VOL 02, ISSUE 02

Transcom

AUGUST 2026

SPARK



BEYOND THE BYLINE

PLANTING CHANGE

বিজয় নিশান উড়ছে ঐ

Designing Your Thoughts

Watt a Bll Upgrade



CORPORATE OFFICE
Gulshan Tower
Plot # 31, Road # 53, Gulshan North C/A, Dhaka-1212,
Bangladesh.

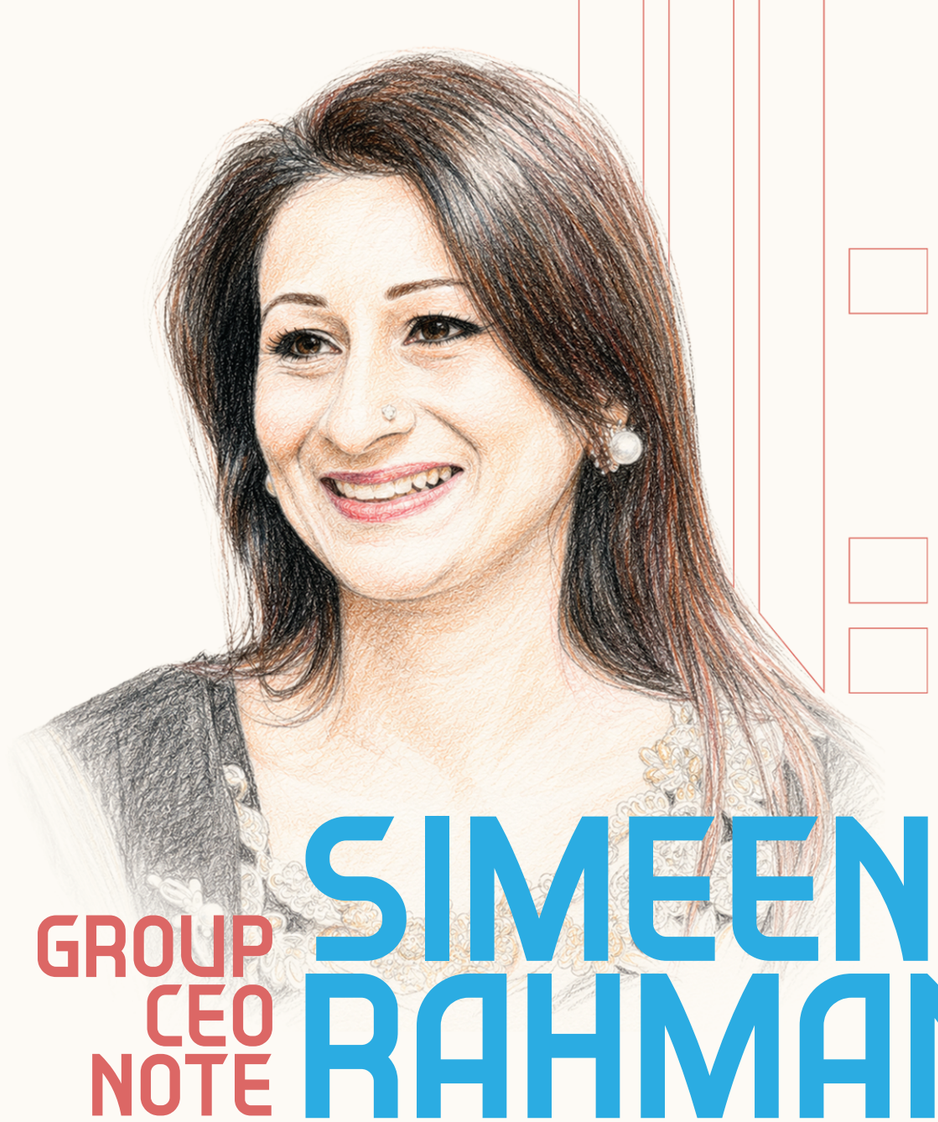
WELCOME

to Transcom Group's official newsletter!

This publication is crafted to spark connections, share compelling stories, and light the way with insights that uplift morale and energize performance across Transcom. Flip through to share the experience!

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GROUP CEO NOTE SIMEEN RAHMAN

One of the most remarkable things about any journey is that every achievement becomes the starting point for something new.

At Transcom, we have built a legacy rooted in Ethics, Courage, and Excellence. These values have guided us through change, helped us overcome challenges, and inspired us to pursue opportunities with confidence. They remain as relevant today as they were when our journey first began.

As I reflect on the years, I have spent at Transcom, I am reminded that our greatest accomplishments have never been the result of one individual. They have always been made possible by people who were willing to learn, support one another, embrace change, and take ownership of the future we were building together.

This year's theme, Spark of Tomorrow, is not simply about starting something different. It is about having the courage to see every challenge as an opportunity, every experience as a lesson, and every new day as another chance to make a meaningful difference.

Whether you are taking on a new role, welcoming a new teammate, introducing a new idea, or discovering a better way of working, know that every positive step you take contributes to something far greater than yourself. It strengthens our culture, our organization, and the future of Transcom.

Thank you for believing in our purpose and for bringing your best to work every day. Your integrity, resilience, and commitment continue to shape an organization that people trust and respect.

As we look ahead, let us embrace every new beginning with confidence, lead with humility, and continue creating a future where every individual has the opportunity to grow, contribute, and succeed.

Together, let us make every new beginning an opportunity to build a stronger Transcom and a better tomorrow.

SIMEEN RAHMAN

Group CEO, Transcom Limited

Minds at Work

Publisher
M Shabbir Ali

Editor
Tabassum Binte Tabriz

Advisory Panel
Md. Kamrul Hassan
Faisal Hussain
A B M Jabed Sultan
Jaiyyanul Huq
Rushdina Khan

Contributors
Faisal Hussain
M Shabbir Ali
Arif-Uz-Zaman
Md. Tajdin Hassan
Md Mehadi Hasan Bin Ghani
Mir Shamsul Alam
Rushdina Khan
Md. Mizanur Rahman (Munna)
Md Azwaj Khan
Md. Sharfuddin Bhuiyan
Muradul Mustakin
Farhan Hadi
Mahbuba Sultana
Mohammed Solaiman Protik
Mohammad Atikullaha
Fahim Anis Khan

We extend our sincere gratitude to all BU HR teams and the employees of Transcom Limited and its business units for sharing their events, achievements, and insights, helping make this newsletter a truly collaborative and collective experience.

The Editor Writes

Every new beginning starts small. A single spark, long before it becomes a flame. That is the spirit behind this year's theme, Spark of Tomorrow.

It feels especially fitting this year, one in which we saw a legacy extend into a new generation, close to home for our Transcom family. There is something of that same spirit in every spark: a story choosing to continue, handed forward, hopeful and unwritten, asking us to build something worth it.

