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AWARDED

Superbrands

BANGLADESH'S CHOICE

2025 - 2026

# CROWNING THE ICONS

Superbrands crowns the boldest names in business and culture. This issue peels back the stories to trace roots, rises and the bold moves that set them apart. Meet the council and sharp minds from branding, ads, design, PR and business who choose the winners. A Superbrands mark lifts a brand, adds trust and gives it room to lead. We celebrate craft, grit and smart ideas that shape what people love and buy today.

# SHANTA HOLDINGS
## A Legacy of Excellence

In the heart of Dhaka, where every corner carries stories of aspiration and growth, Shanta Holdings has been weaving its own tale of transformation since 2005. What began as a vision to reshape the city's skyline has over time turned into a legacy of uncompromising quality, innovation and reliability. Over the past two decades, the company has delivered more than 10 million square feet of space, completing 55 iconic projects that have set new benchmarks for innovative designs, superior build quality and trendsetting lifestyle amenities. With landmark projects across Dhaka's most prominent neighborhoods, Shanta has become a symbol of trust and continues to redefine luxury real estate in Bangladesh through its focus on innovation and excellence.

The company's residential journey began with a series of remarkable projects. "Digonto" at Paribagh was the country's first true condominium, comprising 150 units with state-of-the-art lifestyle amenities. It also introduced the concept of a grand double-height reception in residences. Following that, "Garden" at Eskaton became the second

condominium, offering 100 units designed with professional landscaping, lighting and superior lifestyle facilities that created a vibrant community living environment. The third condominium, "The Vantage," located by the scenic Hatirjheel lakeside, features 110 units with exclusive amenities that transformed the Banasree locality. Another landmark achievement was "Chandralok" at Banani, which was completed in just 18 months, setting a record as the fastest residential project in the country. It was also the first FAR-compliant building and the first residential project to feature a parking-free ground floor. Over the years, Shanta has also become the most sought-after luxury developer in Gulshan, Baridhara and Banani. Having developed an impressive portfolio of ultra-luxury projects like "Northern Lights", The Regal", "Lumiere", "Nunita", "Olympus" and several others, it has boldly established itself as the leading developer in the tri-state area. The company has also expanded to cater to a broader segment of the market. In Bashundhara, its first residential project, "Shwapnoneer," brought the same commitment to excellence and set its superior standard of living in the locality.

In parallel, Shanta achieved a series of landmark accomplishments in commercial developments. In 2011, "Shanta Western Tower" at Tejgaon emerged as the country's first state-of-the-art commercial building of international standards and a majestic triple height atrium, envisioning and initiating the transformation of the once Tejgaon Industrial Area into a commercial hub. This first step encouraged other developers to follow suite soon after and Tejgaon has now become the city's new bustling commercial hub. "The Glass House" on Gulshan Avenue, became the most iconic commercial building of its time and the nation's first high-rise steel structure – an engineering achievement for the industry. Shortly after, "Skymark" in Gulshan set a new benchmark by being the first building in Bangladesh to feature a fully unitized double-glazed curtain wall system, setting a new standard for high-spec building facades. The most recognizable landmark came in 2022, "Forum" - the 25-storied twin towers in Tejgaon, which combined iconic architecture with high-spec, energy-efficient electromechanics, stunning aesthetics, an awe-inspiring plaza and atrium, with superior construction quality. "Forum" stands today as Dhaka's premier business

address and an architectural marvel. And now next to it, "Pinnacle" is nearing completion as the first 40-storied skyscraper of Dhaka, shaping the future skyline of the city and symbolizing a bold new era of progress.

