

The countdown for rejuvenation has begun  
Let this new year bring new hope into your homes

Happy New Year | 2011



bit-brand

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## THE EVER SINGING LEGEND

### Kalim Sharafi

**Kalim Sharafi**, the iconic philosopher-singer of the historic times of Bangladesh, was born, as unlikely as it seems, in a religious family following traditional beliefs and practices. Notwithstanding his family beliefs and value systems, he chose the path of music and pursued to discover the true spirit of the mind.

He was a person who went through turbulent times in his life - from a revolutionary icon during the partition of India to a patriotic leader during the liberation of Bangladesh.

One of the greatest exponents of Rabindra Sangeet in the history, Kalim Sharafi is the modern Pied Piper, who established "Sangeet Bhavan" and through which popularized the spirit of Rabindra Sangeet in Bangladesh.

He was perhaps more loved for his timeless patriotic songs. "Pothey pothey dilam chhoraiya re" and "Aji jhorer raatey tomar obhishar" are few of his many timeless, mellifluous creations. The obvious political movement of his generation was one of the key inspirations behind his songs.

Even after his demise, Kalim Sharafi continues to inspire generations of music lovers. The nationalistic fervor of his patriotic songs will continue to resonate in the hearts of millions across the nation and beyond.

With this note, we at Unitrend Limited wish for a louder and melodious voice from all Bangladeshis in the year 2011. **Happy New Year.**

**UNITREND LIMITED**  
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## Voyage towards a new vision

Orion Laboratories Ltd. has started its voyage towards a new vision with changes in company name and logo. But it is not a mere change in text, color and design. It is the change of our vision, mission, values, beliefs and actions. We are now more focused on products' quality & services and customer satisfaction. Therefore, every member of the Orion Pharma Ltd., inculcates the spirit of this improvisation. At Orion Pharma Ltd., we are never complacent and that is why we are always 'in search of excellence'. Now every member of Orion Pharma Ltd. is surrounded by the 'blue circle' which indicates our commitment to pacify the sufferings of the ailing humanity.

From 1<sup>st</sup> January 2011

Orion Laboratories Ltd. *has turned into*

# ORION

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## Pharma Ltd.



In Search of Excellence

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