

Bashundhara plays a significant role in National Economy



AHMED AKBAR SOBHAN
CHAIRMAN

VISION & MISSION

"Efforts for a better World"

The emergence of BASHUNDHARA GROUP as one of the most prestigious and experienced commercial and industrial conglomerates today, dates back to 1978 with the undertaking of business in the service sector along with commercial trading in the domestic front. However, the GROUP took off from the incipient period after establishment of East West Property Development (Pvt) Ltd. as a real estate concern, popularly known as "BASHUNDHARA" which happened to be its first venture in this sector.

The main factors behind the spectacular success of Bashundhara may be attributed to the farsightedness and dynamic leadership of its Chairman - Mr. Ahmed Akbar Sobhan. The keen sense of vision and wisdom of Mr. Sobhan significantly contributed in rapid flourishing of the group. In accomplishment of the jobs he was effectively assisted by his capable sons, who, at a very young age played a vital role in development of corporate culture and multi-directional activities of the group. And behind all success of Mr. Sobhan, the inspiration of his wife Mrs. Afroza Begum, the lady with keen sense of perception, deserves special mention.

Adaptability, versatility and above all reliability are reportedly three key performance assets of BASHUNDHARA GROUP which has successfully operated in all spheres of business activities ranging from real estate to industrial and commercial establishment.

Keeping pace with rapid economical and technological changes followed by the policy of market economy around the world, Bashundhara has extended its business activities within a short period of time and have been able to emerge as a promoter of business houses and industrial enterprises founded on the principles of engineering and financial integrity with a group of highly capable technical personnel and professionals.

Since inception Bashundhara is actively contributing to the national as well as global economy by way of effective utilization of resources, using raw materials, producing and marketing high quality products at most competitive prices and creation of employment opportunities.

Bashundhara makes all endeavours to utilize its financial resources efficiently, and when the right opportunities arise, the group invests in fruitful areas with strong market positions and high growth potential for realization of a better future. Bashundhara continues its efforts to improve performance and increase contribution towards socio-economic development of this beloved earth.



Bashundhara City

BASHUNDHARA GROUP : At A Glance

- EAST WEST PROPERTY DEVELOPMENT LTD
- BASHUNDHARA CITY DEVELOPMENT LTD
- MEGHNA CEMENT MILLS LTD
- BASHUNDHARA PAPER MILLS LTD
- BASHUNDHARA NEWSPRINT & DUPLEX BOARD INDUSTRIES LTD
- BASHUNDHARA TISSUE INDUSTRIES LTD
- BASHUNDHARA LP GAS LTD
- BASHUNDHARA STEEL COMPLEX LTD
- BASHUNDHARA INDUSTRIAL COMPLEX LTD
- BASHUNDHARA COMMUNICATION & NETWORKS LTD
- BASHUNDHARA AGRICULTURAL PRODUCTS LTD
- BASHUNDHARA HORTICULTURE LTD
- BASHUNDHARA LOGISTICS LTD
- BASHUNDHARA TRADING COMPANY LTD
- BASHUNDHARA IMPORT EXPORT LTD
- BASHUNDHARA AMUSEMENT PARK LTD
- BASHUNDHARA SHIPPING LTD
- BASHUNDHARA ELECTRICITY LTD
- BASHUNDHARA MULTI-PURPOSE PORT LTD
- AFROZA BEGUM WELFARE FOUNDATION

ACHIEVEMENTS

Bashundhara is now operating with various vital enterprises of highly esteemed commercial and technological caliber and assuming a real international status with profound degree of specialisation in the field of real estate, industrial ventures and commercial enterprises.

With its expertise in different fields and extensive manpower resources, Bashundhara has undertaken various projects in three boards sectors:

- Real Estate and Property Development
- Industrial Establishment
- International and local Trading

Bashundhara is well geared to take on the challenges of the new millennium and provide attractive opportunity in various fields.

