

Daraz.com.bd signs Mushfiqur Rahim as brand ambassador

The country's leading e-retail brand Daraz.com.bd signed Bangladesh test cricket captain Mushfiqur Rahim as its brand ambassador. On that special occasion, the organisation also launched a special shop where anyone can buy all of Mushfiqur's favourite products online (at www.daraz.com.bd/mushfiqur/).

Mushfiqur is known for his reliable and consistent performance in the cricket world, and is synonymous with the image of Daraz.com.bd as an authentic online retailer. "With his huge success on the field and his brand image, we saw Mushfiqur as an ideal

choice for endorsing Daraz.com.bd", said Sumeet Singh, Founder & CEO, Daraz.com.bd. Addressing some concerns that consumers face with online shopping, he added, "Daraz.com.bd as a brand guarantees genuine products, easy returns, cash on delivery and an exceptional customer experience".

"I am excited to partner with Daraz.com.bd and be a part of the growth story of creating the biggest online retailer in the country. Daraz.com.bd has the widest product range and exceptional customer experience; that is why whenever I think of shopping, I first think of Daraz.com.bd", said

Mushfiqur Rahim.

On the prospect of launching his own brand, he added, "Given the brand image Daraz has built so quickly in the market, Daraz.com.bd is an ideal choice for me to launch my brand exclusively here in the near future."

Exciting contests are being held on its Facebook page (find 'DarazBangladesh'), as well as in Mushfiqur's Facebook page, with attractive prizes including smartphones and gift vouchers. In addition, Mushfiqur will be involved in multiple activities with the Daraz team.



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^As per laboratory tests.

** Versus the old Lifebuoy, hypothetical scenery presented, washing hands with soap is an accepted method to prevent spreading of germs through hands.



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