

## New publicity curators in town

Turn Up PR, a spanking new public relations firm, run by two extraordinary ladies, was launched a month ago, on 5 September, 2020.

A PR firm with a focus on authentic collaborations and creative brand stories highlights voices that need to be heard. They believe that every partnership is much more than just a project.

"Every interaction at Turn Up PR is close to our hearts. Our eyes light up when we discuss project plans," said Umaila Akhter, one of the co-founders at the firm.

"At Turn Up, we are not confined by the traditional means of PR Coverage. We are smack at the centre of transformation, and socially conscious at our core. We are a team of go-getters, willing to break barriers of every kind to reach our partners' goals."

"I have always been an extrovert, and enjoyed conversations of every kind, treating every discussion as a learning opportunity. I love small talks, long conversations, and everything in between. Hence, Turn Up is my true calling!" added Akhter.

Naina Hussain, the co-founder at Turn Up PR, believes that everybody has a powerful story to tell, and needs that extra push to unleash their true potential. "It is important to garner organic conversations within our social communities. This helps in opening up avenues to building brand new relationships with the right people, for the right reasons," relayed Hussain.

Further conversation with the duo conveyed that Turn Up PR is an all-encompassing publicity curating firm that believes that every person's work is a reflection of who they are, and with the right avenue, every brand can get the recognition it deserves.

Even though the public relations firm is fresh off the boat, it has already made a significant mark in the PR biosphere. With valuable experience in the field of marketing and publicity, every project is still a learning



opportunity for the dynamic duo.

"The true courage and resilience of people during these trying times is what inspired us to take the leap of faith, and start this journey that has been both our dreams for a long time," conveyed Akhter.

Our conversations concluded with both the entrepreneurs in uplifted spirits. "We hope to etch a permanent mark with our PR capabilities and you'll surely hear of us often and soon," said both the leads at Turn Up, ecstatically.

We are also waiting eagerly to listen to the worthy duo make some noise!

**By Mehrin Mubdi Chowdhury**

**Photo Courtesy: Turn Up PR**

*Essentials —*

*To catch up on more of Turn Up PR and their work, click on the following links.*

Facebook - [www.facebook.com/turnuppr](https://www.facebook.com/turnuppr)

Instagram - [www.instagram.com/turnuppr](https://www.instagram.com/turnuppr)

LinkedIn - [www.linkedin.com/company/turnuppr](https://www.linkedin.com/company/turnuppr)

## Fashion oriented online marketplace

Grande Boulevard online is Bangladesh's one of a kind e-commerce platform that houses retail luxury brands, offering a range of products such as women's dress, kids' clothing, home décor items, and skin care products. Back in November 2019, Grande Boulevard held an exclusive fashion event at The Westin, Dhaka, organised by its founding team along with the immense support of sponsors and brand owners.

This event successfully managed to make a significant mark in the fashion industry by grabbing the attention of prominent brands and connoisseurs. That momentum helped founders to bring in

the online marketplace called 'Grande Boulevard Online'.

During times of COVID-19, when fashion is moving to online platforms rather than the brick and mortar stores, it was the perfect move from the team. With efficient delivery system throughout Bangladesh and an efficient band of backend employees, this online marketplace company has set themselves as important players in the country's e-commerce.

Follow them on social media, and log into their website to do some online shopping — <https://grandeboulevardonline.com>

## Tecno Spark 6 Air launched in BD

Transsion Bangladesh Limited has launched the latest addition of the Spark series from the Hong Kong-based mobile phone maker, Techno Spark 6 Air, in the country's market. With a 6000mAh battery, the new phone is available in two trendy colours — ocean blue and cloud white.

The bigger battery enables users to operate the phone for four days on a single charge and standby time of about 35 days. It allows to work, study, or entertain yourself for a longer period of time, no matter where you go and not worry about finding a charging point. If you are eyeing a great budget smartphone that comes with a large battery, the Tecno Spark 6 Air would be one of the best choices for you.

Powered by an octa-core processor, the Spark 6 Air is also equipped with 3GB RAM+64GB of storage space that will meet all your requirements to store limitless images, videos, and apps directly on your smartphone and to run your favourite mobile apps and games and other features.

Spark 6 Air also comes in another variant of 2GB RAM+32GB ROM with a quad-core processor.

## bKash payment option in Uber

Ridesharing companies are working relentlessly to help people move forward in this new normal and launched several new features to ensure the highest level of safety.

It has become the safest mode of travel especially after the coronavirus, when social distancing and wearing masks are mandatory. To make the services more convenient, many ridesharing companies

like Uber has added bKash as one of the cashless payment option.

In order for the app to accept user's request, their bKash wallet needs to have a minimum balance that varies for different services of Uber. For Moto or Moto Delivery the amount is Tk 200, for UberX or Uber Premier Tk 400, for UberXL Tk 700, for Uber Hire Tk 1000 and for Uber InterCity the amount is Tk 1500.

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