If there is one thread running through the stories in this edition, it is exactly that: people turning uncertainty into momentum. From every Business Unit, we received accounts of teams who chose courage over comfort, ethics over shortcuts, and excellence over "good enough." Together, they read less like a corporate report and more like an anthology: many chapters, one throughline: Transcom's people, doing what they do best.

In this issue, you will meet the people who carry Transcom's values without ever calling them that, a team that chose to fix something properly instead of hurriedly, a colleague who stood by what was right when it would have been easier not to, someone who quietly helped another person find their footing. These are this year's real sparks: small, deliberate, and everywhere across our business.

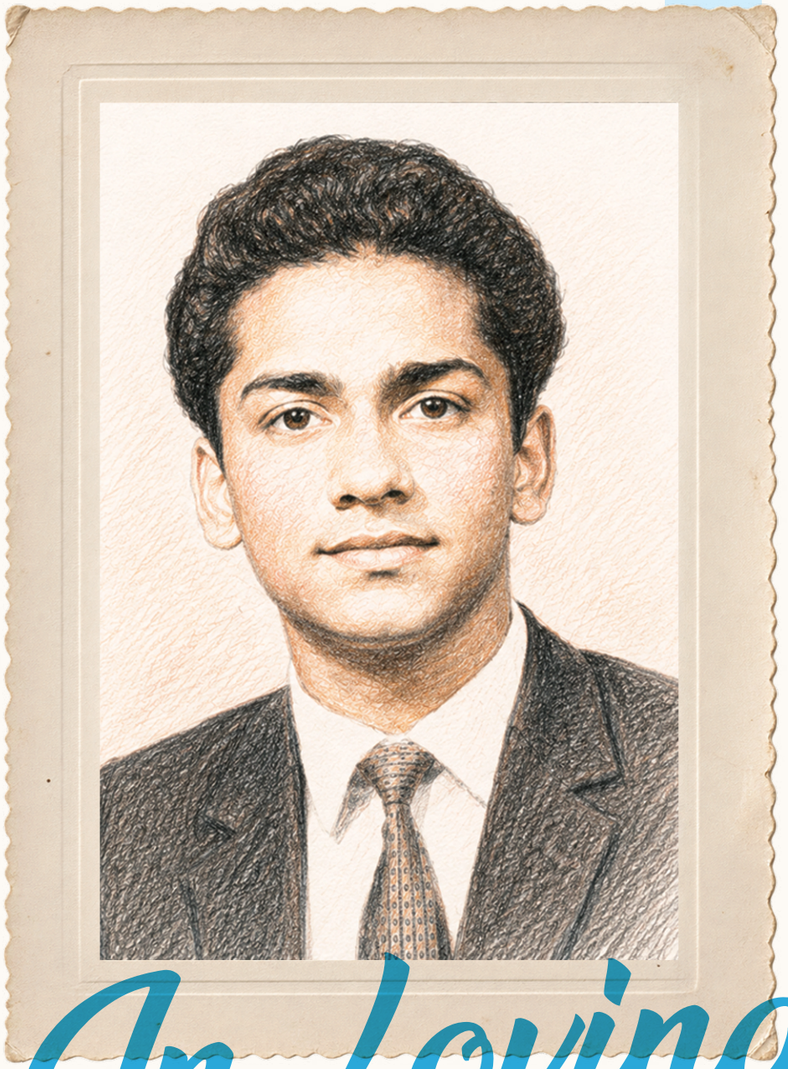
None of this comes together without generous hands behind the scenes. My sincere thanks to Mr. Zaraif Ayaat Hossain, Head of Strategy & Transformation, and Mr. M Shabbir Ali, Corporate Head of HR, for their steady guidance and trust in this year's direction. I am equally grateful to the Corporate HR team, BU HR Heads, and every colleague who took the time to curate the stories that fill these pages. This newsletter exists because you believed it was worth telling.

Quoting one of my favourite characters from the classic The Lord of the Rings: 'None of us gets to choose the times we are given, only what we do with them.' That is really what this theme asks of us. Not a perfect beginning, just an honest one, met with whatever spark we can bring to it.

This year, Transcom chose to spark forward. The stories ahead are where that choice comes alive.

Happy reading!





In Loving memory

There was no question of giving up

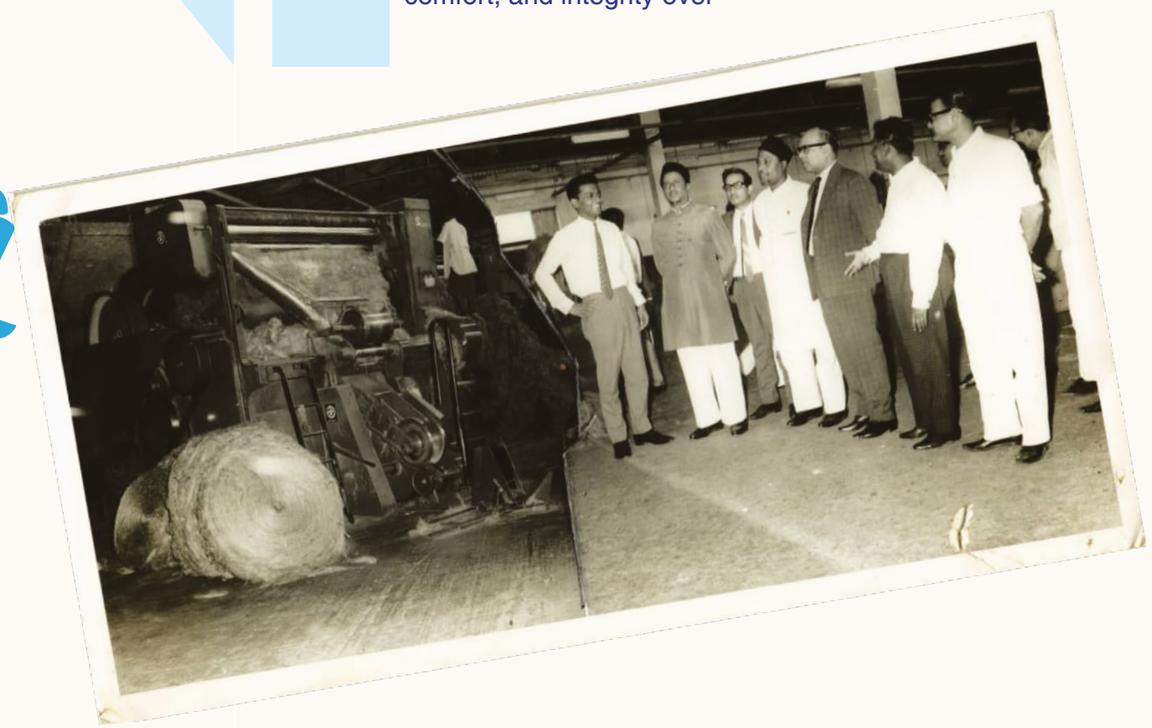
Those words were more than a conviction; they became the compass that guided Latifur Rahman Sir, the beloved Founder Chairman of Transcom Group, through one of life's greatest setbacks.