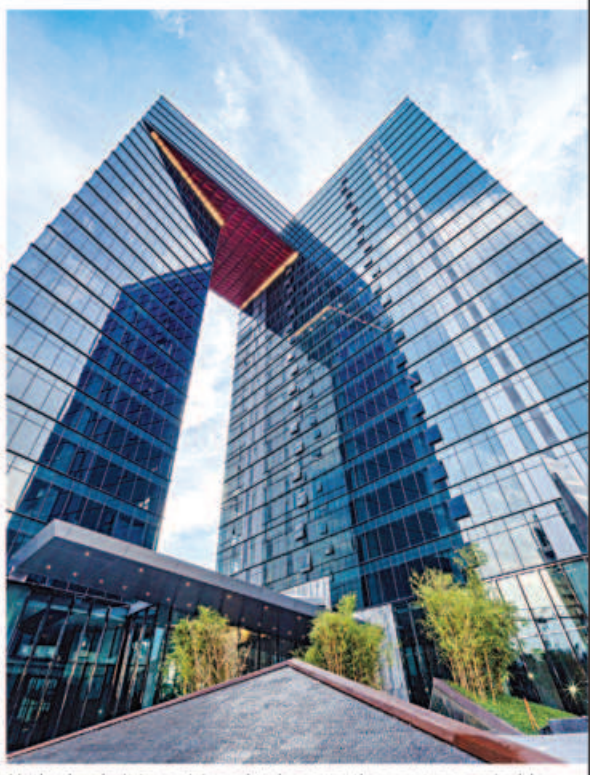
These commercial landmarks have become the addresses of choice for leading multinational and local corporates alike including Unilever, Deloitte, Levis, HSBC, Marico, Robi, Sumitomo, Syngenta and many more, reflecting the uncompromising standard that Shanta has set in the industry. These prestigious achievements have earned Shanta

numerous awards and recognitions, the latest being the Superbrand award in real estate for the fourth consecutive term. Such accolades reflect the admiration of the people and the lasting impact the company has made on the city.

Looking ahead, Shanta will continue to transform the skyline with a significant portfolio of commercial and residential developments. The company has an ambitious pipeline of upcoming projects, ranging from the tri-state areas to

Dhanmondi, and emerging neighborhoods such as Bashundhara, Dumni at the 300ft expressway, Shornali Abashon. Aligning with its vision to meet the city's increasing housing needs, the company has begun expanding its presence in the rapidly growing neighborhood of Bashundhara with ten trendsetting residential projects. In addition, it is going to develop a destination mall there. Envisioned as a modern lifestyle hub, the mall will bring together premium retail, dining and entertainment all under one roof, setting new benchmarks for shopping and leisure in the city.

On the commercial front, the ongoing project "Dhaka Tower" is the most anticipated, 1.5 million sft, 500-feet-tall development of the city. The project is designed by the world-renowned studio, "Office for Metropolitan Architecture" (OMA),



Netherlands. It is envisioned to become the most recognizable modern landmark of Dhaka, boldly representing Bangladesh on the global stage and symbolizing the country's remarkable economic progress. Moreover, two more high-rise commercial towers, "Zenith" and "Vista", are scheduled to begin construction soon. These towers will provide new investment opportunities in world-class office spaces while redefining the Tejgaon skyline, also setting benchmarks for sustainability and green building through LEED Platinum certification.

Throughout its journey, Shanta has remained committed to excellence in design innovation, advanced construction methodologies, the use of top-quality materials and uncompromising safety standards. Each landmark created by the company stands as a symbol of progress and prosperity, contributing to the nation's development and improving lifestyles. As these projects continue to redefine Dhaka's skyline, they not only represent architectural achievements but also fuel Bangladesh's journey toward a brighter future.

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OCTOBER 9, 2025 ASHWIN 24, 1432 BS
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# Beyond the Tile

## Akij Ceramics

**Akij Ceramics is Bangladesh's leading ceramic tiles brand, renowned for innovation, quality, and design excellence. established in 2012 as part of the AkijBashir Group. With a nationwide network of more than 380 showrooms and 4,700 retail points, Akij Ceramics aims to enhance modern living spaces while promoting inclusive and eco-friendly solutions. Guided by its tagline, "Promise of Perfection", the brand values innovation, durability, social responsibility, and customer trust.**

**DEFINING ACHIEVEMENTS**

Akij Ceramics' most significant achievement lies in its dual leadership in industry excellence and social innovation. As one of Bangladesh's prominent tile brands, it has consistently set benchmarks in quality, design, and technological advancement, earning the Superbrands Award 2023–24 & 2025-26 and the Best

Brand Award in the Ceramic Tiles Category for six consecutive years. Beyond these accolades, the brand's pioneering initiative the introduction of Braille Imprinted Tiles for the visually impaired, has positioned Akij Ceramics as a socially responsible innovator.

