope for a better tomorrow, we are proud to introduce the piece rate system, with the following key goals in mind:

- Boost overall productivity
- Ensure better machine utilization
- Improve workforce efficiency
- Offer opportunities for better income
- Reduce wage disparities among workers
- Simplify working hours for better work-life balance

#### Key Steps Before Implementation of Piece Rate

Five months ago, when we decided to move toward a piece rate system, we began recording individual production data. We validated this by comparing outputs across workers with varying skill levels, and based on that analysis, we drafted an initial rate per piece.

#### Voice of Workers

Before finalizing the rate per piece, we made it a priority to hear directly from our workforce. Through individual discussions, we gathered their input, reviewed their suggestions, and developed a fair and transparent rate structure. They welcomed the change with understanding and cooperation. Their consent and enthusiasm are the foundation of this initiative.

While we are currently rolling out the piece rate system on a trial basis, we are confident that this step will pave the way for lasting success—both for the factory and the individuals who drive its progress.

A factory is only as strong as its production, and production flourishes when both owner and labor move forward together in harmony. At Akij Bathware, we are committed to building that harmony every day. While our journey is still in its early stages, our dedication to continuous improvement remains unwavering, In Sha Allah.

As we move ahead with this new system, we ask for your prayers and continued support. Together, we believe this new chapter will bring growth, opportunity, and shared success for all.



# BUILDING A FUTURE READY FINANCE FUNCTION

## FOR POST-LDC BANGLADESH



**MD. FAROOQ AHMMAD BHUYA FCA**

Operations Finance Controller  
AkijBashir Group

Bangladesh is entering a defining phase in its economic history. The country preparing to graduate from Least Developed Country (LDC) status, the coming days will be marked by honor, opportunity along with greater & ruthless competitive pressure.

For decades, Bangladesh's growth was supported by preferential trade access, concessional borrowing, and protections with inherent cost advantages. Post-LDC graduation, those privileges will fade, protections will not be available, access to finance will be costly and exposure to global competitors mostly with cost. As a result, businesses will compete on efficiency, global cost competitiveness, and innovation—but not protection & preferences.

In this new landscape, the Finance Function can no longer remain a backward-looking, back-office support or compliance & reporting-focused department. It must evolve into a Performance Engine—a core enabler of business competitiveness, data-driven decision-making, and sustainable value creation. Finance can no longer stop at reporting the past; it must help shape the future.

### **The Need for a Modern Finance Function & Why Structure Becomes a Competitive Weapon**

To win in this new environment, our companies must rethink the role of finance. A traditional finance function—focused only on accounting, reporting, and compliance—cannot



support the speed, complexity, and competitiveness required today. What organizations need is a modern finance function designed as an integrated performance engine: one that blends financial control with business partnership, analytics with operational visibility, and treasury with strategic decision support. The structure of the finance organization becomes a competitive weapon when it creates clarity of roles, specialization of expertise, faster insights, stronger financial governance, and deeper alignment with business strategy. The right finance function structure enables businesses to anticipate risks, allocate capital smarter, reduce cost leakages, accelerate budgeting, and drive operational efficiency across the value chain.

#### The Five Pillars of Modern Finance Functions

To deliver on these diverse expectations, a well-structured finance organization typically rests on five key pillars—each with distinct responsibilities yet deeply interconnected.

#### Pillar I: Financial Planning & Analysis (FP&A)

FP&A is the strategic finance part of the finance organization. This team is responsible for budgeting, forecasting, scenario planning, and performance tracking against targets. They use data analysis and modeling to project future outcomes and support in setting realistic, data-driven goals.

While accounting looks backward, FP&A looks forward—helping the business navigate uncertainty with insight and foresight.

FP&A, connecting the future and external dynamics with business decisions. Translates external trends, market insights, signals, and strategy into financial foresight.

#### Pillar II: Finance Business Partnering

Finance business partners serve as the bridge between finance and operations.

They work closely with manufacturing, operation, supply chain, sales, and other departments to translate financial insights into actionable business decisions.

Rather than merely reporting numbers, they interpret what the numbers mean—supporting business teams making effective decisions, cost optimization, and performance improvement initiatives.

This function is about strongly embedding finance within the business—ensuring that every operational decision is made with a clear financial logic. And business partners act as co-pilots of operational decision-making. Business partners may physically sit with operational teams and co-own major KPI.

Finance Business Partner Roles may generally include:

- Plant Finance Partners (manufacturing, overall equipment efficiency, energy efficiency, yield and asset utilization)
- Commercial Finance Partners (pricing, discounts, product line profitability)
- Supply Chain Finance Partners (logistics cost, supply chain cost, inventory efficiency)
- HR Finance Partners (headcount and payroll expenses)
- Capex Finance Partners (investment ROI and budget control)

#### Pillar III: Core Finance (the traditional part of finance function)

This is the general and most functional part of the finance function commonly seen in local Bangladeshi companies. The core activities are validating, safeguarding, and ensuring financial integrity and managing accounting, reporting, compliance, and control processes to protect accuracy and governance. This is the foundation of trust and control.

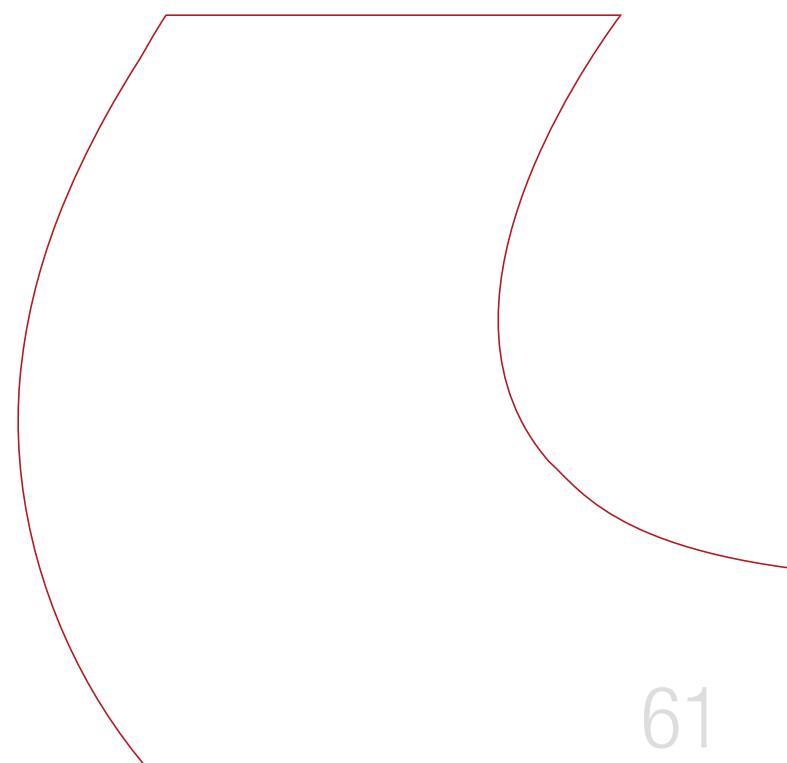
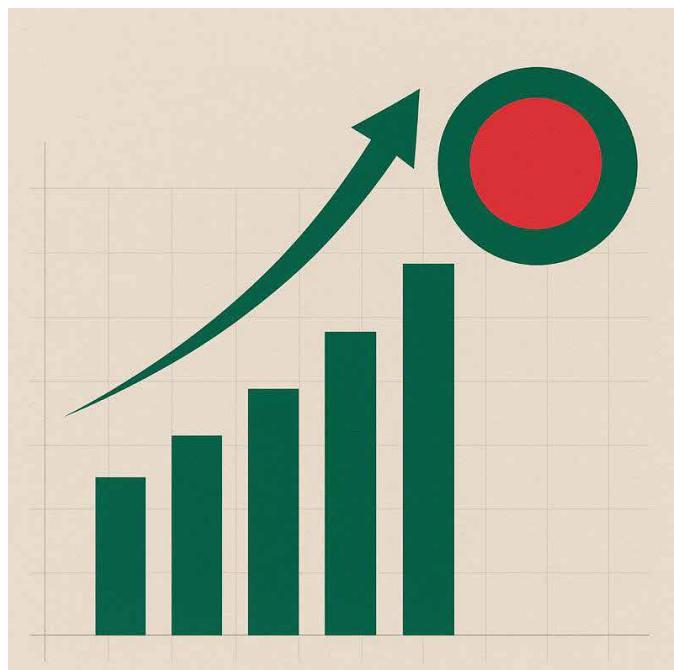
#### Pillar IV: Treasury & Risk Management

Treasury & Risk Management is securing financial stability and optimizing liquidity.

This manages funding, cash, and risk to maintain resilience and enable strategic flexibility. Balances financial strength with capital efficiency. This is the guardian of liquidity and financial risk management.