When the Liberation War left his family's businesses nationalized, he stood at a crossroads. The comforts of yesterday had slipped away. He began afresh from a modest office with rented furniture, a team of just four, and, in his own words, days when even supporting his family was a struggle. Still, he chose to persevere.

With faith over fear, purpose over comfort, and integrity over compromise, he built brick by brick, choice by choice- not just a company, but a promise.

A promise that business could be built on ethics, that success could walk hand in hand with humility, and that adversity, when met with courage, could become the birthplace of excellence.

As we celebrate the theme ‘Spark of Tomorrow’, the life of Latifur Rahman sir reminds us that every beautiful future begins with one brave step to start again. With that spirit, we honor the enduring legacy of a man who turned hardship into hope, and hope into lasting excellence.



WITNESS OF A LEGACY

I joined Tea Holdings Limited (THL) in 1977, making me the longest-serving member of the Transcom family. My primary responsibility then was to assist our Founder Chairman, the late Mr. Latifur Rahman, in his day-to-day work, an opportunity that became the most defining chapter of my professional life.



Faisal Hussain
Director - Chairman's Office
Transcom Limited

Sometimes, it is in looking back that we find the truest measure of how far we've come. When I joined THL, the number of staffs in Dhaka Office was eight. Today, Transcom has grown into a family of over 20,000. Back then, tea export was our primary business, managed mainly through our Chittagong branch, the only one at that time. In 1978, when the person overseeing Dhaka tea operations left, I was entrusted with that responsibility. That moment became a turning point in my journey, as tea exports flourished, driven by growing international demand, especially from Egypt.

As the business expanded, so did its ambitions. THL ventured into petroleum exports, lighterage vessel chartering for Bangladesh Shipping Corporation through Gulfeast Singapore Pte. Limited, and private barter trade under Special Trading Arrangements. Even earlier, in 1973, THL had initiated a counter-trade agreement with the Trading Corporation of Bangladesh (TCB), in partnership with Swiss company 'Dolmar S.A.' (later renamed Andre & Cie S.A.), a truly visionary step for that era.

A spectacular visionary, our Founder Chairman – late Mr. Latifur Rahman, single-handedly built the business empire from scratches, unshakeable in roots. The early 1980s marked Transcom's transformative era; flourishing businesses, global acquisitions like SmithKline & French (now Eskayef), PHILIPS, PepsiCo, and partnerships with Nestlé S.A. that shaped the Group's multidimensional growth.

For me, the greatest honor was working closely with our Founder Chairman, late Latifur Rahman Sir, from day one. I witnessed his unmatched humility and strength, his belief in doing business with integrity, respect, and accountability. His ethical compass continues to guide us all. He always believed in financial solvency and welfare of each and every member of Transcom Group so that they can perform to their full potential. He introduced all sorts of welfare facilities, such as Group Insurance, Medical Insurance, Gratuity, overseas incentive tours for the employees. Above all else, his aim was to make a difference, economically and socially, as a responsible corporate citizen, as an exceptional employer.

The world hailed his steadfast ethics and visionary leadership. In 2012, he became the first Bangladeshi to receive the Oslo Business for Peace Award, often regarded as the "Nobel Prize for business." He was also named Business Executive of the Year 2001 by the American Chamber of Commerce in Bangladesh (AmCham). As Shakespeare wrote, "Some are born great, some achieve greatness, and some have greatness thrust upon them"- Our Founder Chairman truly embodied all three, a timeless inspiration for all of us.

Today, his daughter and our Group CEO, Ms. Simeen Rahman, continues to carry his legacy with her compassionate leadership and forward-thinking vision. A planet in her own inimitable orbit, with indomitable business acumen, indispensable human qualities and untiring efforts, she has kept the trust reposed on her; her ineffaceable courage, determination and resilience to overcome any obstacle, she has further strengthened Transcom's position.

What kept me rooted in Transcom for nearly five decades is simple- its people and its principles. A company that nurtures its people, guards their growth, and leads not just with mind, but with heart.

As I look back, gratitude runs deep, and I see the rise of an enduring ideal, beyond the passage of time. A modest tea venture took root and grew into a nation-defining conglomerate. Yet, through every storm and sunrise, one thing has remained constant: our values. Transcom's journey is proof that when vision meets virtue, greatness is inevitable.

INDUSTRY MATRIX

27 YEARS OF COURAGEOUS JOURNALISM

Prothom Alo celebrated its 27th anniversary with a grand assembly at the KIB auditorium on November 4, 2025, bringing together its global family under the powerful theme ‘Truth is Courage’ in a vibrant display of unity and journalistic pride.

The celebration began with the national anthem and a documentary reflecting the newspaper’s remarkable legacy, followed by insightful remarks from Executive Editor Sajjad Sharif and The Daily Star Editor Mahfuz Anam, who emphasized the importance of courageous and investigative journalism amid growing misinformation and hate speech. The event also featured employee recognition awards, panel discussion, interactive quizzes, and soulful musical performances by Nandita and Shuvendu Das.

In his keynote speech, Editor Matiur Rahman paid tribute to late Transcom Group Founder Chairman Latifur Rahman as he reflected on the founding vision of creating a neutral newspaper dedicated to the nation’s progress. He also encouraged the next generation of journalists to embrace an AI-driven future while remaining steadfast in ethical and people-centric reporting.

As part of the anniversary celebrations, Prothom Alo also hosted a grand reception at the Radisson Blu Water Garden Hotel in Dhaka, attended by diplomats, business leaders, academics, artists, and media personalities, highlighting the publication’s enduring public trust and global recognition. During the event, the Latifur Rahman Memorial Award for Journalism was presented to Prothom Alo Head of Online Shawkat Hossain for his outstanding contribution to journalism. Managing Editor Anisul Hoque formally concluded the celebrations, marking 27 years of fearless journalism and a bold stride toward the future.









A DECADE OF EXCELLENCE

Transcom Distribution marks its 120th Audit Follow-up Meeting, a decade shaped by discipline, defined by ethics, and carried across 33 branches. Powered by the quiet rigor of our Internal Audit and Management Assurance teams and guided by purposeful leadership, we continue to safeguard our tradition in excellence and move forward with confidence into the next chapter.



BOTTLING EXCELLENCE

Transcom Beverages Limited (TBL) Dhaka Plant has achieved a remarkable GOLD score of 925/1000 in the AIB audit, marking a proud milestone for the organization. This outstanding result reflects the team's passion, precision, and unwavering commitment to excellence, reinforcing TBL's culture of quality, discipline, and continuous improvement.



THREE CHEERS FOR DOTBIRTH

Three years of bold ideas, fearless creativity, and stories that leave a mark. Happy 3rd anniversary to DotBirth Limited, where imagination never stands still and every breakthrough begins with a brilliant idea!