Akij Ceramics, with its extensive production capacity and one of the country's widest ranges of sizes, finishes, and formats, continues to redefine modern living spaces. Its achievements also encompass sustainability, with energy-efficient manufacturing, solar power generation, wastewater recycling, and zero solid waste disposal. Collectively, these milestones demonstrate Akij Ceramics' commitment to innovation, quality, and societal impact.

**WHAT SETS AKIJ CERAMICS APART**

Akij Ceramics distinguishes itself through a unique combination of innovation, quality, and social responsibility. It offers one of the country's most diverse product portfolios, featuring over 980 designs across finishes such as Mirror Polished, Sugar Matt Carving, Diamond Glaze, and Salt & Paper, catering to both modern and lifestyle-oriented spaces.

Technologically, Akij Ceramics leverages advanced manufacturing, Digital Decoration & Glazing (DDG), and large-format innovations like Panora Porcelain Plank Tiles and Sierra 40×80 cm wall tiles, ensuring both aesthetic appeal and durability. Sustainability is embedded in its operations, with solar power generation, wastewater recycling, energy efficiency, and zero solid waste reuse, setting environmental benchmarks.

Akij Ceramics maintains one of the country's largest showroom networks with more than 380 exclusive outlets, supported by extensive retailer engagement through its Aponjon program and nationwide training for tile fitters to ensure excellence in installation and customer experience.

**PERCEPTION OF THE CURRENT MARKET SITUATION**

Bangladesh's ceramics industry is expanding steadily, driven by rapid urbanisation, modern housing demand, and infrastructure growth. The market has become increasingly competitive, with local brands meeting most of the country's needs while also exploring opportunities abroad.

Technological innovation is a key driver, with advanced glazing and digital printing creating more realistic and diverse designs. At the same time, sustainability has become central to production. Challenges remain in the form of fluctuating raw material prices and slower export performance.

**FUTURE PLANS**

Akij Ceramics is committed to shaping the future of Bangladesh's ceramics industry through continuous innovation, sustainability, and market leadership. The brand plans to expand its product portfolio with new formats, larger sizes, and lifestyle-oriented collections that align with global design trends. Future launches will focus on digital glazing, precision printing, and surface innovation to deliver unmatched elegance and lasting durability.

On the sustainability front, Akij Ceramics aims to increase renewable energy adoption, enhance wastewater recycling, and further reduce carbon emissions, reinforcing its commitment to environmentally responsible manufacturing.

Market expansion remains a priority, with a focus on strengthening the domestic network of showrooms and retailers, while also exploring new export opportunities to position Bangladeshi ceramics on the global stage. Additionally, the brand will continue investing in skill development programs for tile fitters and retailers, ensuring excellence from production to installation.

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2025-26
With your love and support, Shwapno has achieved the Superbrands Bangladesh Status 2025-26.
This honour belongs to all of you.
Superbrands
SHWAPNO

# 250 Years of Colour

## Berger Paints Bangladesh Limited

**Berger Paints Bangladesh Limited (BPBL) is the nation's undisputed leader in the paint industry, backed by more than 250 years of global heritage and 55 years of local presence. Originating in 1760 with the invention of Prussian Blue pigment, Berger has become a trusted household name in Bangladesh since starting local manufacturing in Chittagong in 1970.**

Guided by its values of Respect, Integrity, Commitment, and Excellence, Berger Paints Bangladesh Limited (BPBL) consistently redefines home and industrial transformation. With its diverse product portfolio, end-to-end services such as Berger Design Studio, and a network of more than 13,000 trained painters, including women painters, Berger has established itself as a symbol of trust, innovation, and sustainability.

### DEFINING ACHIEVEMENTS

Berger Paints Bangladesh has achieved numerous milestones, but its greatest recognition is being named a Superbrand, a title reserved for brands that provide both emotional and physical value to consumers and are seen as premium choices. This recognition highlights Berger's enduring legacy of innovation, consumer trust, and industry leadership.