#### Pillar V: Finance Excellence and Transformation Center

This will be shaping the future of finance through technology, data, and process simplification, integration and innovation. This pillar is the architect of tomorrow's finance.



# BEYOND THE FLOW UNLOCKING THE POTENTIAL THROUGH EXCELLENCE IN EXECUTION



**SHAH MD. SADARUDDIN SHIBLY**

Senior Manager, Supply Chain Management  
AkijBashir Group

In the routine activities of corporate life—managing targets, responding to competition—each individual must fulfil a pivotal role through effective engagement with people and processes. Excellence in execution arises not solely from functional skills, but also from a set of soft skills that are common to all functions and indispensable to a culture of teamwork.

This discussion focuses on several of those soft skills which are essential to overcoming personal and professional limitations in self-development and to becoming an outstanding team member.

## Effective Communication: The Heart of Workplace Success

Communication means more than exchanging words—it's about understanding, clarity, and connection. In corporate life, effective communication keeps teams aligned, builds trust, and prevents confusion.

How to practice it daily

- Listen actively before responding.
- Be clear and specific in your message.
- Use the right channel—email, call, or face-to-face—for the context.
- Give feedback respectfully and receive it openly.

Good communication turns ideas into action and coworkers into collaborators. Clarity in communication is clarity in leadership.



## Listening with Empathy: What It Really Means

Listening with empathy means hearing not just the words someone says, but also understanding the feelings and intentions behind them. It's about being fully present—without interrupting, judging, or rushing to reply.

In corporate life, empathy in listening builds trust, respect, and collaboration. It helps resolve conflicts faster and makes people feel genuinely valued—not just managed.

How to practice it daily

- Pause and give full attention when others speak.
- Ask clarifying questions instead of giving quick opinions.
- Reflect back what you heard ("So you mean...") to show you understand.
- Respond with respect, even when you disagree.

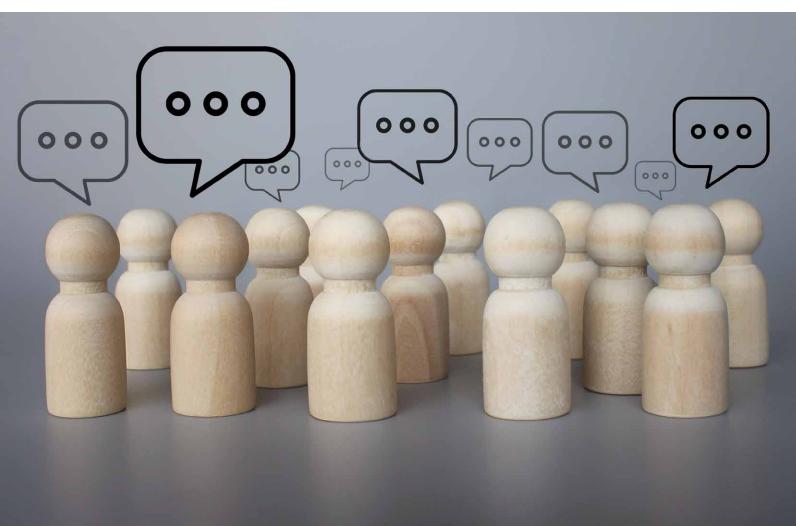
When leaders and teams listen with empathy, conversations turn into connections, and workplaces turn into stronger communities.

## Email Writing: The Art of Clear Communication

In corporate life, email is more than a message—it's your professional voice. An effective email is clear, concise, and purposeful.

Keys to writing better emails

- Be clear on purpose: Know why you're writing and what you expect in return.
- Use structure: Greeting → Context → Action → Closing.
- Keep it short: Busy readers value brevity.
- Use a professional tone: Be polite, not robotic.
- Proofread: Check grammar, names, and attachments before sending. A good email saves time, builds clarity, and strengthens your professional image.





### Constructive Feedback: The Key to Growth

Constructive feedback means sharing observations that help others improve, not feel criticized. It focuses on behavior and outcomes, not personal traits.

#### How to practice it daily

- Give feedback promptly and respectfully.
- Be specific. Mention what worked and what can improve.
- Use positive language: "You could try..." instead of "You did wrong."
- Stay open to receiving feedback as well.

When practiced with empathy and clarity, feedback becomes a tool for learning, trust, and continuous growth.

Feedback given well is a gift, not a judgment.

### Positive Confrontation: Courage with Respect

Positive confrontation means addressing issues directly and respectfully instead of avoiding them. It's about solving problems, not blaming people.

#### How to practice it daily

- Focus on the issue, not the person.
- Use calm, factual language—not emotion or assumptions.
- Listen to the other side before responding.
- Aim for solution and understanding, not victory.

In corporate life, positive confrontation builds trust, clears tension, and strengthens teamwork. True professionalism is facing conflict with honesty and respect.



### Team Building: Turning Individuals into One Force

Team building means creating an environment where people collaborate, trust, and support each other to achieve common goals. It's about connection, not just coordination.

#### How to practice it daily

- Communicate openly and share information.
- Appreciate others' contributions.
- Encourage collaboration over competition.
- Solve problems together, not in silos.

Strong teams don't just work together, they grow together. Teamwork turns effort into excellence.

# QUALITY CONTROL OF STEEL STRUCTURE FABRICATION

## ENSURING EXCELLENCE AT AKIJ STEEL MILLS LIMITED



**NRIPENDRA NATH ROY**

Manager, Quality Control  
Akij Steel Mills Limited

Quality control is essential in the steel industry, where structural integrity and safety are paramount. Steel structures serve as the backbone of infrastructure, from bridges and buildings to industrial plants and towers. A failure in the fabrication process can lead to catastrophic results, affecting not only the safety of the structure but also the reputation of the manufacturer. At Akij Steel Mills Limited, we understand the stakes involved, and thus, we have invested heavily in QC measures to ensure that each fabricated structure meets or exceeds client specifications and relevant international standards.

### 1. Quality Control Process

Our QC process is comprehensive and spans several stages, ensuring that the steel structures we produce are durable, safe, and fit for their intended use.

#### 1.1 Material Selection and Verification

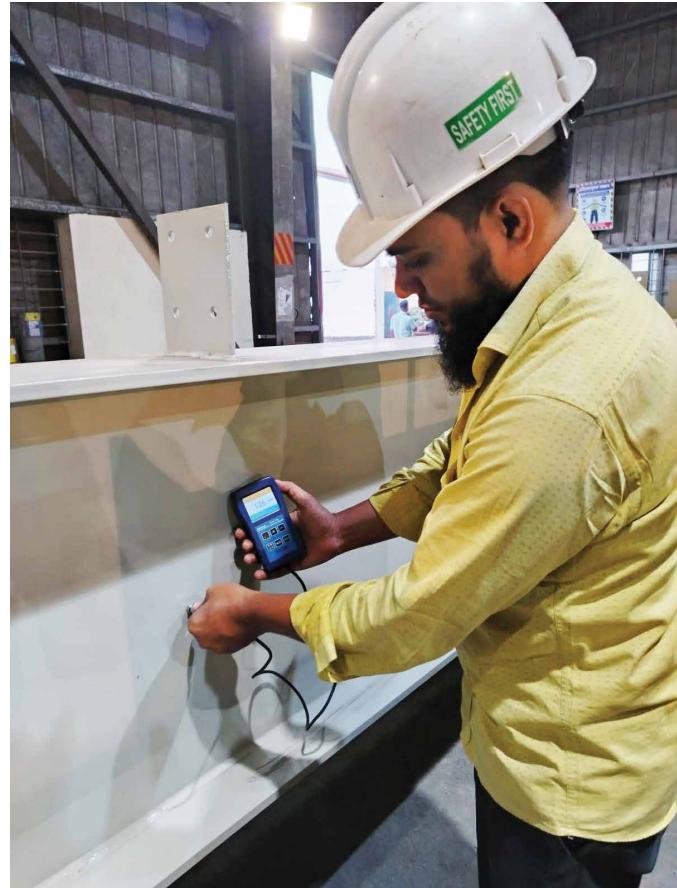
The foundation of high-quality steel structures starts with the raw materials. At Akij Steel Mills Limited, we carefully select the best quality steel and verify its composition through Mill Test Certificates (MTCs), ensuring it meets the required chemical properties and mechanical strength for each specific project. This attention to detail guarantees that the steel we use is of superior quality, which is essential for the structural integrity of the finished product.

#### 1.2 Dimensional Accuracy and Tolerances

We emphasize precision in dimensions, as even a small deviation can compromise the integrity of the structure. Our skilled technicians use the latest measurement tools, such as Vernier calipers, micrometers, and alignment tools, to check dimensions at every critical stage of fabrication. We ensure that all fabricated components, such as beams, columns, and plates, are within the specified tolerances to meet the project's design specifications.