TRANSCOM HVAC SETS A NEW SALES BENCHMARK

Transcom HVAC reached its first-ever monthly sales milestone of BDT 10.59 crore in July 2026, marking 20% growth over its previous record of BDT 8.83 crore. From January-July, invoice value reached BDT 52.5 crore, delivering 12% YoY growth versus BDT 45.9 crore last year, powered by teamwork, execution and customer trust.



POWER PLAY

Transcom Digital achieved a remarkable 31% growth in H1 2026, marking the highest growth in the industry. Powered by 4 record months, including an all-time single-month high of 77.7 Cr, their momentum was fueled by key category wins: TV recorded a massive 60%+ growth following the strategic onboarding of LG, while Washing Machines delivered exceptional performance. Coupled with H1 RAC sales surpassing all of FY25, they continue to lead and transform the retail electronics landscape.



INK & INSIGHT

THE FOURTH INDUSTRIAL REVOLUTION AND THE EVOLUTION OF LEADERSHIP





MIR SHAMSUL ALAM

Head of Human Resources,
Transcom Distribution Co. Limited

The Fourth Industrial Revolution (4IR) is not coming, it is already here. Unlike any transformation before it, this revolution is blurring the boundaries between the physical, digital, and biological worlds at unprecedented speed, reshaping industries, redefining human roles, and rewriting the rules of leadership. In this era of hyper-disruption, traditional management approaches fall short; leaders today must do more than adapt, they must evolve.

A BRIEF HISTORY OF REVOLUTION

Throughout human history, “revolution” has meant profound, often abrupt shifts in economic systems and social structures, though in practice these shifts have taken years, even decades, to unfold. The prelude to the Industrial Revolution was the Agrarian Revolution (17th–19th century), marked by the shift from muscle power to mechanical power: the seed drill, the mechanical reaper, new crop rotation methods, and improved livestock breeding. These innovations paved the way for the technological upheavals that followed.

Phase	Tenure	Footprint
1st Industrial Revolution	1760–1840	Steam engine, railroads, small-scale mechanical production
2nd Industrial Revolution	1870–1914	Electricity, mass production, assembly lines
3rd Industrial Revolution	1950–2000	Computers, semiconductors, mainframes, personal computing, the Internet

Notably, the first Industrial Revolution took roughly 120 years to spread across Europe. The third, aided by the Internet, reached global scale far faster. The fourth is moving faster still.

THE CATALYSTS OF 4IR

The technological drivers of 4IR fall into three clusters:

Physical: Advanced robotics now process complex, real-time instructions using AI. 3D printing enables personalized, cost-effective production. Autonomous vehicles are transforming mobility.

Digital: Artificial intelligence is the linchpin of 4IR, already embedded in daily life with far more still to unfold. The Internet of Things connects devices, infrastructure, and people, enabling real-time defect detection and process efficiency. Cloud computing delivers scalable, cost-friendly infrastructure worldwide. Blockchain replaces intermediated trust with cryptographic security and decentralized, unalterable ledgers.
Biological: Biotechnology and genetic engineering, including breakthroughs like CRISPR-Cas9, are boosting immunity, enabling disease tracking, and improving agricultural resilience. Neurotechnology is advancing brain-computer interfaces to treat neurological disorders. Bionics and bioprinting are merging biology with technology through 3D-printed tissue and smart prosthetics.

Where past revolutions were driven by a single innovation, steam, electricity, the internet, 4IR is powered by all these forces at once, tearing down limits we once took for granted.

THE BUSINESS IMPACT

Customer expectations have shifted: quality alone is no longer enough. Convenience, personalization, and speed are now baseline expectations, and companies slow to meet them are quickly left behind. To keep pace, businesses are using data and analytics to better understand consumer behavior, monitor assets in real time, and optimize operations. Innovation is also breaking down silos, new partnerships are emerging, built not just for survival but for shared growth.

This collaborative spirit is reshaping operating models into digital platforms offering customers unlimited access to services (think Amazon's Kindle Store or car-sharing platforms). Meanwhile, advances in health and biotech are extending human longevity, prompting a rethink of age demographics, retirement, and life planning. Automated monitoring and precision technology are also supercharging environmental efforts, with green-tech investment signaling a promising future for both economy and planet.

Throughout human history, “revolution” has meant profound, often abrupt shifts in economic systems and social structures, though in practice these shifts have taken years, even decades, to unfold. The prelude to the Industrial Revolution was the

THE HUMAN QUESTION

Amid this progress, a familiar fear persists: that machines will outpace human labor, a concern economist John Maynard Keynes raised as early as 1931. Oxford researchers Carl Benedikt Frey and Michael Osborne ranked 702 professions by automation risk:

Most at risk: Telemarketers (0.99), tax preparers (0.99), insurance appraisers (0.98), referees and umpires (0.98), legal secretaries (0.98).
Least at risk: Mental health and substance abuse social workers (0.003), choreographers (0.004), physicians and surgeons (0.004), psychologists (0.004), HR managers (0.006).

As Stephen Hawking, Stuart Russell, Max Tegmark, and Frank Wilczek wrote in The Independent: the long-term impact of AI depends on whether it can be controlled at all, raising a deeper question of how we preserve individuality and diversity in the digital age.

THE WAY FORWARD: FOUR LEADERSHIP INTELLIGENCES

To navigate 4IR, leaders must develop four intelligences:

- Contextual Intelligence: Future-minded, able to lead across cultures, diagnose shifting context, challenge the status quo as a change agent, lead with intention, think critically, and build consensus around shared goals.
- Emotional Intelligence: Self-awareness, self-management, social awareness, and relationship management, underpinned by organizational justice (fair decisions, transparent communication, genuine concern for others) and character (integrity, credibility, valuing differences), with an ongoing commitment to lifelong learning and developing others.
- Inspired Intelligence: A continuous search for meaning and purpose, nourishing creativity and lifting collective moral consciousness toward a shared sense of destiny.
- Physical Intelligence: Sustaining the energy that powers the other three, through personal health, well-being, and the ability to remain calm under pressure.

THE FINAL WORD

Ultimately, it comes down to us- our choices, our actions, our values. These technologies can be either a blessing or a curse. Used with creativity, compassion, and responsibility, they can drive a new era of inclusivity and mutual growth. The temptation to let innovation dehumanize us is real, but staying grounded in our moral compass allows us to use these advancements to lift one another up, not divide us. The revolution is here, what it becomes is up to us.

References: Schwab (2016); Watkins (2012); Bradberry & Greaves (2009); Druskat & Wolff (2001); Frey & Osborne (2013), Technological Forecasting and Social Change.

DESIGNING YOUR THOUGHTS: A CREATIVE APPROACH TO MINDFUL WORK



MD. MIZANUR RAHMAN (MUNNA)

Creative & Activation Head
Eskayef Pharmaceuticals Limited

Most professionals don't suffer from too much work. They suffer from too many thoughts.

In today's fast-moving professional world, pressure has quietly become part of our daily routine. It shapes how we think, how we respond, and how we experience both work and life. Over time, it affects not just productivity, but also our sense of balance, rhythm, and ease.

