

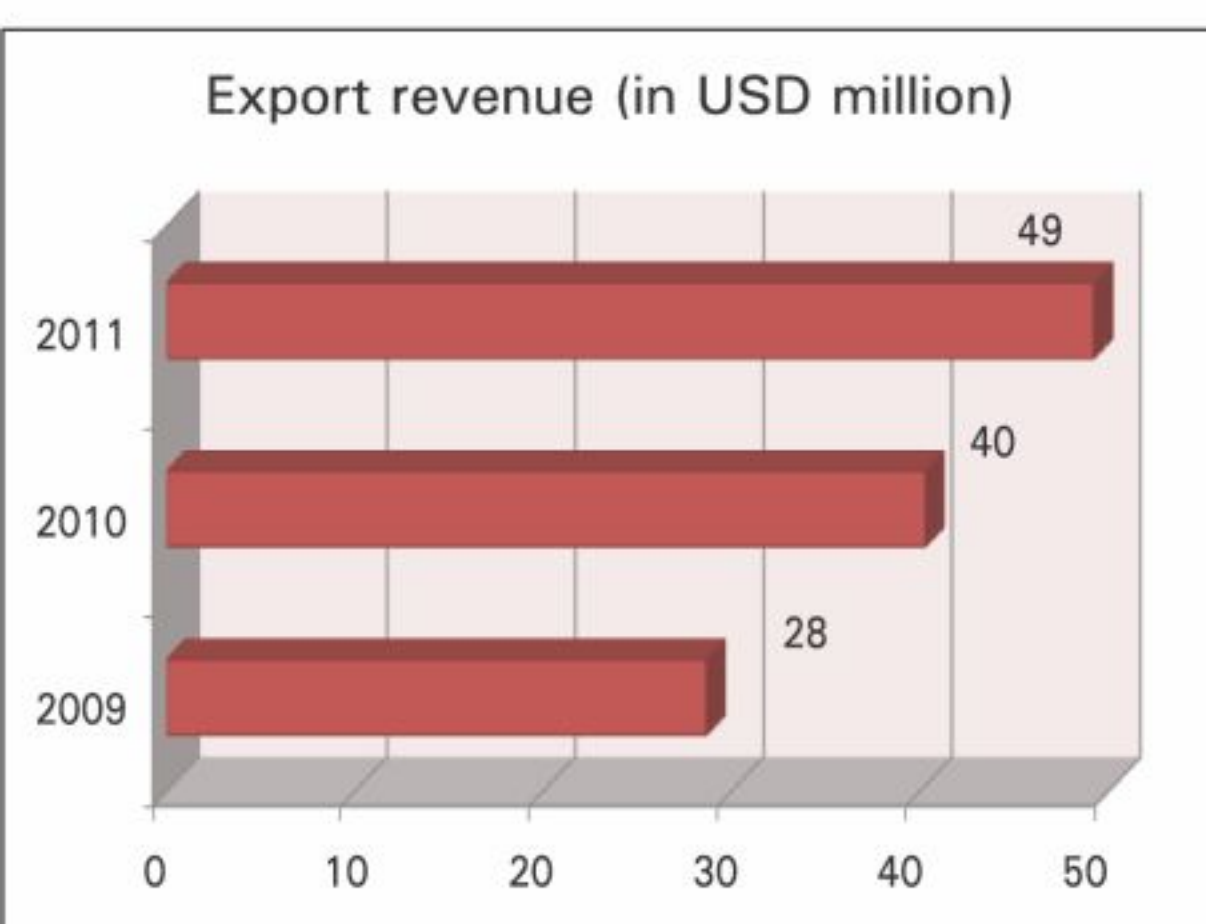
# Urmi Group

Creating value, enabling excellence



Finance Minister A M A Muhith hands over the 'HSBC Export Excellence Awards 2011' to Asif Ashraf, Director of Urmi Group

Asif Ashraf, Director of Urmi Group



## Quality – above all else

With state-of-the-art technology and a highly skilled workforce, Urmi Group has built a brand name which is synonymous with reliability and quality. Though originally a ready-made garments manufacturer, Urmi Group, has subsequently accomplished vertical integration. With a

5,000 strong employee base, the group has won several local and international accolades for its worker-friendly factories. Their unbridled commitment towards innovation coupled with a dedicated and highly professional workforce gives them the keen edge that is required for success.



Relentless focus on product quality



A diverse and talented workforce



Specialised automated machines at full flow

## Marching ahead with the fabric of triumph Winner of HSBC Export Excellence Awards 2011

Empowered by innovation, commitment and a capable team, Urmi Group represents the very best of Bangladeshi entrepreneurship and excellence in the RMG sector. Established in 1984, the enterprise has established itself as a credible source of world-class, 'Made in Bangladesh' products. Urmi Group excels in producing not only traditional RMG products but also innovative fabrics.

'Our biggest strength is our dedicated and professional work force. We believe the customer is king and we do everything possible from our

side to support them,' comments Asif Ashraf, Director of Urmi Group. Understanding customer preferences and focusing relentlessly on developing

innovative, unconventional fabrics have helped Urmi Group gain a competitive edge in the industry.

A 100% export oriented enterprise, Urmi Group is the epitome of excellence, commitment and perfection. The Group has been awarded as 'Exporter of the Year' in RMG and Textiles category (Group B) at the HSBC Export Excellence Awards 2011 in recognition of its efforts and achievements.

**“We are not afraid. Instead, we take every opportunity as a mean towards success.”**

*Asif Ashraf, Director*



### Urmi Group

Established: 1984

Main Products: All kinds of knitwear

Major Export destinations: France, Germany, Sweden, Spain, Netherland, the USA and the UK

### The partners

*“Urmi Group is fast, responsive, flexible and competitive.”*

**Raky Bashey-Mullan**  
Sourcing Director  
Dewhirst Group, The UK

### The management team



A few members of the top management team of Urmi Group

### Export Destinations

Exports to countries including France, Germany, Sweden, Spain, China, Netherlands, Australia, the USA and the UK



### The blueprint of innovation

Urmi Group produces a wide array of knit garments such as t-shirts, polo shirts, tank tops, shorts and trousers, for world renowned brands such as Marks & Spencer, S.Oliver, H&M, La-Redoute, Auchan and Tesco. Furthermore, the Group

is one of the largest exporters of active wear from Bangladesh.

Over the years, Urmi Group has successfully developed a range of special, innovative fabrics such as anti-bacterial fabric, water repellent fabric, stain resistant fabric

and anti-mosquito finish. In fact, Urmi Group is regularly manufacturing coolmax-based fabrics which keep the user cool and comfortable; this fabric is used in cycling shirts, jogging suits and other active wear by world leading clothing brands.



Innovative export products such as water repellent fabric and active wear.

**HSBC**  
Commercial Banking