A landmark innovation is EcoCoat, Bangladesh's first eco-friendly paint. Designed to absorb up to 90 percent of greenhouse gases such as carbon dioxide and methane, EcoCoat enhances both aesthetics and sustainability. This achievement earned Berger the SDG Brand Champion Award EcoCoat, affirming its ability to combine business growth with environmental responsibility.

Beyond financial milestones, Berger's social contributions—such as empowering women through the Female Painting Service (FPS), supporting autistic children since 2009, and nurturing talent through BYPAC and BAEA—reflect a broader vision of success that blends commercial leadership with societal progress.

### WHAT SETS BERGER APART

Berger Paints Bangladesh stands out through its blend of innovation, service excellence, and social impact. The company has pioneered industry-first solutions such as EcoCoat, the eco-friendly air-purifying paint, and Colour Bank, which revolutionised consumer choice.

Berger also goes beyond selling paints by offering one-stop home transformation through the Berger Design Studio and Express Painting Service. It's 38 Experience Zones across the country and 24/7 Call Centre ensure that consumers receive expert guidance and seamless service nationwide.

Community empowerment is another defining feature. The Berger Training Institute trains more than 3,000 painters annually, building a skilled workforce of over 13,000 applicators. Importantly, this includes women painters through FPS, the first initiative of its kind in Bangladesh, which empowers women while delivering professional painting services.

Marketing innovation further sets Berger apart. Its campaigns resonate deeply with local culture and consumer concerns. The "Toxic Relationship with Damp Walls" campaign reframed dampness as a health risk rather than a cosmetic flaw, while the "Colours of Emotion" campaign marked World Mental Health Day by showcasing the role of colour in emotional well-being. These campaigns reinforce Berger's position as a brand that uplifts lives, not just walls.

### PERCEPTION OF THE CURRENT MARKET SITUATION

The Bangladeshi paint industry is shaped by both challenges and opportunities. Despite macroeconomic pressures, Berger achieved 8.44 percent revenue growth in FY 2024–25, reflecting the brand's strength and consumer trust.

Market trends indicate a rising demand for sustainable, durable, and health-friendly products. Berger anticipated this shift with EcoCoat to combat air pollution, Breathe Easy ViraCare with low-VOC technology for cleaner indoor environments, and One Coat Emulsion to simplify the painting process. These products respond to growing expectations for solutions that combine beauty, convenience, and environmental responsibility.

Female painter at work

Consumers today demand complete lifestyle solutions rather than stand-alone paint products. The launch of the Berger Design Studio in 2024 positioned the company as a pioneer in comprehensive interior design services, reflecting a broader shift where painting is seen as part of holistic home transformation.

While economic volatility poses challenges, strong opportunities remain in eco-friendly product development, digital engagement, and green manufacturing. Berger's consistent innovation and service focus place it in a strong position to capitalise on these trends.

### FUTURE PLANS

Berger Paints Bangladesh is focused on driving innovation, sustainability, and community development. The company will expand its eco-friendly product lines, led by EcoCoat, and introduce premium finishes such as Luxury Super Silk – Super Glossy Finish for interiors and WeatherCoat Supreme Plus, offering up to 15 years of exterior protection.

To meet growing demand, Berger is building a state-of-the-art third factory at the National Special Economic Zone, Mirsarai, boosting capacity and reinforcing market leadership.

Future strategies include expanding the Female Painting Service to empower women, enhancing the Berger Design Studio as a lifestyle hub, and deepening involvement in city beautification projects that promote national pride and community well-being. Berger remains committed to sustaining its legacy as Bangladesh's most trusted and preferred paint brand.

# Travel That Builds Communities

## ShareTrip

ShareTrip at Business Awards

**ShareTrip began as Bangladesh's first true online travel agency with a clear mission to transform the travel landscape. From an initial team of three it has grown into the country's leading travel-tech platform, operating offices in Dhaka and Chattogram and occupying a combined 25,000 square feet. The platform now commands over 60% of the online travel market and holds a commanding share of overall travel sector.**

ShareTrip provides the largest inventory of airlines and domestic and international hotels, and offers tours, attractions and curated travel packages. The company was among the first in Bangladesh to implement AI powered solutions that identify better flight connections and speed up refund processing. Beyond travel, ShareTrip extends lifestyle and fintech services including bill payments, online shopping and ST Pay, integrating payments and retail to make everyday transactions simpler for users. The company's inbound and community tourism initiatives promote Bangladesh globally while supporting local communities and businesses. ShareTrip has been recognised as the first Superbrands in the travel sector in Bangladesh.