We often assume that this pressure comes from workload. But in high performance environments, that is only part of the story. More often, the real challenge is internal: too many thoughts, too many reactions, and too little clarity. The solution is not always to work harder. It is to work with greater awareness, structure, and intention.

As a design professional, I have always believed that clarity is at the heart of meaningful work. In design, when elements are scattered, the message weakens. When structure is missing, communication fails. But when everything is aligned with purpose, the result becomes clear, effective, and powerful.

Over time, I realized that this principle extends far beyond design. It applies equally to the way we think, the way we make decisions, and the way we respond under pressure.

Alongside my professional journey, my continued practice of meditation has offered me a deeper perspective on how our inner state shapes our external work. It has helped me recognize something we often

overlook: before we create anything externally, we are constantly shaping something internally. We are designing our thoughts.

WHEN THE MIND BECOMES CROWDED

Modern work demands constant attention: deadlines, meetings, messages, expectations, and decisions all competing at once. In such an environment, the real challenge is not simply the volume of work, it is the absence of inner order.

Pressure rises when priorities are unclear. When our thinking becomes scattered and we can focus, we are drowned in anxiety. We become reactive in our responses. Conflict starts to grow, and we become distant with everyone
.
A simple task can feel overwhelming, not because it is complex, but because the mind is already overloaded. A clear mind does not remove complexity. It makes complexity easier to navigate.

WHAT DESIGN TAUGHT ME ABOUT THINKING

In design, clarity never appears by accident. Every strong piece of work begins with a process. We step back to understand the purpose. We remove what is unnecessary. We organize what matters most. We create hierarchy. We guide attention.

Good design is not just visual expression, it is disciplined thinking made visible.
The same is true for the mind. In moments of pressure, we need to step back, understand the real issue, filter distractions, and identify what deserves attention first. The same creative discipline that strengthens visual communication can strengthen inner clarity.

This is where design and mindful work intersect. Both depend on selection. Both depend on structure. Both depend on knowing what to leave out.

MINDFUL WORK IS AN INNER DESIGN PROCESS

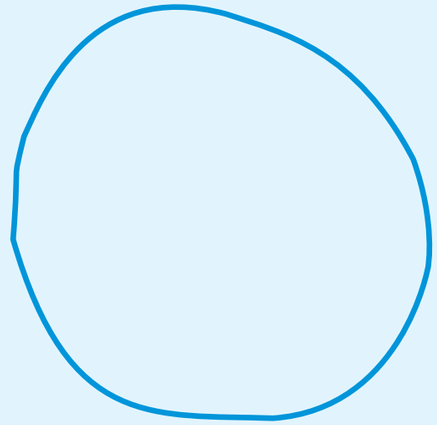
Mindful work is not about slowing down for its own sake. It is about working with awareness.

In my experience, shaped by my ongoing practice of meditation, I have come to understand that the mind does not always need to be controlled; it first needs to be observed. That simple act of observation creates a space, a moment of pause, where more thoughtful and effective decisions can emerge.

That moment of pause allows us to turn reactions into impactful responses, clears up confusions and guides us into the rightful direction without pressuring the mind.



MIND FULL



MINDFUL

CLARITY DOES NOT REMOVE WORKLOAD. IT REMOVES MENTAL NOISE.

This is one reason mindfulness has gained increasing attention in professional settings. Research summarized by the American Psychological Association and NIH indicates that mindfulness practices can help reduce stress and support healthier responses in demanding work environments.

FROM MENTAL NOISE TO CLEAR ACTION

One practical way to think about mindful work is as a simple inner process:



This process may sound simple, but simplicity is often what restores direction. In design, a strong layout works because it gives form to complexity. In the same way, a mindful process gives form to pressure.

BRINGING CREATIVE DISCIPLINE INTO DAILY WOR

As professionals, we already apply discipline to our output. The opportunity is to apply that same discipline to our thinking.

- Start with focus: Define what matters most before beginning your day
- Reduce clutter: Not every thought deserves equal attention
- Work with full attention: Deep focus often outperforms constant multitasking
- Pause before responding: A brief pause can prevent rushed decisions
- Reset regularly: Even a few minutes of silence or mindful breathing can restore perspective

These are not dramatic interventions. But when practiced consistently, they can significantly improve how we work.

IMPACT ON TEAM AND WORK CULTURE

When individuals begin to work with greater clarity and awareness, the impact naturally extends beyond personal productivity.

Communication becomes more precise, decisions become more thoughtful, and teams become more aligned in both direction and purpose. Pressure also becomes easier to manage collectively, creating healthier and more resilient work environments.

In high-performance settings, inner clarity is not a luxury. It is a professional advantage that strengthens collaboration, leadership, and the ability to perform effectively under pressure.

CONCLUSION

We may not always control the pace, pressure, or expectations around us.

But we always have a choice in how we respond. Just as design brings order to visual complexity, awareness brings order to mental complexity. And when we learn to design our thoughts with intention, we do not just improve our work- we transform the way we experience it.

Transcom

Rising

BANGLADESH C-SUITE AWARDS 2025

HALL OF FAME



This award reinforces my belief that Human Resources is no longer a support function, it is a strategic business partner. When we align people, culture, and leadership with business strategy, we create organizations that are resilient, innovative, and built for long-term success.

M. SHABBIR ALI

Corporate Head of HR,
Transcom Limited

CHIEF HUMAN RESOURCE OFFICER / HUMAN RESOURCES DIRECTOR OF THE YEAR 2025



This recognition affirms that bold ideas, backed by purpose and the right team, can reshape an entire ecosystem. Keeron was born from a belief that ambition should never be limited by geography or opportunity gaps. Going forward, my vision is to bridge up-skilling with real employment pathways, because true transformation isn't just about learning, it's about solving Bangladesh's employability crisis, one career at a time.

MD. TAJDIN HASSAN

Chief Operating Officer,
Keeron

MOST TRANSFORMATIVE C-SUITE LEADER OF THE YEAR 2025



Truly honored to receive this inspiring recognition. Receiving this award reinforces my belief that technology, when driven by purpose and empowered people, can truly transform organizations. I deeply value the trust of Transcom leadership in entrusting me with the ownership and authority to drive meaningful change.

Arif-Uz-Zaman

Head of Technology,
Transcom Limited

CHIEF TECHNOLOGY OFFICER/TECHNOLOGY DIRECTOR OF THE YEAR 2025

THE WINNING LAP

Success is built on vision, perseverance, and the courage to lead. Congratulations to Mohammed Solaiman Protik, National Key Account Manager at Transcom Consumer Products Limited, for earning the 'ASM of the Year – Bangladesh' title at the PepsiCo Grand Prix Award II 2025. His achievement is a proud reminder that excellence is always worth celebrating.