Keeping pace with Government's avowed policy of industrialisation, Bashundhara expanded its activities towards industrial sector through rational approach and optimum use of limited resources. In this sector, Bashundhara made notable progress in certain important areas, which include, among others, cement, paper, newsprint, duplex board, tissue, LP gas and steel & allied products. Industrial expansion of Bashundhara has been playing a crucial role towards its structural



Bashundhara Paper Mills Ltd



Bashundhara Newsprint & Duplex Board Industries Ltd



Meghna Cement Mills Ltd

A SAFE ABODE IN DHAKA CITY

If a residential area means more than a place that just provides shelter then Bashundhara has surely all the makings of it. Bashundhara Project fulfils the two most important conditions of urban living, convenient location and security. There are all amenities of life which include, among others, schools, colleges, hospitals, shopping and recreation centres of international standard, mosque, community centre, playground and various facilities of city life. Beside these, there is additional charm: the serene atmosphere, bedecked with the lush foliage of tall trees on either side of the paved roadway beckons to the blooming green of a vast area of planned township that is expanding with time. Not surprisingly, therefore, the demand for Bashundhara land is growing fast.



Bashundhara Residential Area

The reality of Bashundhara as a distinctive, self-contained city within the city is now only a matter of time. The greening of the area is in process of blooming with about one lac plants and trees already in sight. The entire area gives a green look which is a rare attraction in town life.

Now-a-days, the day to day life is increasingly becoming eventful and challenging. Terrorism has become a threat to peace of life in most part of the world. As such, security is considered as one of the most important factors in these days of our life particularly in the city life. In this field, Bashundhara has achieved excellent success. At present a large contingent of security force are on patrol to ensure round the clock security. No untoward incident of any sort has taken place in the area so far, which shows profound commitment of its management to the security and welfare of its clients. The comfort of living in Bashundhara is no longer a conjecture. It offers fresh air, open space, green view and security. Here life could be as comfortable as possible. Bashundhara pledges to adhere to its aim of serving the customers with excellence and is ready to face the challenges of the new millennium. One day, Bashundhara may become the story of a sincere relentless effort to create resources for the nation.



Apollo Hospital and International School at Bashundhara R/A

CONTRIBUTION TO THE NATIONAL ECONOMY

Bashundhara is playing an important role in the socioeconomic sector of the country. Till date Bashundhara has created scope for accommodation of a large number of people through allocation of huge number of plots. Beside this, around seventy thousand peoples are employed in the various industrial and commercial units of the Group. Indirectly the Group has created employment opportunities for few less of people. Creation of employment opportunities for a large number of people has had a favorable impact on the development of human resources as well as maintenance of social stability. Bashundhara keeps on contributing substantially to the country's GDP. Another important aspect is that Bashundhara plays a significant role in earning foreign exchange for the country because a substantial part of the remittance of the Bangladeshi wage earners are invested in purchasing plots. Bashundhara's contribution to the national exchequer also deserves special mention. Bashundhara pledges to adhere to its aim of serving the customers with dedication and is fully equipped to face the challenges of the new millennium. All these factors have kept Bashundhara at the top of Bangladesh's real estate, commercial and industrial sectors. In brief, Bashundhara is the story of a sincere, relentless effort to create resources for the nation.



Sadat Sobhan
Co-Chairman



Sayem Sobhan
Managing Director

CONTRIBUTION TO SOCIETY

Beside real estate, commercial and industrial sectors, Bashundhara is playing a vital role in social sector by way of rendering humanitarian services for alleviation of the sufferings of the distressed and development of the standard of life of the people of all walks of life irrespective of cast, creed and religion. In the line of this humanitarian effort, two welfare foundations are working in full swing in various parts of the country with special emphasis to Dhaka, Khulna, B'Baria and Manikganj. Amongst multi-directional social activities of Bashundhara, education, health, financial assistance to the destitute deserve special mention. There are eight Free Friday Clinics in several areas where around ten thousand people get free health care services every month. A 200-bed hospital at Manikganj specially for mother and child care is going to be opened soon. Hundreds of schools, colleges and madrasahs are getting regular donations from these foundations. For providing shelter to the distressed people, Bashundhara is carrying out a scheme of construction of 1200 houses in the first phase with proper sanitation facilities.

In addition to the above mentioned activities, Bashundhara always renders assistance to the people suffering from natural disasters such as flood, cyclone, draught etc as deemed necessary from time to time. For last eight years the group has been continuously funding from the sale proceeds of tissue box to SANDHANI for assisting in its various humanitarian activities. Recently Bashundhara has launched a big programme of interest-free micro-credit for improvement of the lot of the poor people of the country.

In a word, Bashundhara is now emerging as a strong benevolent institution of the country with profound commitment to develop the human community at large.

BASHUNDHARA
GROUP