



#PRESS RELEASES

Berger Paints and Shakib Khan team up

Country's leading paint solution manufacturer, Berger Paints Bangladesh Limited (BPBL) has recently teamed up with celebrity actor Shakib Khan as its new brand ambassador. A closed door signing ceremony was held in this regard recently. According to the agreement, the reputed actor will now take part in various campaigns, engagement sessions, and other promotional activities for Berger Paints for the next two years.

AKM Sadeque Nawaj, General Manager, Marketing, Berger; Sayed Shorif Russel, Category Manager, Berger; Ahamed Najeib Rahman, Brand Manager, Berger; Muneer Ahmed Khan, Managing Director & Creative Chief, Unitrend Limited; Romim Rayhan, Co-founder, Dhaka Talkies and actor Shakib Khan himself were present at the signing ceremony.

"I am really glad to work with such a reputed company like Berger. I look forward to a memorable partnership with some engaging campaigns," Shakib Khan said.

AKM Sadeque Nawaj, General Manager, Marketing, Berger, said on the occasion, "It indeed is an honour to have such a celebrated persona to promote Berger's brand objectives," adding, "We will definitely be coming up with some unique ideas to merge Shakib's charisma with our promotional works and customer engagement events."

Berger has remained at the top of the paint and household maintenance solutions market in the country. It has collaborated with numerous iconic figures over the decades, and its latest partnership with Shakib Khan is also anticipated to add another promising dimension to Berger's long-lasting consumer goodwill and trust.

Decorate your home with Hafele

Hafele is one of the leading brands in building premium kitchen and home décor with world-class materials, and currently has 40 authorised dealers or distributors in Bangladesh. Notable products from Hafele include appliances, kitchen fittings, furniture fittings, Blanco sink and faucet, sliding foldings, etc.

They have introduced burners and hoods for ensuring better cooking in lesser time. In order to distribute heat evenly, Hafele burner and cooker hoods are designed in a special manner. Their appliance range also includes microwave ovens, electric ovens, deep fryers, baking, grilling and barbecue equipment, all of which will give consumers a great experience.

Recently, they have also come up with 'digital home security solutions', which includes digital door security system print, keypad, RAID and mechanical keys.

#HEALTH & FITNESS

Treenayana: Life enhancing products from Satori Meditations

Amidst the busy and crowded Dhaka city, a calming oasis is what describes Satori Meditations, where the Satori Foundation has launched a conscious lifestyle brand, Treenayana.

At Treenayana, the products have been modelled to make meditative activities more conducive, for instance, the meditation chair at Treenayana elevates the practitioner's meditation practice by bringing the comfort of sitting on the floor and providing the feeling of being grounded.

Additionally, comfortable and portable meditation mats available here can accompany anyone on the path to conscious living—or even better, a pure copper bottle offered at Treenayana can also be brought along to integrate the magic of ancient medicine into the mundane activity of drinking water.

To brighten our life with energy, Treenayana is also providing dry fruits and nuts such as almonds, cashews, black raisins, Sakura plum, dried figs etc.

We often tend to get swept by the busyness of our lives and seldom stop to think about the quality of our lifestyle— about whether we are

mindfully connecting with ourselves and mother nature.

"Satori Meditations started with my own personal transformation; when I first tasted the silence within through meditation— then, immediately, I decided that I needed to share this," said the founder, Rusaavaad. And now, Satori Foundation has launched its third venture Treenayana, along with Satori Meditations offering



transformative practices and Zobra Kafe promoting conscious eating through cruelty-free vegan food.

Treenayana rightly aligns with its name as it promotes a simple and conscious lifestyle. Taking inspiration from Eastern meditation practices, the brand has been designed to facilitate a number of meditative activities.

"We can never incorporate life-affirmative practices into our daily

lives until we start practising them," Rusaavaad said, adding, "And so Treenayana will be helping us in our inner journey along with promoting conscious and simple living."

Treenayana is essentially focusing on the products that facilitate different meditation practices — more precisely, to create a bridge between body and mind easily and integrate comfort in meditation exercises. And the products are earth-friendly and life-affirmative, so one can effortlessly connect with nature while enjoying such a simple yet reviving practice like meditation.

Many more life-enhancing products namely plants, journals, meditation outfits are also available at the Treenayana store located at Satori Meditations.

The products can be purchased on-spot at Satori Meditations, or for more information and address visit:

<https://www.facebook.com/treenayana/>

<https://www.facebook.com/SatoriMeditations/>

Contact: +8801906300300

By Ayman Anika
Photo: Treenayana

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