#### 1.3 Welding and Fit-Up Inspection

Welding is a critical aspect of steel structure fabrication, and it requires special attention. At Akij Steel Mills Limited, we adhere to international welding standards, including AWS D1.1 (American Welding Society) ISO 3834. Our qualified welding inspectors conduct thorough checks to ensure that welds are correctly executed, free from defects like cracks, porosity, and undercuts.



Before welding begins, we also perform fit-up checks to ensure that components are aligned and positioned as per the drawing specifications. This is essential to avoid misalignment during the welding process, which can cause joint weakness. Our QC team checks to ensure that the pieces align perfectly before welding begins.

#### 1.4 Non-Destructive Testing (NDT)

For critical welds, we perform Non-Destructive Testing (NDT), including Ultrasonic testing (UT) and Dye penetrant testing (DPT), Magnetic particle testing (MPT) to detect any potential internal flaws that could compromise the welds. These tests are performed by certified NDT professionals, ensuring that every weld in our steel structures meets the highest standards of strength and durability.

#### 1.5 Surface Quality and Coating

Steel structures are often exposed to harsh environmental conditions. Therefore, it is essential to ensure proper surface preparation and protective coatings to prevent corrosion. Our QC team inspects the surface quality of all steel components, checking for any rust, mill scale, or other contaminants that could affect the bonding of coatings. We then ensure that all components undergo proper surface blasting or grinding to meet the required surface roughness before painting.

Once the surface is prepared, we apply protective coatings and use dry film thickness gauges to verify the uniformity and thickness of the coating. Our goal is to ensure the long-term durability of our structures, minimizing maintenance costs for our clients.

#### 1.6 Final Inspection and Documentation

Before any steel structure leaves our facility, it undergoes a final inspection. Our QC inspectors conduct a thorough check of all fabricated components to ensure that they comply with the design specifications and industry standards. We also ensure that all necessary documentation is in place, including welding logs, material traceability reports, and inspection certificates.

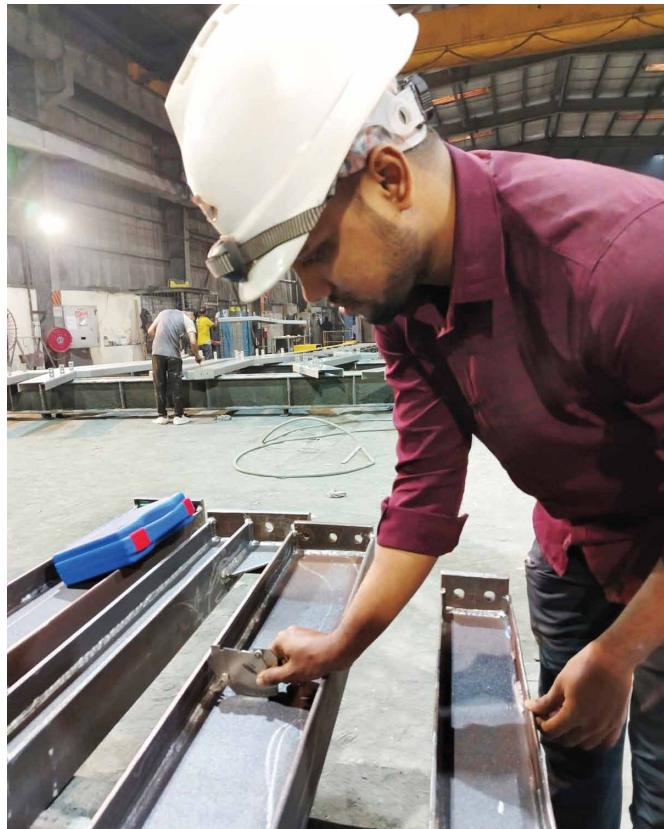
#### 2. Our Commitment to Continuous Improvement

At Akij Steel Mills Limited, our commitment to quality is a continuous journey. We believe in constant learning and improvement. Regular training sessions for our QC staff, updating equipment to the latest standards, and reviewing our procedures ensure that we stay ahead of industry trends. We also conduct internal audits and gather feedback from clients to identify areas for improvement.

Moreover, we take pride in being an ISO 9001, ISO 14001, ISO 45001 certified company, which speaks to our commitment to maintaining a high-quality management system and improving customer satisfaction.

#### 3. Our Impact on Clients and the Market

By focusing on rigorous quality control throughout the fabrication process, Akij Steel Mills Limited has earned the trust and respect of our clients and partners. We have successfully delivered high-quality steel structures for various industries, including construction, industrial plants, and infrastructure projects. Our reputation for quality, safety, and reliability has not only garnered repeat business but also expanded our presence in new markets.



#### Conclusion

Quality control is at the heart of everything we do at Akij Steel Mills Limited. From the careful selection of raw materials to the final inspection of our fabricated steel structures, every step in the process is designed to ensure that our clients receive products of the highest quality. This commitment to excellence not only safeguards the integrity and safety of the structures we produce but also enhances the goodwill and reputation of our company in the industry.

At Akij Steel Mills Limited, we are not just building steel structures; we are building trust with our clients, enhancing our brand reputation, and contributing to the growth and development of the industries we serve.

# UNSTOPPABLE

## IN THE HALL OF FAME



### ANIKA ZARIN CHOWDHURY

Associate Executive  
Group HR, Admin & Compliance  
AkijBashir Group

Every challenge that lies ahead, no matter how intimidating, has one thing in common: it can be overcome by taking the next step. Not the perfect step, not the flawless step; just the next one. When you refuse to stop, even when things get difficult, you ignite a force within yourself that starts small but grows stronger with every decision, every effort, and every act of perseverance.

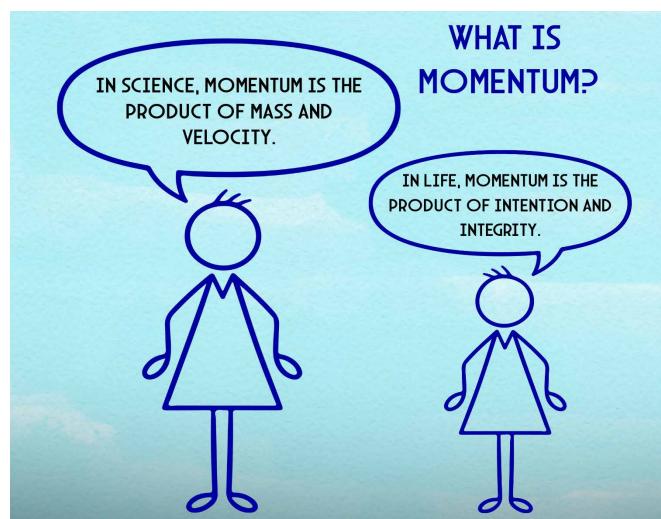
Momentum is often romanticised as a surge of energy, a rush of inspiration that sweeps us forward. But real momentum is far more complex, far more deliberate, and far more resilient. It is not born in moments of excitement; it is engineered through choices, discipline, and the unwavering integrity that binds them.

#### The Quiet Science of Becoming Unstoppable

Anyone can start something. Most people do. They begin with passion, with optimism, with the thrill of new beginnings. But momentum does not arise in beginnings; it emerges in the continuation. It is formed in the gritty middle stages, where enthusiasm fades, and responsibility begins to weigh heavier than excitement. This is the point where many stop. But the moment you refuse to stop, something powerful begins to unfold.

You enter a rare psychological zone where persistence compounds. A single decision to continue creates the next decision, and that one creates another. Soon, you are no longer being pushed by motivation; you are being carried forward by momentum, a force you built with your own hands and your own principles.

And this is exactly where the spirit of "I Am Unstoppable" comes alive. Not in a loud declaration, but in the quiet rebellion against giving up. The song's message,



"I Am Unstoppable" by Sia, echoes the same truth: strength is not the absence of struggle, but the courage to push through it. The unstoppable mindset is forged in the moments when you keep moving despite the weight you carry, when you hold your ground, lift your chin, and continue forward even if your confidence feels like armour you had to craft yourself.

Momentum and the unstoppable spirit are twins: One built through action, the other built through belief. When they merge, something extraordinary happens: you stop relying on bursts of motivation and begin rising on your own rhythm, your own resilience, your own integrity. You don't just move; you advance. You don't just try; you transform.

In that union of persistence and self-belief, you become exactly what the song celebrates: a person who keeps going, keeps rising, keeps becoming...unstoppable.

#### Burning Bright

To stand in the Hall of Fame is to rise above fear, doubt, and the barriers women confront every day, in workplaces, communities, and life itself. Recognition comes not from luck, but from courage, intentional effort, and the steady strength that pushes someone forward even when the world questions them.

Their names are remembered not because the world looked for them, but because they refused to stop. Women's actions lift others, spark change, and create waves of empowerment. The Hall of Fame by The Script isn't just a symbol of success; it mirrors the journey of those who rise, persist, lead, and remain unstoppable in pursuit of purpose.

