

# GOLDEN JUBILEE BEGINNINGS

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Not too long ago, many products with the “Bangla” prefix usually implied shoddy or counterfeit locally produced versions, like “Bangla Rong” for low quality paint. But over the decades, many local companies and the entrepreneurs behind them have toiled relentlessly, bringing respectability to their products and recognition to their brands. Over the years, these brands became an integral part of the fabric of life in Bangladesh, and a legitimate source of pride as well.

#BUSINESS #LOCAL #BRANDS

## Branding Bangladesh, one good brand at a time

SANIA AIMAN

With advances in local manufacturing, nearly all aspects of a consumer's needs are easily met, without compromising on quality or taste! A simple systematic approach could easily demonstrate the sheer development in variety of local

Need some great linens? Hometex has garnered such trust on its name, that every bedsheet in the market tries to coast off of its reputation with blatantly similar names! With products for the entire house including the bedroom, living room, kitchen and the privies, everything can also be ordered online! Talk about keeping up with the times.

manufacturing and its impact on citizen mindset.

“Building a brand is like a journey, of creating value,” said Shariful Islam, founder of Bangladesh Brand Forum (BBF). “There has to be a holistic approach to building a successful brand, from what product is being offered

at what price point, as well as the emotional gratification combined with the functional usage that a customer derives from its use,” he added. “In the past few years, bKash, Radhuni and RFL have topped the lists of our top performing brands throughout the country,” he said, adding “Bkash especially, has been a rapidly rising star across all income groups.”

Today, in terms of things someone could need when building a home, we could begin with the largest items — furniture, and no matter what aesthetics are preferred, it would surely be found at Hatil, Otobi or Partex, to just name a top few. The quality and service are great, designs modern and varied and up-to-date with changing tastes. The industry is by no means small, with plenty of other strong players as well as specialised small local stores, offering items for all price points.

Moving on to kitchen essentials, gone are the days when people would have to only rely on imported items, scouring the supermarkets for pots and pans and cutesy boxes, for any guarantee

of quality. Kiam has a good range of all sorts of pots and pans moulded out of matte silver metal; add to that RFL or Bengal's colourful and food grade boxes of all sizes imaginable — from plastic spice pots, ceramic-mimicking dessert bowls, stoves, sets of storage drawers and whatnot; and a supply of packets of processed spices by Radhuni creates a perfect recipe for a kitchen fit to cook anything! Top meals off with cups of Ispahani Mirzapore tea, as a nod to the industry leader which has seen an entire nation turn into avid tea drinkers in just a few decades.

But where to store the leftovers? And reheat them, perhaps? Look to Walton, a leading name in local consumer electronics from fridges, deep freezers, TVs to even the little things like rice cookers, ovens, and blenders. Regardless of the assembled vs. manufactured debate, Walton smartphones and their acceptability in the market initiated a paradigm shift in consumer attitude towards home grown electronics.

Worried about powering these during electricity load-shedding? Rahimafrooz

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IPS and generators have been trusted support systems for decades.

Rarely was a Bengali kitchen complete without some crockery from Sharif Melamine, and the more prized reserved-for-guests tableware and dishes from

Monno Ceramics and Shinepukur, which are still as popular as ever, and have items perfectly in sync with evolving modern tastes and the traditional favourites.

Need some great linens? Hometex has garnered such trust on its name, that every bedsheet in the market tries to coast off of its reputation with blatantly similar names! With products for the entire house including the bedroom, living room, kitchen and the privies, everything can also be ordered online! Talk about keeping up with the times. Moreover, the very capable export-oriented garment industry is quite sufficient to meet local demands for most items as well.

On the other hand, if cotton and taant are more your style, Aarong and the Deshi Dosh brands like Kay Kraft always have fresh new items, with a firm nod to tradition — be in the form of Nakshi Kantha or block dyed kanthas and bedsheets, or embroidered cushions and traditional décor items of metal and wood, everything made by local artisans.

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NEW  
Range

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ANYONE STOP YOU  
FROM BECOMING  
YOUR BEST SELF

Rabaf Khan

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