

Promoting Deshi Brands

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Eid shopping has just become easier and fun at one of the busiest shopping malls in Dhaka this season. Basundhara City Shopping Complex has gone a step further to bring some of the most popular and trendy deshi design stores together on one platform. Deshi Dosh is a common platform shared by ten of the most popular design stores in Bangladesh, which showcase exclusive Bangladeshi fabrics and designs. Located on Level 7 of Basundhara City Shopping Complex, Deshi Dosh takes up a space of 23,000 square feet at one of the corners. Shada Kalo, Rong, Kay Kraft, Nipun, Probartona, Anjans, Deshal, Bibiyana, Banglar Mela and Nogordola cover an equal space of 1,600 square feet each at the Deshi Dosh corner, creating an extraordinary blend of fabrics and ideas.

The initial idea had actually emerged when Major Mehedi, the General Manager of the shopping Complex had suggested something similar to Khaled Mahmud, the Director of Kay Kraft. "I took a little time to think about it," says Khaled. "And then invited all the owners and representatives of all the other stores to sit together and ponder on the concept." Khaled says that the get-togethers that they would have were not only to initiate ideas on Desho Dosh only. "I had always wanted a monthly interaction where we could talk about the particular business that we are involved in," he says. "There are so many new policies that are being introduced every day, so many that should be introduced, promotion of Bangladeshi products and so on. Deshi Dosh was just one of the many topics that we