When women burn with their brightest flame, their momentum becomes a driving force. Every step taken, every barrier challenged, and every goal reached fuels inspiration for others. Momentum isn't created through grand gestures, but through the consistent, principled choices women make each day: showing up, speaking out, and leading with integrity.

This is my story, the one I carry with me every day. Every step I take matters. Every choice, every small act of courage, every time I decide to keep going, adds to something bigger than me. When fear or doubt shows up, I remind myself: momentum grows in the quiet moments, in simply showing up, even when it's hard. Step by step, I rise. Choice by choice, my momentum builds. Slowly, surely, challenges give way, barriers fall, and the impact I create begins to take shape.

Every morning, I look in the mirror and remind myself: "This is my power. This is my rhythm. This is how I keep moving forward. I am unstoppable."

# EXPLORING THE ART OF JUTE PRODUCTION

## INSIGHTS FROM OUR LEARNING VISIT TO JUTE MILL



### ASADUZZAMAN ASAD

Associate Officer, Export  
Janata Jute Mills Limited  
AkijBashir Group

We recently had the valuable opportunity to visit our jute mill located in Boalmari, Faridpur to gain a deeper understanding of the jute products manufacturing process. The experience was both educational and offered us firsthand insight into how raw jute fiber is transformed into finished products.

Our journey began from our Head Office, accompanied by our respected DGM Sir Mr. Mahbubul Hossain and AGM Sir Mr. Mirza Ashraf Uddin. The objective was clear—to observe and understand each step of the jute production process.

Upon arrival, our respected project head sir welcomed us in our factory inspection bungalow. After orientation and safety instructions, we entered the mill to begin our visit. There was a rhythmic hum of machinery and the distinctive earthy scent of jute. The visit commenced in the raw jute section, where large bundles of raw jute fiber were piled. Here, workers were seen sorting and softening the fibers with an emulsifier to make them more pliable for further processing.

Next, we moved to the carding and spinning units. In these areas, long rows of machines combed the fibers and spun them into threads. Though the sound was loud, the precision and speed of the operation were truly captivating.

Our visit continued into the weaving section, where the spun jute yarn was woven into hessian cloth, bags, and ropes. The efficiency and skill of the workers managing these machines were particularly noteworthy.

Finally, we reached the finishing and packaging section. Here, the jute fabrics were cut, stitched, and prepared for shipment. Throughout the visit, we gained a thorough understanding of the complete jute production process:

- Selection and softening of raw jute
- Carding and drawing—aligning and cleaning fibers
- Spinning—producing yarn
- Weaving—turning yarn into fabric
- Finishing and packaging—cutting, stitching, and labeling.

Each stage of production is intricately connected, and we saw how teamwork, attention to detail, and strict quality control contributes to creating durable, eco-friendly jute products.

We are sincerely grateful to our DGM Sir and Project Head Sir. Their clear explanations and involvement have greatly helped us understand the jute product manufacturing process in depth. Through their insights and practical demonstrations, we gained a thorough understanding of each stage from raw jute to finished products.

In addition to visiting the factory, we stayed at the factory inspection bungalow, which provided a peaceful and comfortable environment. A highlight of the afternoon was a relaxing fishing session with our factory project head sir—an experience that made the visit even more memorable.

### Reflection

Witnessing the transformation from raw jute to finished product gave us a new perspective on the dedication and craftsmanship involved. It was an eye-opening experience that not only enhanced our technical knowledge but also strengthened our connection with the team at the factory.



# BTL IN A DIGITAL JUNGLE

## DEAD TACTIC OR SECRET WEAPON?

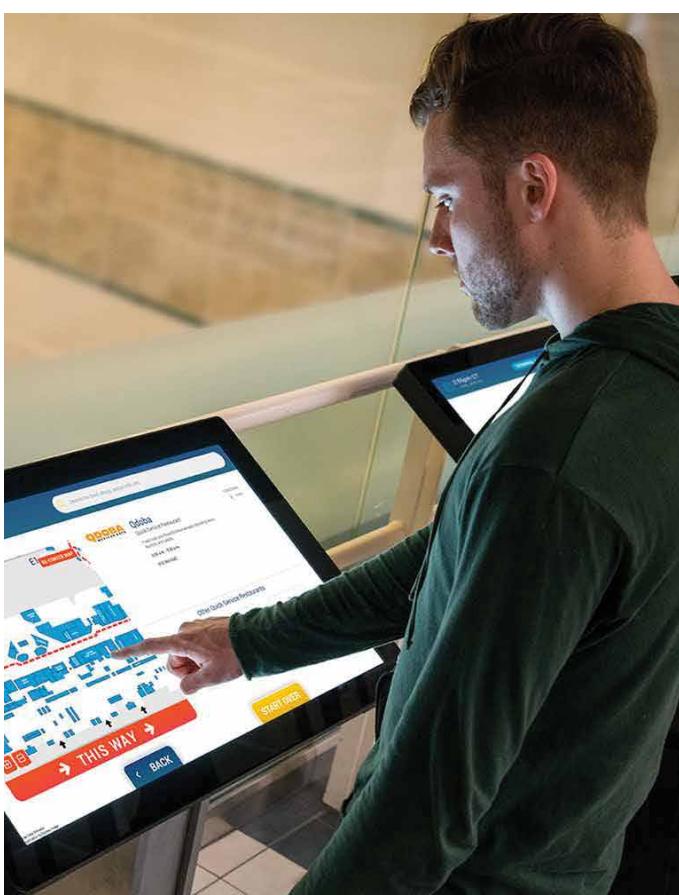


**MD. JAMIR UDDIN RAMI**

Senior Executive, Marketing  
AkijBashir Group

A decade ago, marketing felt like it had only one direction—digital. Budgets were shifted online, dashboards lit up with CTRs and impressions, and many predicted that physical activations would quietly disappear. Fast forward to today, and digital ad spend has crossed \$650 billion globally (Statista, 2024), taking up nearly two-thirds of all marketing budgets.

So, is BTL still alive, or just a relic we refuse to bury?



### When a Pop-Up Beats a Pop-Up Ad

Think about this. You're scrolling on your phone inside a mall, skipping ads without a second thought. Then, in the corner, you notice a porcelain tea booth. You stop. You touch, sip, and experience something real. That single moment stays with you—far longer than the Instagram reels you swiped past.

That's the BTL advantage. It doesn't chase impressions on a screen. It creates impressions that last in memory.



### Numbers Don't Lie—People Still Crave Human Touch

EventTrack's 2023 study revealed that 74% of consumers are more likely to purchase after attending a branded event. That speaks volumes.

BTL works because it meets people where they are—at the right place, in the right moment—cutting through the digital noise.

And when paired with digital, the impact multiplies. A street activation in Dhaka doesn't just reach the crowd on-site. Once posted on TikTok or Facebook, it can snowball into thousands of shares and millions of views.

### Bangladesh: Where Community Still Wins

Yes, internet penetration has soared past 70% (BTRC, 2024). But Bangladesh is still deeply social at its core. From buzzing marketplaces to trade fairs, face-to-face interactions build credibility in a way online banners can't. A well-executed activation on the streets of Dhaka can create trust that a digital-only campaign struggles to match.

BTL today isn't about just crowd size—it's about:

- Creating moments people want to share online.
- Delivering multi-sensory experiences that no screen can replicate.
- Serving as a launchpad for digital amplification, where one physical spark sets off an online wildfire.

### The Hybrid Future

BTL isn't dead. It's reinvented. The future isn't Digital versus BTL—it's Digital plus BTL. One brings scale, the other brings depth. One drives awareness, the other builds trust. Together, they create brand love that lingers long after the scroll ends.

In today's attention-deficit world, BTL isn't just a side act—it's the plot twist that keeps people hooked. And in marketing, that twist might just be your winning card.

# THE MOTIVE-DRIVEN MARKETPLACE

## REWRITING THE RULES OF THE OLD PLAYBOOK



### MD. ASIF IQBAL AHAD

Deputy Manager  
Market Intelligence  
AkijBashir Group

#### Knowing the Customer: Why Segmentation & Buying Motives Matter in Any Business

Think about the last time you bought a shirt, saree or panjabi. You probably didn't wake up that morning thinking, "Today I will definitely buy a shirt."

But something nudged you:

- A festival was coming
- Your old shirt felt worn
- You wanted something comfortable
- You wanted to look good
- Or maybe you simply walked past a shop that "felt right"

You walked in as a suspect, looked around as a prospect, tried a few items as a buyer and finally became a customer when you paid. If you later recommended the shop to friends, you became an advocate customer.

This is the same journey our customers go through in the business world—from dealers and architects to fabricators and homeowners.



#### The Story Behind Every Purchase

Think back to that moment you bought the cloth.

