



# BUSINESS

DHAKA SUNDAY NOVEMBER 22, 2015

## Best brands celebrated

**Bangladesh Brand Forum and Millward Brown give awards in 35 categories**

STAR BUSINESS REPORT

Bangladesh Brand Forum or BBF yesterday recognised Lux, Grameenphone, KFC and Radhuni along with 100 other names as the finest brands, highlighting their acceptance among consumers.

BBF honoured the leading brands in 35 categories based on a month-long country-wide consumer survey carried out by American brand research company Millward Brown in Dhaka.

Five new categories -- fashion boutique, food joint, FM radio, superstore and furniture -- were added this year.

In the personal care category, winners include Lux, Fair & Lovely and Closeup. In the food and beverage categories, the best brands were Horlicks, 7up & Maggi.

KFC operated in Bangladesh by Transcom Foods Ltd won the Best Brand Award 2015 in the food joint category. On September 6, KFC completed nine years of operations in Bangladesh.

Akku Chowdhury, managing director of

Transcom Foods Ltd, received the award from the chief guest.

Agora won the award in the supermarket category, Ispahani Mirzapore in hot beverage, Otobi in furniture, Aarong in fashion boutique, the Prothom Alo in print media, and Radio Foorti as the FM radio station.

Grameenphone, the country's largest mobile phone operator, came on top in the mobile phone network category, and Symphony in the handset category.

Along with the top brands in each category, top 10 brands and local top 10 brands were also recognised.

The top 10 local brands are: Symphony, Radhuni, Teer refined soybean oil, Super Fresh soybean oil, Walton refrigerator, Cocola noodles, Milk Vita, Walton TV, Teer flour and Sandalina sandal soap.

In a special category, Samsung was recognised as the Best Newcomer Brand, Banglalink the Most Improved Brand and Lux the Most Consistent Brand.

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## Foreign aid spending not up to speed

REJAUL KARIM BYRON

In spite of an ambitious target, foreign aid disbursement increased only 4.75 percent in the first four months of fiscal 2015-16 from the same period a year earlier.

The government has set a disbursement target of \$4.36 billion for the fiscal year, up 30 percent year-on-year.

Between July and October, only 16.77 percent of the amount, or \$731.45 million, was disbursed.

The low disbursement has been blamed on the slow pace of implementation of the Annual Development Programme, said an official of the Economic Relations Division. In the July-October period, only 11 percent of the total ADP allocation was used, which is the lowest in three years.

In the recent meeting of the Bangladesh Development Forum, Finance Minister AMA Muhiith cited the spending of foreign aid as a major challenge.

The reasons being: an increase in stand-alone projects and subsequently heavy aid fragmentation, less vibrant coordination in sector-level working groups, capacity deficits and implementation lag.

The ERD official said the government and the development partners will take a joint action plan which will help speed up the utilisation of foreign aid.

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## Handset sales to treble by 2020

STAR BUSINESS REPORT

The market for handsets is expected to grow three times in five years, importers said yesterday.

At present, handsets worth about Tk 8,000 crore are sold a year, said Rezwanul Haque, general secretary of Mobile Phone Importers Association, at a roundtable on the mobile device and its role in national security.

By 2020, the amount is expected to increase to Tk 25,000 crore a year.

This year, the number of handsets imported through the legal channel is expected to cross the three crore-mark and 90 lakh of them will be smartphones, according to the association.

Over the next three years, if the environment becomes favourable for business, 70 percent of the mobile phones in use will be smartphones, the importers said at the discussion organised by the Telecom Reporters' Network Bangladesh at the capital's Westin hotel.

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## High turnout at winter tax fair

STAR BUSINESS REPORT

The first winter tax fair ended yesterday amid taxpayers' rush to submit their returns without any hassle before the deadline expires on November 30.

The National Board of Revenue (NBR) organised the three-day event that received 53,259 tax files and collected Tk 62.72 crore in taxes.

The fair organised in divisional cities gave an opportunity to taxpayers to finish their tax-related tasks for the year 2015-16.

However, many taxpayers faced problems in paying taxes in the absence of banking booths at the fair venues.

Mohammad Anisuzzaman, an assistant professor at Government Music College, went to the fair venue at Officers' Club on the Bailey Road early yesterday with a filled-out form and cash to pay tax.

He expected that there would be banking booths at the venue, just like the annual tax fair held in September.

But there was no banking booth, and he was required to pay tax by cheque.

"I was unaware of this," he told The Daily Star. He later asked a relative to bring over a cheque book to the fair so he could complete the formalities.

On this issue, taxmen said the tax fair was organised on short notice and on a limited scale to facilitate taxpayers to submit their annual tax returns, get electronically generated taxpayer identification numbers and replace the manually issued TINs through registration.

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**22nd November 2015**

## 5TH HSBC and The Daily Star Climate Awards

### Honouring the pioneers of a greener future

Our conscious choice of preserving the environment today can lead to a better and sustainable future. The '5th HSBC and The Daily Star Climate Awards' seeks to promote and recognise the climate champions of Bangladesh for their commendable efforts in making a difference in protecting our environment and managing the risks of climate change.

The awards will be given in the following categories:

- Climate Champion in Green Business
- Climate Champion in Green Operations
  - **Group A:** Companies with 100% Bangladeshi ownership
  - **Group B:** Companies with full or partial foreign ownership
- Climate Champion in Knowledge Management
- Climate Champion in Community Engagement

#### CALL FOR ENTRIES

Send your nominations on or before **15 December 2015**

For nomination form and other details, please visit [www.hsbc.com.bd](http://www.hsbc.com.bd) or [www.thedailystar.net](http://www.thedailystar.net)

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**স্বপ্নময় জীবনের চাবি আপনার হাতে**

\* ফ্রি অনলাইন সেবা  
যে কোন প্রয়োজনে ০৯৬২০০১১২২



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৬,০০,০০০ টাকা থেকে সর্বোচ্চ ১,২০,০০,০০০

টিকা পর্যন্ত বিনিয়োগ সুবিধা।

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