**DEFINING ACHIEVEMENTS OF SHARETRIP**

Our greatest achievement is the measurable transformation of Bangladesh's travel industry from a predominantly offline sector into a resilient, technology driven ecosystem built by local talent. We designed and developed core platforms in house, including a hotel management system designed for Bangladeshi hoteliers and a B2B platform that empowers local travel agents to digitise and scale their operations. In a short period these efforts positioned ShareTrip as the country's leading travel-tech platform. We introduced fintech innovations such as ST Pay and the SkyTrip travel credit card and implemented direct airline NDC integration. Strategic partnerships with Bangladesh Parjatan Corporation, the Malaysia Healthcare Travel Council and the Saudi Tourism Authority have expanded inbound and outbound opportunities for travellers and opened corridors for medical and leisure travel. Recognition for leadership and impact include the Superbrands award for the travel sector and international honours for our leadership, including Kotler Women Leader of the Year 2023 and Outstanding Woman in Business at the DHL-The Daily Star Bangladesh Business Awards 2024. ShareTrip's CSR work supporting flood victims, women's empowerment and community tourism further underlines our wider social contribution.

**WHAT SETS SHARETRIP APART**

ShareTrip's distinction rests on the combination of rapid in-house innovation, demonstrable trust and strong local relevance. Building tools internally enables quick iteration and precise tailoring for the Bangladeshi market, delivering practical benefits such as faster refunds, automated bookings and hotel management capabilities designed for local needs. Our data driven interfaces and broad inventory help travellers discover better options while integrated fintech smooths payment flows across the journey. The B2B platform strengthens distribution and operational capacity for small travel agents and hoteliers, expanding economic opportunity at community level. Strong partnerships with public and private institutions and an emphasis on community tourism create more meaningful experiences for travellers while reinforcing confidence in our services and in local suppliers.

ShareTrip at Superbrands Awards

**PERCEPTION OF MARKET TODAY**

The travel market in Bangladesh is evolving quickly toward integrated digital experiences, dependable fintech products and platforms that support local livelihoods. Customers increasingly expect end to end journeys where booking, payment and aftercare are seamless and reliable. Small businesses and hoteliers seek tools that reduce operational friction and open access to broader demand. ShareTrip perceives a vital role for private public collaboration to raise industry standards and create sustainable jobs, and we actively advocate for policy measures that enable innovation and protect consumers. By adapting international best practices to local realities, ShareTrip contributes to raising employability and to positioning Bangladesh as a hub for travel innovation and opportunity. Under Sadia Haque's guidance, these initiatives reflect a vision that goes beyond business, showing how a homegrown platform can influence the sector's growth and global reputation.

**PLANS AND FUTURE FOCUS**

Looking ahead, ShareTrip will continue to prioritise artificial intelligence and next generation technologies that empower users, hotels and travel agents across Bangladesh. Our roadmap focuses on enriching lifestyle offerings, creating seamless multi service experiences and integrating data driven solutions to improve both travel and retail journeys. We will strengthen CSR and sustainable tourism programmes so that growth delivers tangible economic and social benefits to communities. ShareTrip will also persist in policy advocacy that supports sector growth and startup development while pursuing collaborations that showcase Bangladeshi innovation. As the first in Bangladesh's travel-tech industry to launch a comprehensive CSR programme, we will continue to lead in socially responsible growth.

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কৃষি, শিল্প ও অর্থনৈতিক উন্নয়নে
অসামান্য অবদানের স্বীকৃতিস্বরূপ
টানা ২য় বারের মতো
Gazi Pumps & Motors
পেলো Superbrands সম্মাননা !
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SUPER BOARD

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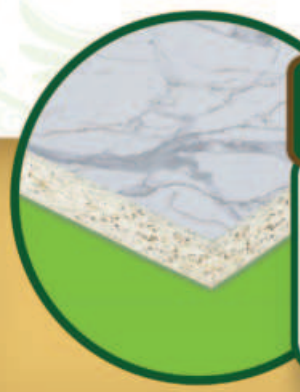
# WHY To BUY??