What triggered the decision?

- Was it to make a gain? (look better, feel better)
- Was it to avoid a loss? (replace an old shirt, prepare for an event)
- Was it for comfort? (lightweight fabric, breathable material)
- Was it to avoid hassle? (a shop you trust, shorter decision time)
- Was it for pride? (premium brand, stylish design)
- Was it for social approval? (a look you want to be recognized for)

Your buying motive shaped your entire journey. And the shopkeeper who understood that motive—won the sale. Whether it is glass, board, tiles, doors, bathware or jute/PET films—our customers don't buy products; they buy motives. Each has their own customer type and their own buying motive.

#### Buying Motives Drive Every Purchase

Just like your clothing purchase was driven by a motive, so are B2B decisions.

#### Building Materials:

- Developer wants cost savings + timely delivery
- Architect wants aesthetic edge + design flexibility
- Dealer wants better margin + fast rotation
- Fabricator wants easy installation + fewer complaints

#### Jute Buyers:

- EU importer wants sustainability + reliability
- Brand owner wants customization + visual appeal
- Trader wants price stability + predictable shipment

**PET/BOPET Film**

- Converter wants consistent quality + machinability
- Food packer wants barrier properties + shelf life gain

Every one of these motives is a mirror of what drives us when we shop personally: gain, safety, comfort, pride, convenience.

- maybe he touched the fabric twice before choosing
- maybe he asked for price first
- maybe he was looking for a specific brand

Your intuition told you what kind of buyer he was. Now imagine you have thousands of such customers across glass

### Buying Motives Related to Customers



### Buying Motives Related to Customers

**Where Magic Happens: Motive x Segment x Benefit**

When we combine: Correct customer segment x Clear buying motive x Right product feature and benefit, we win the customer before competitors even arrive.

**When Intuition Meets Data: The Future of Customer Understanding**

Up to this point, we explored how customer segmentation and buying motives shape every successful business decision—whether in building materials, jute exports, PET/BOPET films or any other trade. But here is where the story takes a transformative turn.

Imagine you run a shop. One day, a customer walks in and

buys a shirt. You noticed something: dealers, tile showrooms, jute export partners and PET/BOPET film converters. No human can track all the patterns. But AI can.

**The Magic of Data Science: Giving Structure to Human Instinct**

Every business today collects fragments of information—order sizes, discount responses, repeat purchase frequency, preference for premium vs. economy lines and even the time gap between two orders. Alone, these data points are just numbers. But once AI arranges them, a hidden pattern emerges.

## 1. Clustering Customers by Behavior (Machine Learning at Work)

AI can automatically discover customer groups such as:

- **Discount-Responsive Dealers (Glass/Tiles):** Those who suddenly purchase 30% more after a promotional offer. They aren't disloyal—just price-sensitive. Knowing this helps shape campaigns.
- **Quality-Weighted Industrial Buyers (Jute, PET/BOPET Films):** These buyers reject low variance and prefer long-term consistency. AI spots them because their purchase volume remains stable even during price spikes.
- **Premium Seekers (Aesthetic Tableware, Designer Tiles, Luxury Doors):** They buy to stand out, not to save money. Their behavior shows lower frequency but higher average order value.
- **Volume Stabilizers (Mid-tier dealers across product lines):** They anchor your monthly baseline business. AI highlights them as 'high retention, low volatility.'

These segments aren't created by guesswork—they emerge from algorithms that read thousands of data points and link them to buying motives.

## 2. Predicting 'Purchase Health' Before It Drops

AI can forecast whether a dealer is slowing down, switching to

a competitor or preparing for a big seasonal purchase. For example: A glass dealer who usually buys every 7–10 days but suddenly stretches to 20 days is flagged as 'at-risk'. A jute buyer whose order size grows steadily over three cycles may be planning a capacity expansion.

This is intuition but quantified and automated.

## 3. Connecting Motives to Actions (The Motive Map Goes Digital)

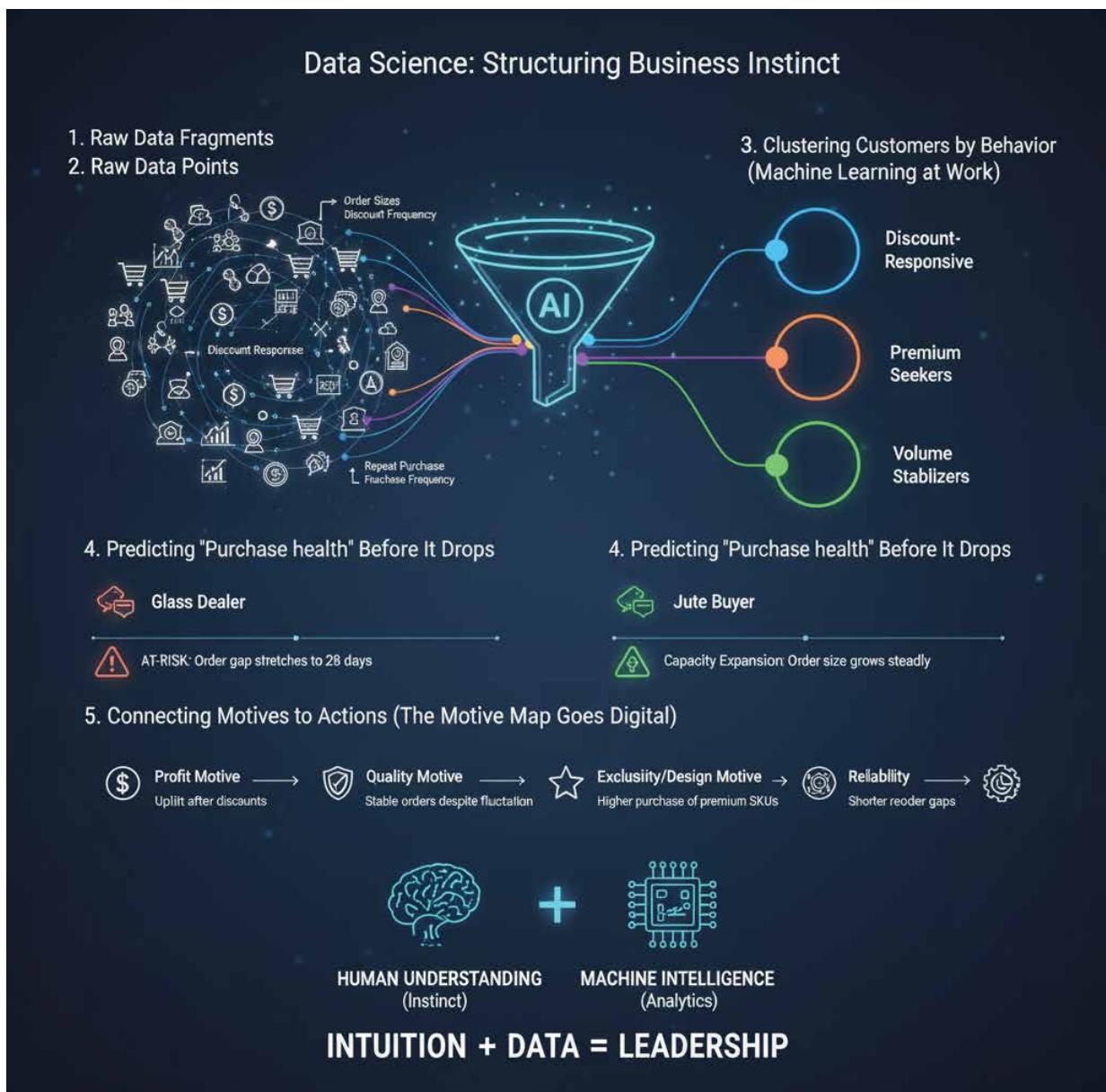
Whether the motive is profit margin, quality assurance, exclusivity, design taste or long-term reliability—AI can link motives to measurable patterns such as:

- uplift after discounts → profit-driven motive
- stable orders despite price fluctuation → quality-driven motive
- higher purchase of premium SKUs → distinctiveness motive
- shorter reorder gaps → performance guarantee motive

And suddenly, what once seemed like 'dealer behavior' becomes clear, predictable and actionable.

### Intuition + Data = Leadership

Our teams have decades of field intuition. AI does not replace that—it amplifies it, validates it and scales it. This combination creates the sharpest possible competitive edge.



# CHARTING EXCELLENCE

## THE JOURNEY BEYOND TOMORROW



### MD. MAHBUB ALAM

Senior Manager, R&D Laboratory, Tableware  
Akij Ceramics Limited

Achievements, to me, are the meaningful milestones that reflect my growth, effort, and resilience—whether I reduced production costs, boosted sales revenue, or improved efficiency through new ideas and techniques. I also see my achievements in the success rates gained through quality outcomes, the satisfaction I help deliver to customers, and the recognition earned through awards or leadership moments. They extend to solving problems, embracing challenges, and advancing my professional development, whether through certifications, promotions, or new skills. Often quantified—like annual savings or performance improvements—my achievements represent the tangible results of my dedication, perseverance, and commitment to making a measurable impact.