DOTBIRTH DAZZLES AT COMMWARD 2025

Dotbirth Limited delivered a standout performance at Commward 2025, securing multiple wins across diverse categories with bold, impactful storytelling.
The BhashaBank by UCB campaign led the charge, earning Bronze in Native, Titanium, and Sustainability, plus a Silver in Campaign for Positivity. Driven by Jihad Bin Tahzeeb and Giash Shaheen, the work stood out for its culturally rooted, purpose-led storytelling.

The momentum continued with Next Level Gaming with Airtel, securing two Bronzes for Most Creative Use of Media and Best Use of Branded Content. Crafted by MD Raihan Ahmed, Sherman Sheridan Moreino, and Apurba Pal, the campaign fused gaming culture with fresh, high-impact media innovation.

Closing on a high note, Happy Olive Tree- Brand Identity Revamp bagged GOLD in Packaging, led by Iftekhar Ahmed Jeet and Jaman Adnan Tilok, transforming the brand with a refined and memorable visual identity.

A night of wins, ideas, and creative firepower for Dotbirth.









BEYOND THE BYLINE

Prothom Alo Brings Home Five International Honours

Prothom Alo has once again brought global recognition to Bangladesh, securing five prestigious honours across two of the world's most respected media competitions, an extraordinary achievement that celebrates excellence in journalism, innovation, storytelling, and public service.

At the **INMA Global Media Awards 2026** in Berlin, Germany, Prothom Alo won **Third Prize** in the **Best Use of an Event to Build a News Brand (National Brands)** category for **'Next Gen Achievers: Recognising and Inspiring the Next Generation of Leaders (GPA-5 Achievers Reception 2025)'.** The nationwide initiative recognised and celebrated **more than 80,000 GPA-5 achievers** from the 2025 SSC and equivalent examinations across **all 64 districts of Bangladesh,** inspiring young minds while championing education and youth empowerment.



The newspaper also received **Honourable Mention** in the Best **Brand Awareness Campaign** category for **'HHH: Heads Held High'**, documenting Prothom Alo's resilience after an extremist attack that reached millions. Another **Honourable Mention** came in the **Best Public Relations or Community Service** category for **'Guiding Light: Rewriting Futures in Bangladesh's Forgotten Regions (Alor Pathshala)'.** An initiative of the **Prothom Alo Trust, Alor Pathshala** operates eight schools, bringing free education and brighter futures to underprivileged children in Bangladesh's remotest communities.

Building on this global success, **Prothom Alo** earned **Gold** and **Silver** at the **WAN-IFRA South Asian Digital Media Awards 2026** in New Delhi, India. **'HHH: Heads Held High'** received **Gold** in the **Best Marketing Campaign for a News Brand** category, while **'The Highway of Death: Jatrabari Killings'** won **Silver** in **Best Use of Video.** The award-winning report documented the killings carried out by law enforcement personnel from **Jatrabari Police Station** along the **Dhaka–Chattogram Highway** on **5 August 2024**, the final day of the mass uprising, preserving one of the country's most significant moments of recent history through powerful visual journalism.

These five international honours reaffirm Prothom Alo's commitment to **ethical journalism**, **fearless storytelling, creative excellence, and meaningful social impact,** while underscoring Bangladesh's growing influence in the global media landscape. **Every honour tells the story of a newsroom that dares to inform, inspire, and make a difference, for when truth finds a fearless voice, its transcends all borders.**



go GREEN

PLANTING CHANGE

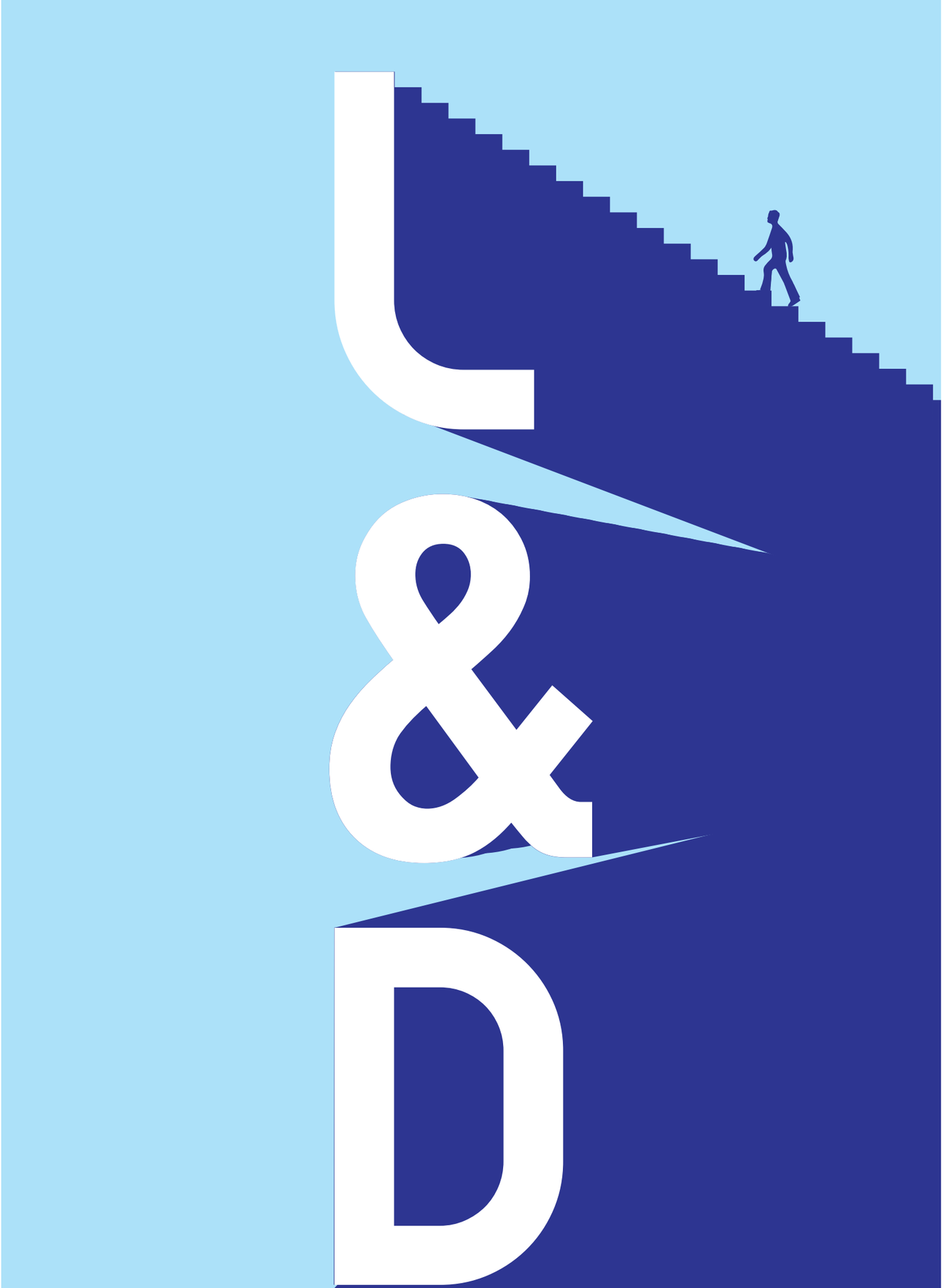
On World Environment Day 2026, Transcom Beverages Limited (TBL) marked the occasion with a tree plantation initiative, bringing employees together under the theme, "Inspired by Nature. For Climate. For Our Future." Beyond planting saplings, the initiative reaffirmed TBL's commitment to sustainability, environmental stewardship, and creating a greener future for generations to come.