## Plywood

- 4 Press Technology
- CCA Treatmented Core
- Meticulous Core Bonding
- Highest Loading Capacity



## Melamine Board

- T.S.P. (Tri Shield Protection)Technology
- Damp & Fungus Resistant
- 50/50 Chips (Fine & Core) Combination
- Variety of 132+ Colors

## MDF

- T.S.P. (Tri Shield Protection)Technology
- Damp & Fungus Resistant
- Smooth Surface & Lacquer Friendly
- Best for CNC Design

## uPVC Board

- German Technology
- Standard Ratio of Virgin Resin
- Highest Bending Capacity
- Superior Internal Core Bonding

## Plain Board

- T.S.P. (Tri Shield Protection)Technology
- Highest Screw Holding Capacity
- Pure White & Lacquer Friendly
- Five-layered Board

## Veneered Board

- Four Step Sanding Technology
- Smoothest Veneer Surface
- 42+ Texture Collection

BDS: 799

# Bangladesh's Global Brand for Higher Education

## North South University

**Established in 1992, North South University (NSU) is Bangladesh's first private university and its most potent symbol of ambition in higher education. From this bold beginning, NSU has grown into Bangladesh's most prestigious private university, an academic home to more than 30,000 students guided by 540 distinguished full-time faculty, including 30 international scholars from countries such as the USA, UK, Japan, China, India and Pakistan.**

The University ranks as the #1 private university in Bangladesh in the QS World University Rankings 2025 (901-950 range globally) and 155th in the QS Asia University Rankings 2025, a position held since 2020. NSU SBE is Bangladesh's first American-accredited business school, accredited by the ACBSP, USA. SEPS has BAETE accreditation for its CSE, EEE, and ETE programs and actively seeks ABET (USA) accreditation. The Bachelor of Architecture program is accredited by IAB.

### DISTINGUISHED FACULTY AND GLOBAL RECOGNITION

Study Hall

Puja Celebration

NSU faculty members secured prestigious grants and recognition from world-renowned organisations such as the Bill & Melinda Gates Foundation, UNESCO, Fulbright, IDRC, and the European Union. Significant funding has also come from the World Bank, NIH (USA), FCDO (UK), UNDP, GIZ (Germany), Global Challenges Research Fund (University of Nottingham, UK), CIDA, SIDA, USAID, COMSTECH, BRAC, Nippon Koei (Japan), Intellisia (China) and many more.

Between 2021 and 2025, NSU faculties produced nearly 1,900 journal articles, over 600 conference papers, and more than 150 books and book chapters indexed in Scopus. NSU scholars are consistently ranked among the world's top 2% of scientists by Stanford University and Elsevier. In 2025 alone, nine professors earned this distinction.

NSU houses 49,500 books, 50,000 e-books, 6,000 bound journals, and access to 36,000+ online journals from leading publishers such as JSTOR, IEEE, ACM, EBSCO, Emerald, Springer, Wiley, and Cambridge. Students also benefit from access to premier academic databases, including Scopus, Eikon, and EconLit. Beyond academics, NSU provides facilities, including a sports complex with a gymnasium, basketball and tennis courts, and a football-cricket field. A vibrant, cosmopolitan student body from more than 28 countries enriches campus life, fostering cross-cultural exchange and preparing graduates to thrive globally.

### GLOBAL ALUMNI AND PARTNERSHIPS

NSU's reputation is reflected in its alumni, who have pursued higher education at Harvard, MIT, Caltech, Oxford, Cambridge, HEC (Paris) and the University of Chicago and built careers at leading organisations such as NASA, the World Bank, UNDP, Google, Twitter, Microsoft, Amazon and Meta, with over 336 active MoUs with institutions including UC Berkeley, Stanford, Yale, Cambridge, and Johns Hopkins. NSU offers opportunities for exchange, joint research, and global employability programs such as the Bangladesh-Japan ICT Engineers' Training (B-JET), which has already placed hundreds of graduates in top roles abroad. NSU also hosts Asia's first Confucius Institute, which was established in 2006.