#### Operational Efficiency and Process Improvement

- Streamlined workflows, reducing production time by 10%, reorganized a system to make it work more efficiently.
- Boosted productivity by 10% by leading the development of a new system
- Reduced cost by 10% by implementing new procedure
- Reduced cost by 10% to 20% by engaging new material from alternative source or develop 2-3 competitors for price competition each other

- Reduced lead time by optimizing Supply Chain Management to maintain minimum stock of material for factory operations to reduce money investment.
- Purchased materials with yearly forecast as well as agreement with lowest bid value with partial delivery slot.
- Developed a new employee orientation program that was adopted by department manager or production or QC head.

#### Leadership & Team Success

- Led a team with manager, officer & supervisor to identify the defects who will report to production/QC head
- Managed and mentored 2 teams by engaging supervisor & skilled technician from shift A & shift B who reported to department manager with their individual reports
- Spearheaded cross-functional teams to complete complex work on time.
- Developed & launched a new product line with successful quality
- Led a work that finished 2 days ahead of schedule
- Creating an employee wall of fame for team achievements, sometimes sharing team achievement in the social group/social media for inspiration



### Problem Solving and Efficiency

- Identified and solved a complex problem that improved processes
- Developed more efficient methods that saved time & physical energy
- Streamlined operations to decrease over process as increase production
- Documented a problem, defect or nonconformity in a product or in process
- Root cause analysis investigated the underlying reason why the problem occurred in the first stage; fishbone diagrams or traffic light systems are often used at this stage.
- Action plan development, determining the specific actions required to eliminate the root cause and prevent this issue from happening again. This plan includes assigning responsibility and setting implementation dates.



### Financial & Market Impact

- Increased annual revenue approx. 10% through strategic marketing with attractive product & decoration/executions, for example, we launched a product with high whiteness value with impact strength.
- Reduced production cost by using low cost but quality material from alternative source/sources.
- Saved company money annually by identifying and executing cost-saving strategies.
- Grew market presence about 10% to 20% after identifying and expanding into new markets.
- Expanded the production & business
- Increased customer retention by improving customer service strategies.

### Saving Time or Money

Time is a currency that we spend every moment of our industrial & personal lives. We can stop wasting our time and invest it smartly now to reap sustainable outcomes in the future. Time is finite and once spent it can never be regained. It plays a significant role in everything we do and we cannot afford to waste. Time management involves understanding the importance of time. Here are a few points indicating the significance of time in our workplace & personal life.

- Improves self-discipline
- Strengthens relationship
- Improves quality of personality
- Understand work & working style
- Establish a work routine
- Prioritizes our tasks & focus on one task at a time

# SHAPING DREAMS IN CLAY

## A YEAR OF LEARNING AND INSPIRATION IN CERAMICS



### SANZANA TABASSUM PROMA

Engineer, Modeling, Sanitaryware  
Akij Ceramics Limited

After completing my graduation in Glass and Ceramic Engineering from RUET, I was filled with theoretical knowledge but eager for practical exposure in a real-world ceramic factory. That opportunity came through AkijBashir Group, who fulfilled the dreams of many students like me by arranging an on-campus recruitment program at RUET. Out of 60 applicants, 15 students, including myself, were selected for their prestigious ceramic sector.

#### The Beginning of My Career

I began my professional journey in the Sanitaryware sector at the Trishal cluster. From the very beginning, I realized that the environment of a factory was vastly different from my academic upbringing. I was initially placed in the Design & Development Department under the guidance of an experienced Indian supervisor. This gave me valuable insights into how a sanitaryware factory truly operates—from design processes to technical execution.

#### Challenges and Learning

One of the major challenges I faced was in worker communication and planning. Since a factory's productivity relies heavily on its workers, implementing new systems or modern factory protocols requires not just technical knowledge but

also patience and adaptability. Convincing workers to accept changes and modern methods has been difficult, but I continue to work on improving these interactions.

I'm grateful to be in an environment where the plant head and supervisors are extremely supportive, especially in creating a welcoming and fair space for female employees like myself.

#### Management Trainee Program: A Broader View

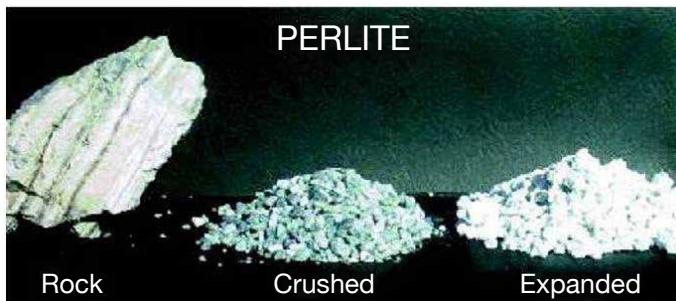
Currently, I'm part of AkijBashir's Management Trainee Program, which allows me to rotate across all departments of the sanitaryware factory. This program is an incredible opportunity to gain a holistic understanding of the factory's operations—from raw material processing to final product finishing.

One of the most advanced technologies here is the AVM (Automated Vacuum Molding) system. Using this machine, we can produce up to 35 green pieces (maximum) per day from a single mould—compared to only 2 pieces in the manual process. This remarkable efficiency is just one example of how innovation is transforming the ceramic manufacturing industry.

#### Opportunities for Research in Sanitaryware Production

While working here, I've realized that Akij Sanitaryware has immense potential to serve as a center for research and





development in ceramics. Based on my observations and recent literature, here are some key areas where impactful research can be conducted:

- 1. Analysis of Energy and Water Consumption in Ceramic Sanitaryware Production** Understanding the consumption patterns of energy and water throughout the production cycle can help in optimizing operations and reducing environmental footprints. Detailed monitoring and analysis can guide investments in water recycling systems and energy-efficient machinery.
- 2. From Waste Recovery to Renewable Energy: Enhancing Sustainability in Ceramic Manufacturing** A study by Desole performed a Life Cycle Assessment (LCA) on ceramic sanitaryware production. It highlighted that while waste and water recovery significantly reduce environmental impact, processes like fired waste crushing increase energy use. Incorporating solar power and energy recovery systems, though costly, offers the best environmental benefits.
- 3. Recycling Ceramic Waste as a Raw Material in Sanitaryware Production** Reusing fired ceramic waste in production not only reduces raw material costs but also contributes to sustainable manufacturing.

Proper crushing and material reprocessing methods are key to successful recycling.

- 4. Composition of Sanitaryware Wastes into Raw Materials** Research by Osariyekemwen in Nigeria demonstrated that sanitaryware waste could be processed and reintegrated into production as raw materials, reducing both cost and environmental waste.
- 5. Utilization of Perlite as an Alternative Raw Material** A study by Tarhan & Tarhan explored the use of perlite, a volcanic glass, as an alternative raw material in ceramic production. It showed promising results in terms of material performance and cost-effectiveness, making it a viable option for future research and application in our plant.

My journey at AkijBashir Group over the past year has been much more than just the beginning of a career, it has been a transformative experience filled with learning, challenges, and immense personal and professional growth. Transitioning from academic theories to practical applications has given me a deeper understanding of the ceramic manufacturing process and the complexities of running a modern factory.

Working alongside industry experts, dedicated supervisors, and supportive colleagues has helped me develop a strong foundation in both technical knowledge and workplace adaptability. It has also ignited a genuine passion for innovation and research—especially in areas that promote sustainability, efficiency, and advanced manufacturing technologies.

I am truly grateful to be part of a company that values continuous improvement and employee development. As I continue my journey, I remain committed to learning, contributing, and growing—both as an engineer and as a passionate advocate for innovation in ceramics. I look forward to playing an active role in shaping the future of our factory and the broader ceramic sector.



## THE FINE GLASS MAKER – REDEFINING ARCHITECTURAL CLARITY WITH **AKIJBASHIR GLASS INDUSTRIES LTD.**

In a recent interview with The Daily Star, Mr. Mohammad Khourshed Alam, COO of AkijBashir Group, discussed how AkijBashir Glass Industries Limited is transforming Bangladesh's glass industry.

Positioned as 'The Fine Glass Maker', the company produces premium architectural glass of exceptional clarity and durability that meets European standards, reducing the nation's reliance on imports.

"Our entry into glass manufacturing stems from a vision to make Bangladesh self-reliant in high-quality building materials," said Mr. Mohammad Khourshed Alam. "AkijBashir Glass delivers world-class float glass, locally made and globally competitive."

He added, "We see glass not just as a material, but as a catalyst for innovation, energy efficiency, and sustainable design." The company's portfolio spans clear, reflective, copper-free silver mirrors and tempered variants—empowering architects to build smarter and greener structures.