Building Skills, Shaping Leaders: Succession & Skills in Focus



RUSHDINA KHAN

Lead-Learning & Development, Corporate HR,
Transcom Limited

Quarter 2 of 2026 was a landmark period for Transcom's Learning & Development (L&D) initiatives, as Corporate HR rolled out the **Skills Advancement Training** Series, a comprehensive set of learning interventions designed to empower employees across all business units. This exclusive series was carefully curated to address the evolving needs of professionals in diverse functions, ensuring that every department could benefit from targeted skill enhancement.

The programs featured extensive modules on **Communication,**

Presentation, and Negotiation Skills, three of the most sought after competencies in today's workplace. Employees from Sales & Service, Supply Chain, Human Resources, Finance, Marketing, and even specialized roles such as Pharmacists participated in these sessions. By focusing on universal yet critical skills, L&D ensured that the training was not only relevant but also transformative, equipping employees to perform more effectively in cross functional collaborations and client interactions.

What set these programs apart was their **experiential learning approach**. Rather than relying solely on lectures, participants engaged in dynamic activities, role plays, and scenario based exercises. This hands on methodology allowed learners to internalize concepts, practice strategies in real time, and receive constructive feedback, making the sessions both practical and impactful. The result was a learning experience that resonated deeply with employees and translated directly into workplace performance.

In addition to the skills series, Corporate HR–L&D also launched a Leadership Development Program tailored for the future leaders of Transcom Distribution Company Ltd. (TDCL). This initiative formed a cornerstone of the company's Succession Planning process, ensuring that emerging leaders are prepared to take on greater responsibilities with confidence and clarity. The program offered a holistic learning package that combined Leadership Skills, Emotional Intelligence, and a strong emphasis on living Transcom's core values at work. By weaving organizational culture into leadership training, L&D reinforced the importance of values driven leadership as a foundation for sustainable growth.

By identifying critical skill gaps, designing structured programs, and delivering them with innovation and care, Corporate HR–L&D is not only enhancing individual capabilities but also strengthening the collective performance of the organization across Transcom. Quarter 2 of 2026 thus stands as a testament to Transcom's commitment to continuous learning, leadership readiness, and building a workforce equipped for the challenges of tomorrow.



INITIATIVES

WE DON'T RISK IT

Global Appliances Limited (GAL) observed World Day for Safety and Health at Work 2026, aligning with the global theme "Ensuring a healthy psychological working environment." The EHS department led impactful stakeholder engagement through awareness campaigns promoting work-life integration and psychological safety, inauguration of a Safety Mirror, and tree plantation activities. At GAL, commitment to safety remains uncompromised, with employee health and well-being placed above all operational goals. Safety is not a choice, but a habit, a discipline, and a shared responsibility.



ZERO TOLERANCE, FULL COMPLIANCE

Transcom Limited's Corporate HR recently hosted a pivotal workshop on 'Legal Framework and Compliance Requirements on Handling Workplace Harassment in Bangladesh,' led by Barrister Omar H. Khan. The session brought together BU HR Heads and representatives at the HQ, emphasizing the importance of legal literacy in fostering a safe, inclusive, and gender-sensitive workplace.
Through insightful discussions, participants gained a deeper understanding of compliance responsibilities and accountability mechanisms. This initiative underscores Transcom's ongoing commitment to upholding respect, professionalism, and workplace safety, ensuring an environment where every employee feels protected, valued, and empowered to thrive.



ALOR PATHHSHALA: LIGHTING TOMORROW'S SKY

In the farthest corners of Bangladesh, where classrooms were once a distant dream, countless children saw their futures shaped not by books, but by hardship. Poverty, limited awareness, and the absence of schools often pushed them into labor long before they discovered the joy of learning. Since 2009, **Alor Pathshala**, an initiative of Prothom Alo Trust, has been changing that story: one child, one classroom, and one community at a time.





With the steadfast support of **Summit Group** and **Anjuman-Aziz Trust**, Alor Pathshala today operates **eight schools** across Kurigram, Rajshahi, Bhola, Naogaon, Teknaf, Bandarban, and Lakshmipur, where **1,650 children** receive free, quality education. For many, these classrooms represent far more than a place to learn; they are where confidence is nurtured, dreams take root, and possibilities begin.







The impact has echoed far beyond school walls. Over the past **16 years**, nearly **25,000 students** have received formal education, while around **1,500 others** have acquired vocational skills, enabling them to pursue dignified livelihoods. Today, Alor Pathshala alumni are studying at colleges and universities, serving in government, running businesses, working overseas, and becoming the pillars of their families and communities.

In 2026, this extraordinary journey earned global recognition at the INMA Global Media Awards for excellence in community service. Yet its greatest achievement cannot be measured by awards or numbers alone. It lives in every child who now carries a schoolbag instead of a burden, every family whose future has been transformed through education, and every community where hope continues to shine a little brighter. Because when education reaches those who have waited the longest for its light, it does more than change lives, it changes generations.

READY FOR ANYTHING

At Transcom Beverages Limited (TBL) Dhaka Plant, we reinforced our unwavering commitment to Safety First through a comprehensive Fire Defense & Fire Safety Training. The session focused on fire risk awareness, evacuation drills, emergency response, and essential first aid practices. With active participation from our trainers and team members, the training strengthened preparedness and confidence in handling emergencies. We remain dedicated to building a safer, more resilient, and well-prepared workplace where safety is always a shared priority.









Passion

মোরা সাম্য, মোরা বলীয়ান,
সত্যনিষ্ঠ আর ঐক্যে মহীয়ান।

প্রতিকূলতা, প্রকৃতি-বিমুখ হোক না যতবার,
হই না ভুমিছপা মোরা, দিয়েছি প্রমাণ শতবার।

সততা, শ্রম আর লক্ষ্যে মোরা অটুট,
বাধা-বিঘ্ন সব পেরিয়ে, হার মানা না যোদ্ধা।

নেতৃত্ব আর শৃঙ্খলাতে, করি না কভু আপোস,
দিবারাত্রি যা-ই হোক না কেন, দেখিয়েছি মোরা সাহস।

কর্মস্পৃহা, আত্মবিশ্বাস, নেইকো মোদের ঘাটতি,
সময় বুঝে, অবস্থা জেনে, সেরে নিই মোদের কাজটি।

ভয়কে মোরা করেছি জয়,
বিজয়কে করেছি বরণ।
হাসিমুখে মোরা হ্যাঁ বলা শিখেছি, 'না' -কে দিয়েছি কবর।

গর্ব মোদের সামাজিকভাবে, পরিবারে মোদের তুষ্টি বহমান,
দিয়ে গেছ তুমি কর্মক্ষেত্র, শ্রদ্ধা তোমায় লতিফুর রহমান।



মোঃ আতিকুল্লাহ
ন্যাশনাল ডিস্ট্রিবিউশন ম্যানেজার,
সেলস এন্ড ডিস্ট্রিবিউশন,
ট্রান্সকম ডিস্ট্রিবিউশন কোম্পানি লিমিটেড

OFF THE CLOCK

FIZZ, FUN & FLAVOR!