Each year, NSU invests BDT 22-25 crore in scholarships and financial aid, ensuring equal access to education through merit-based and need-based support. NSU has 24 active clubs, including the NSU IELTS Testing Centre, a Modern Pathology Laboratory, and the adoption of CANVAS, the world's leading Learning Management System, further strengthening NSU's commitment to student empowerment and success.

NSU alumni are the founders of leading ventures such as Chaldal, Pathao, ShareTrip, iFarmer, Wind, and Barikoi, and are behind platforms like Foodpanda, Jatri, Shuttle, Truck Lagbe, and Wander Woman. NSUSN is the university's official incubation platform that has nurtured more than 330 startups, trained 600+ entrepreneurs, and attracted USD 2.1 million in funding.

The next chapter of NSU is even more ambitious: the 100-acre Green and Smart Purbachal campus, whose construction was inaugurated in April 2025. This futuristic campus will accommodate 50,000 students and house advanced labs, smart libraries, residential halls, sports complexes, and research centers, embodying NSU's vision for the university of tomorrow.

### INNOVATION THROUGH RESEARCH

NSU offers 17 undergraduate and 19 graduate programs across four schools: Business & Economics (SBE), Engineering & Physical Sciences (SEPS), Health & Life Sciences (SHLS), and Humanities & Social Sciences (SHSS). NSU is committed to drive impactful research and societal outreach through specialized institutes, including the NSU Genome Research Institute (NGRI) for genomic advancements, the NSU Global Health Institute (NGHI) tackling global health challenges, the South Asian Institute of Policy and Governance (SIPG) shaping public policy, the Center for Climate Change and Disaster Resilience (NCDR) promoting environmental sustainability, NSU Startups Next (NSUSN) fostering entrepreneurship, The UWA-NSU Agribusiness Center of Excellence (ACE) advancing agricultural research, and the pioneering NSU Center for Quantum Computing (NCQC), Bangladesh's first quantum computing research hub. Complementing these are cutting-edge

Convocation Ceremony

laboratories like the Machine Intelligence Lab (MI), Intelligence Robotics Lab (NIRO), Cyber-Physical Lab, Design Inclusion and Access Lab, and Cyber-Security Clinic by Google, which lead technological innovation.

NSU consistently achieves top rankings globally, holding the #1 position among all universities in Bangladesh in the Times Higher Education (THE) World University Rankings 2025, where it is placed in the 801-1000 bracket globally, an achievement maintained for three consecutive years.

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MEGHNA GROUP OF INDUSTRIES
A SUPERBRAND BECAUSE OF YOU!
Meghna Group of Industries
Superbrands
For over 50 years, you have made us part of your lives, with our products and services reaching 1 in every 2 households across Bangladesh. Being named Superbrands for the third time reflects your trust. We dedicate this honor to every home that made us who we are, and humbly look forward to breaking more boundaries together in the years to come.

TRUSTED BY MILLIONS- RECOGNIZED AS
Superbrands
FOR THE 4TH CONSECUTIVE TIME
Fresh
AWARDED
Superbrands
BANGLADESH'S CHOICE
Superbrands
SUPER FRESH PACKAGED DRINKING WATER

3RD CONSECUTIVE SWEET SUCCESS
Fresh
Refined SUGAR
RECOGNIZED AS A
Superbrands
ONCE AGAIN
AWARDED
Superbrands
BANGLADESH'S CHOICE
Superbrands
FRESH REFINED SUGAR
ফ্রেশ
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JAMUNA FAN
Since 1978

AWARDED
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2025-26

**Jamuna Fan has been honored with the prestigious International Superbrands Award.**

This remarkable achievement is built on the trust and admiration of millions of customers.

estorejamuna.com

# A BANKING SUPERBRAND

## Eastern Bank PLC

**EBL's impact extends beyond banking to nation-building. It has financed critical sectors like garments, energy, agriculture, and technology in supporting Bangladesh's economic backbone.**

Eastern Bank PLC (EBL) began its journey in 1992 with a clear ambition: to build an enduring institution based on trust, innovation, and impact. In just over three decades, it has transformed into one of Bangladesh's most valuable financial institutions—recognised for its resilience, progressive outlook, and customer-centric approach. Today, EBL is not just a bank; it is a brand that embodies stability, credibility, and forward-thinking, which is why it has been honoured as a Superbrand for the third time.