Among its breakthroughs, the 700 PPM Clear Glass stands out with ultra-low iron content for unmatched transparency and 91% light transmission—previously available only through imports. Looking ahead, AkijBashir Glass is investing in Low Emissivity (Low-E) glass to improve insulation and energy performance tailored for Bangladesh's climate.

Addressing industry challenges, Mr. Alam cited high energy costs, limited raw materials, and the recent ban on silica sand extraction. "Relying solely on imported sand could drive up production costs and impact competitiveness," he noted.

Through relentless innovation and sustainable vision, AkijBashir Glass continues to shape a clearer, smarter, and self-reliant future for Bangladesh's architectural landscape.

Media: The Daily Star  
Published on: 26<sup>th</sup> October, 2025

Scan to know more



The Fine Glass Maker

**Mohammad Khourshed Alam**  
COO, AkijBashir Group

*AkijBashir Glass Industries Limited is one of the leading Bangladeshi manufacturers dedicated to producing one of the finest architectural glasses for both domestic and global markets. Positioned as 'The Fine Glass Maker', the company delivers products of exceptional clarity and premium quality that meet stringent European standards.*

*The Daily Star (TDS): What inspired AkijBashir Glass to enter Bangladesh's glass industry?*

*Mohammad Khourshed Alam (MKA): Our entry into glass manufacturing originates from a vision to make Bangladesh self-reliant in premium building materials. For years, the country depended on imports for quality architectural glass. As AkijBashir Group carried forward the legacy of building materials industry, AkijBashir Glass was established to deliver world-class float glass which made locally, built to international standards, and ready for both domestic and global markets.*

IN-DEPTH CONVERSATION WITH  
**MR. MOHAMMAD KHOURSHED ALAM**  
CHIEF OPERATING OFFICER, BUILDING MATERIALS  
AKIJBASHIR GROUP

## BANGLADESH ON THE PATH TO BECOMING A GLOBAL CERAMIC PRODUCTION HUB



In a recent interview, Mohammad Khourshed Alam, COO of AkijBashir Group, said Bangladesh's ceramic industry is moving into a technology-driven growth phase, powered by urbanization, rising construction activity and increasing middle-class purchasing power. The sector has shown steady growth over the past five years, with local manufacturers now supplying 85% of the Tk 10,000-crore domestic market, while exports are gaining momentum across South Asia, Europe, the Middle East and Africa.

Mr. Alam explained that automation, innovative design and consistent quality improvement are shaping the industry's future. AkijBashir is investing in advanced manufacturing technologies, robotics, ERP systems and sustainability initiatives, including solar energy, waste-based alternative fuel and carbon-emission reduction. These efforts are aimed at strengthening both domestic leadership and global competitiveness.

He also noted changing consumer preferences toward large-format tiles, premium finishes, luxury sanitaryware and smart ceramic solutions. While challenges such as import dependency, energy supply issues and foreign currency constraints persist, AkijBashir is responding through strategic sourcing, operational efficiency and export-focused investments.

Looking ahead, Mr. Alam expressed confidence that Bangladesh can emerge as a global ceramic manufacturing hub within the next five years, with AkijBashir committed to leading the industry through innovation, quality and sustainable growth.

IN-DEPTH CONVERSATION WITH  
**MR. MOHAMMAD KHOURSHED ALAM**  
CHIEF OPERATING OFFICER, BUILDING MATERIALS  
AKIJBASHIR GROUP

Media: Prothom Alo  
Published on: 30<sup>th</sup> November, 2025

Scan to know more



## ELEVATING LOCAL CRAFT TO WORLD-CLASS EXCELLENCE

In a recent interview with The Business Standard, Mr. Mahbubur Rahman, Head of Business at Akij Tableware, shared how AkijBashir Group is transforming Bangladesh into a regional hub for premium porcelain tableware. By merging advanced manufacturing technology, in-house design innovation, and sustainable practices, Akij Tableware has positioned itself as a leading name in both domestic and international markets.

"Our goal was simple yet ambitious—to produce tableware that meets global standards while resonating with local tastes," said Mr. Rahman. "We've built a fully integrated facility that ensures quality, reliability, and sustainability in every piece we create."

Today, Akij Tableware exports to Europe, North America, and the Middle East, catering to leading private-label clients while also growing its domestic footprint. Its design teams study global trends, food culture, and HORECA needs to create collections that blend functionality with cultural appeal.

Addressing challenges such as energy costs and raw material sourcing, Mr. Mahbubur Rahman emphasized the need for consistent policy support to sustain industry growth. "Innovation, automation, and responsible manufacturing are our priorities as we move forward," he added.

With investments in digital printing, isostatic press tooling, and eco-friendly production, Akij Tableware is setting new benchmarks in design, quality, and sustainability. "We want 'Made in Bangladesh' to stand for both beauty and integrity," Mr. Mahbubur Rahman concluded.



Media: The Business Standard  
Published on: 29<sup>th</sup> October, 2025

Scan to know more



IN-DEPTH CONVERSATION WITH  
**MR. MAHBUBUR RAHMAN**  
GENERAL MANAGER, SALES AND MARKETING  
AKIJ TABLEWARE

# PROGRESS OF CERAMIC INDUSTRY

## IS THE PROGRESS OF THE NATION



In a recent conversation with Share Biz, Mr. Ashraful Haque highlighted Akij Ceramics' role not just as a manufacturer, but as a partner in Bangladesh's economic advancement. Employing over 5,000 people directly and indirectly, the company contributes to job creation, skill development, and import substitution, reinforcing the belief that "our progress is deeply interconnected with the country's progress."

### Innovation and Quality at the Core

Mr. Haque emphasized that quality is central to Akij Ceramics, built on right technology, a skilled workforce, and design leadership. A dedicated R&D team ensures that each tile reflects current architectural and lifestyle trends, delivering long-lasting performance and customer satisfaction.

### Nationwide Distribution and Customer Focus

With nearly 4,900 display and sales points nationwide, Akij Ceramics relies on a technology-driven supply chain, trained retail networks, modern showrooms, and reliable after-sales service. The company positions itself as a trusted solutions provider, not just a tile seller, supporting retailers as growth partners.

### Serving Real Estate and Construction

Acknowledging real estate as a key driver of national growth, Akij Ceramics offers high-strength tiles for large-scale projects, big-size architectural formats, and a variety of premium surface technologies. A dedicated consultation team ensures tailored solutions for developers, helping projects succeed efficiently.

### Sustainability: A Long-Term Commitment

Sustainability is embedded in operations, including energy-efficient kilns, water and material recycling, waste reduction, eco-friendly dust management, and solar energy investment. Mr. Haque stressed that these efforts safeguard resources for future generations.

### Vision for the Next Five Years

Looking ahead, Akij Ceramics plans to expand production, implement smart-factory technologies, launch new designs, and strengthen its global footprint. While global uncertainties and technological shifts remain challenges, Mr. Haque is confident: "Our strongest resource is our people—our team, our network, and our customers. With them, we are ready for the future."

IN-DEPTH CONVERSATION WITH  
**MR. ASHRAFUL HAQUE**  
 HEAD OF BUSINESS  
**AKIJ CERAMICS**

# QUALITY WITH PURPOSE

## KEEPS AKIJ CERAMICS AHEAD OF TRENDS

Akij Ceramics leads Bangladesh's ceramics industry by combining global design inspirations with state-of-the-art, sustainable manufacturing. The company focuses on modern, affordable, and durable solutions that meet evolving consumer preferences for textures, finishes, large formats, and designs that complement contemporary architecture.

Through continuous R&D and trend analysis—from German stone textures to Italian minimalism—Akij Ceramics delivers design-led collections, exemplified by its premium Aura brand and the ROSA line. Advanced technologies, including high-precision digital printing, robotic glazing, automated handling, and South Asia's largest double-decker tunnel kilns, ensure consistent quality, precision, and reliability across all products. Sustainability is embedded through energy-efficient systems, recycling, and waste reduction.

Market understanding drives product development. By studying urbanization, lifestyle shifts, architectural trends, and global ceramics innovations, and through feedback from architects, designers, and developers, Akij Ceramics ensures its collections reflect both global trends and local tastes. Campaigns like "Symphony of Life and Senses" highlight the company's focus on multisensory, emotionally resonant designs inspired by nature.

Despite importing over 90% of raw materials, Akij Ceramics maintains competitive pricing through strategic procurement and advanced, energy-efficient production. Customer feedback shapes innovations like satin-matt finishes, sugar textures, and mirror-polished tiles, reflecting a shift toward style and elegance in ceramics.

For Akij Ceramics, quality is an ongoing commitment—delivering products that blend beauty, durability, innovation, and affordability while staying true to its core values.

Media: The Business Standard  
Published on: 27<sup>th</sup> November, 2025

Scan to know more



**Quality with purpose keeps Akij Ceramics ahead of trends**

*With global inspirations and state-of-the-art production, Akij Ceramics continues to lead the industry by offering modern, affordable, and durable solutions for modern spaces*

**Mohammad Khourshed Alam, COO at AkijBashir Group. Sketch: TBS**

**At Akij Ceramics, quality has never been just a technical parameter—it is a philosophy that shapes every decision we make. For us, true quality lies in how well a product performs, how long it lasts, and how meaningfully it fits into the lives and lifestyles of today's consumers. In a market where expectations evolve rapidly, we define quality as a combination of durability, design relevance, surface experience, and alignment with global aesthetics.**

**Our customers today pay attention to far more than strength and performance. They want textures inspired by nature, elegant matte or high-gloss finishes, large formats, and designs that complement modern architecture. That is why our R&D and design teams continuously study global trends—from German stone textures to Italian minimalist palettes—so that we can bring design-led collections to our customers. Our premium brand**

IN-DEPTH CONVERSATION WITH  
**MR. MOHAMMAD KHOURSHED ALAM**  
CHIEF OPERATING OFFICER, BUILDING MATERIALS  
AKIJBASHIR GROUP

# AKIJBASHIR GROUP AND IDCOL FORGE

STRATEGIC PARTNERSHIP TO ACCELERATE INDUSTRIAL SUSTAINABILITY



AkijBashir Group, one of Bangladesh's leading diversified industrial conglomerates, has reinforced its commitment to a greener industrial future through a strategic partnership with Infrastructure Development Company Limited (IDCOL). The collaboration, celebrated at an event held at Sheraton Dhaka, highlights a shared vision of advancing industrial sustainability through energy efficiency and renewable energy initiatives.

Over the past few years, IDCOL has financed multiple sustainability projects under AkijBashir Group, particularly through its Energy Efficiency and Rooftop Solar financing programs. These initiatives have enabled the deployment of over 90 MWp of industrial rooftop solar capacity across several entities within the Group—with more than 60 MWp already operational—making it one of the largest private-sector solar portfolios in Bangladesh.

Notably, Akij Glass Industries Ltd. received financing under IDCOL's Energy Efficiency Program to establish a state-of-the-art, energy-efficient glass manufacturing facility, underscoring the Group's continuous efforts toward responsible industrial practices. In addition, AkijBashir Group announced a groundbreaking milestone in the country's renewable energy landscape—Janata Jute Mills Ltd. in Boalmari, Faridpur, is set to become the first jute mill in the world to operate 100% on renewable energy within the first quarter of 2026. The Group also aspires to generate 1,000 MWh of renewable energy per day by 2027, driving its long-term sustainability agenda.

The event was graced by Mr. Taslim Md. Khan, Managing Director of AkijBashir Group, and Mr. Alamgir Morshed, Executive Director & CEO of IDCOL, along with senior officials from both organizations.

Speaking at the ceremony, Mr. Taslim Md. Khan stated: "We are proud to partner with IDCOL in our journey toward industrial sustainability. These projects not only reduce our carbon footprint but also demonstrate our commitment to responsible growth and innovation. Together, we are setting a benchmark for the future of the green industry in Bangladesh. AkijBashir Group aspires to be powered by 100% renewable energy in its manufacturing facilities across the country by 2030."

Echoing the sentiment, Mr. Alamgir Morshed remarked: "Our collaboration with AkijBashir Group shows how targeted financing can accelerate the transition to low-carbon growth while enhancing operational efficiency and competitiveness."

This partnership reflects AkijBashir Group's continued pursuit of its vision Beyond Tomorrow—championing sustainability, innovation, and industrial excellence for a better future.

# AKIJBASHIR GROUP SIGNS STRATEGIC MOU WITH FORTRESS GROUP



AkijBashir Group and Fortress Group have entered into a strategic partnership to enhance customer value and elevate the standard of premium living in Bangladesh. This collaboration aims to strengthen cooperation between the two organizations in delivering premium building material solutions to a wider customer base.

Under the terms of the Memorandum of Understanding (MoU), Fortress Group will feature AkijBashir's leading brands—Akij Ceramics, ROSA Sanitaryware, Akij Board, Akij Door, and Akij Glass—offering customers a complete solution for tiles, sanitaryware, bathware, boards, doors, and glass products. The partnership reflects a shared commitment to innovation, design excellence, and customer satisfaction.

The MoU was signed on 9<sup>th</sup> October, 2025, by Mohammad Khourshed Alam, Chief Operating Officer, Building Materials of AkijBashir Group, and Mr. Lutfur Rahman, Chairman of Fortress Group, in the presence of senior officials from both organizations. The signing marks an important step toward establishing a strong business collaboration between the two organizations.

"We are delighted to collaborate with Fortress Group in expanding the reach of AkijBashir's premium product portfolio to a broader customer base," said Mr. Khourshed Alam, COO, Building Materials of AkijBashir Group. "This collaboration underscores our commitment to design-led innovation and our vision to enrich modern living across Bangladesh."

Mr. Lutfur Rahman, Chairman of Fortress Group, added, "This partnership with AkijBashir Group enables us to introduce a wider range of high-quality products to our customers, enhancing both convenience and lifestyle".

Notable attendees from AkijBashir Group included Mohammed Ashraful Haque, Head of Sales, Akij Ceramics; Bishwajit Paul, Head of Sales, ROSA; Md. Nazrul Islam, Head of Sales, Akij Board; and Abduhu Sufi, Head of Sales, AkijBashir Glass, along with other senior team members from both organizations.

The alliance marks a new chapter between two pioneering names—united in their pursuit to shape elegant, sustainable, and inspiring spaces Beyond Tomorrow.

AKIJBASHIR GROUP AND  
MHM PROPERTIES LTD.  
FORGE STRATEGIC PARTNERSHIP TO

## ELEVATE PREMIUM LIVING EXPERIENCES IN BANGLADESH



AkijBashir Group and MHM Properties Ltd. have entered into a strategic partnership to strengthen collaboration in delivering premium building material solutions and enhancing customer value in Bangladesh's real estate and construction sectors.

Under the terms of the Memorandum of Understanding (MoU), signed on 14<sup>th</sup> October, 2025, MHM Properties Ltd. will showcase and offer AkijBashir's leading brands—Akij Ceramics, ROSA Sanitaryware, Akij Particle Board Mills Ltd, Akij Door, Akij Bathware, and AkijBashir Glass through its client network and designated outlets. The partnership aims to deliver a complete and convenient solution for tiles, sanitaryware, bathware, boards, doors, and glass products, bringing world-class quality and design under one trusted alliance.

The MoU was signed by Mr. Mahmudul Hasan Tonmoy, Director of MHM Properties Ltd., and Mr. Mohammed Ashraful Haque, General Manager, Sales, Akij Ceramics Ltd, along with Mr. Mohammod Khourshed Alam, Chief Operating Officer of AkijBashir Group. The signing marks a significant step forward in fostering long-term collaboration between the two organizations.

"We are pleased to partner with MHM Properties Ltd. to expand the reach of AkijBashir's diverse product portfolio," said Mr. Khourshed Alam, COO, Building Materials of AkijBashir Group. "This collaboration underscores our mission to integrate design, innovation, and quality to enrich the modern living experience across Bangladesh."

Mr. Mahmudul Hasan Tonmoy, Director of MHM Properties Ltd., added, "Through this partnership with AkijBashir Group, we aim to bring added value and convenience to our clients by offering a wide range of premium building materials and finishes that reflect both style and durability."

This alliance marks a new milestone between two forward-thinking organizations, uniting craftsmanship and innovation to shape elegant, sustainable, and inspiring living environments across Bangladesh.

# AKIJBASHIR GROUP SIGNS MOU WITH BSTQM

## TO STRENGTHEN QUALITY EXCELLENCE



AkijBashir Group signed a Memorandum of Understanding (MoU) on 18<sup>th</sup> December 2025 with the Bangladesh Society for Total Quality Management (BSTQM) to strengthen Total Quality Management practices across its business units. The collaboration will focus on the implementation of Quality Control (QC) Circles, Kaizen initiatives, and structured continuous improvement programs. Under this partnership, BSTQM will provide technical guidance, training, and advisory support, while AkijBashir Group will ensure organizational participation and effective implementation. This initiative reflects AkijBashir Group's continued commitment to operational excellence, employee capability development, and fostering a culture of continuous improvement.

## **Let's Collaborate!**

We value your insights and ideas! Whether it's a business update, industry trend, inspiring story or anything meaningful and relevant— we welcome your contributions. Share your thoughts and let us know what you'd like to see featured in upcoming issues of the AkijBashir Newsletter.

Reach out to us at  
[newsletter@akijbashir.com](mailto:newsletter@akijbashir.com)