### A FOUNDATION OF TRUST AND GOVERNANCE

From the very beginning, EBL distinguished itself by prioritising quality over speed and integrity over shortcuts. Guided by robust corporate governance and ethical banking practices, the bank earned trust one relationship at a time. Its steady, values-driven growth has made EBL a symbol of reliability in a competitive industry often driven by scale alone.

This unwavering commitment has been reflected in prestigious recognitions: the first Bangladeshi bank rated by Moody's, a AAA credit rating from CRAB for three consecutive years, and multiple "Best Bank in Bangladesh" titles from The Banker. These accolades speak not just to performance, but to consistency, transparency, and trustworthiness, which are hallmarks of any true Superbrand.

### EXCELLENCE ACROSS THE SPECTRUM

EBL's rise as the most awarded bank in Bangladesh underscores its multidimensional strength:

1. **Corporate Banking:** EBL has become a powerhouse in trade finance, contributing nearly 5% of the country's annual trade transactions. Its structured finance team has arranged over USD 2.1 billion for 100 large industries, in partnership with leading global institutions. With international offices in Hong Kong and Guangzhou, EBL connects Bangladesh to the world.

2. **Retail Banking:** EBL has redefined customer experience, being named Best Retail Bank in Bangladesh for six consecutive years by The Asian Banker. Its Priority Banking offers personalized solutions and premium privileges, while Payroll Banking serves 1,800 companies with tailored employee benefits. In card services, EBL leads with the most diverse range of co-branded and innovative offerings, including the world's first Mastercard Biometric Metal Elite Credit Card.

3. **SME and Inclusion:** By offering mortgage-free financing to small and medium enterprises, EBL has empowered entrepreneurs—the backbone of Bangladesh's economy. Through Agent Banking, Women Banking, and Student Banking, EBL has expanded access to financial services for underserved communities, bridging the gap between urban and rural economies.

### INNOVATION AND DIGITAL LEADERSHIP

Innovation is at the core of EBL's identity. Its award-winning Skybanking app and EBLConnect platform are handling nearly 30% of the country's online corporate transactions, which have made digital banking seamless and secure. The Nest, EBL's in-house innovation lab, fosters creativity and future-ready solutions, while its Head Office is known as the Home of Happiness, stands as a reflection of its people-first culture.

### COMMITMENT TO SUSTAINABILITY

EBL is not just driving financial growth; it is also driving sustainable development. As the first bank in Bangladesh to adopt carbon accounting, EBL has aligned over 40% of its lending portfolio with green finance. In 2025, it launched the EBL Climate Change Action Awards with European partners to promote innovation in climate solutions in cementing its leadership in responsible banking.

### DRIVING NATIONAL PROGRESS

EBL's impact extends beyond banking to nation-building. It has financed critical sectors like garments, energy, agriculture, and technology in supporting Bangladesh's economic backbone. By facilitating government revenue collection through automated challan systems for VAT and tax, it plays a strategic role in strengthening national infrastructure.

### A SUPERBRAND FOR A REASON

A Superbrand is defined not just by market presence, but by values, vision, and impact. EBL exemplifies this with its integrity in governance and financial stewardship, innovation in products, services, and technology and Impact on national development, sustainability, and financial inclusion

As Managing Director and CEO, Ali Reza Iftekhar aptly put it: "Being named a Superbrand for the third time is more than just recognition—it reflects the trust our customers place in us and the passion our people bring to everything we do. At EBL, we stand for integrity, innovation, and impact."

For 33 years, Eastern Bank PLC has proven that true leadership is about more than size; it is about trust, consistency, and purpose. By shaping the future of banking while contributing to the progress of Bangladesh, EBL has rightfully earned its place as a Superbrand. It is not only a leader in the financial sector but also a symbol of resilience, progress, and national pride.