At Transcom Beverages Limited (TBL), Dhaka and Chattogram plants transformed into lively spaces of connection and celebration. With games, pithha and snack stalls, and cultural performances, the picnic offered a refreshing escape, bringing teams together to unwind, recharge, and celebrate the unstoppable spirit that defines TBL.



GAME ON!

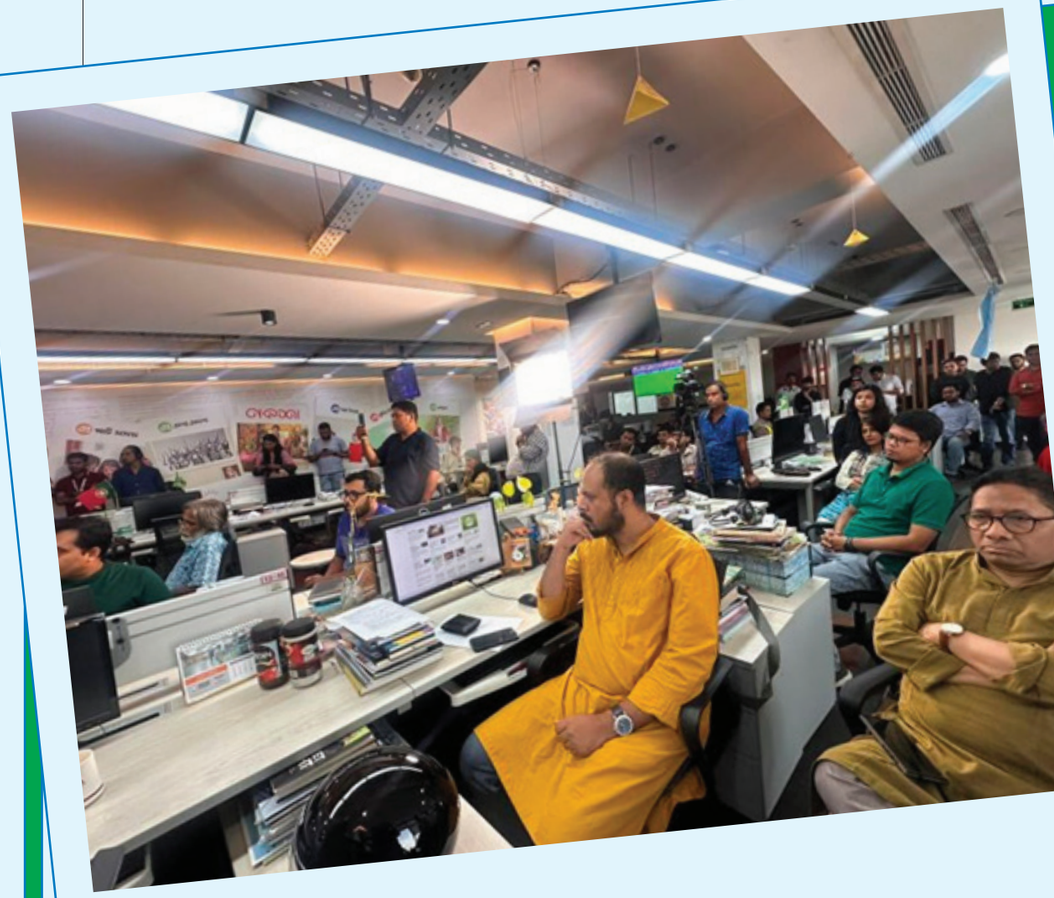
Football Fever took over Transcom Limited as JerseyDay brought the excitement of the FIFA World Cup 2026 straight into the workplace. Colours clashed, rivalries sparked, and match-day banter echoed across every corner of the office until the final whistle. With our Head of Strategy & Transformation joining the celebration, one thing was clear: different teams, different jerseys, but the same unstoppable team spirit.



HEADLINES TO HARMONIES

Music@Desk at Prothom Alo, a Transcom Business Unit, found its perfect rhythm with renowned Nazrul singer Fatema Tuz Zohra. As timeless melodies filled the newsroom, keyboards paused, conversations softened, and every note struck a chord beyond music. The performance became a celebration of a workplace where creativity takes centre stage, inspiration finds its voice, and people remain the heart of every composition.







A HIGH-VOLTAGE VISION: TEL ANNUAL SALES CONFERENCE 2026

With the sea as its backdrop, Cox's Bazar witnessed two days of ideas, ambition, and renewed purpose at Transcom Electronics Limited's Annual Sales Conference 2026. Teams came together to reflect, exchange insights, and chart clearer priorities for the year ahead. The conference gained further momentum as LG Electronics Bangladesh unveiled new products and announced a new business journey with Transcom Electronics. From focused sessions to team activities and a lively cultural evening, the gathering strengthened connections and set the tone for an ambitious 2026.







ঐতিহ্যের উষ্ণতায়

ট্রান্সকম

পিঠা উৎসব

যান্ত্রিক রুটিনের ব্যস্ততাকে একপাশে সরিয়ে রেখে, ট্রান্সকম লিমিটেড-এর কর্পোরেট অফিস প্রাঙ্গণ মেতে উঠেছিল লোকজ ঐতিহ্যের আমেজে। সম্প্রতি অত্যন্ত উৎসবমুখর পরিবেশে উদযাপিত হলো আমাদের সবার প্রিয় 'পিঠা উৎসব'। উৎসবের এই আনন্দ কেবল এক ছাদের নিচে সীমাবদ্ধ ছিল না, বরং তার রঙ পৌঁছে গিয়েছিল ট্রান্সকম ফুডস লিমিটেড-এর অফিসগুলোতেও।

মহা আড়ম্বর আর বাহারি সব সুস্বাদু পিঠার সমাহারে অনুষ্ঠিত এই আয়োজনটি ছিল আমাদের সবার কাছে পরম আকাঙ্ক্ষিত। কর্পোরেট জীবনের ধরাবাঁধা গণ্ডি পেরিয়ে সহকর্মীদের এই স্বতঃস্ফূর্ত আড্ডা



আমাদের ক্ষণিকের জন্য ফিরিয়ে নিয়ে গিয়েছিল শৈশবের সেই চিরচেনা শীতের সকালগুলোতে।

ব্যস্ত জীবনের ভিড়ে এই আয়োজনটি ছিল মূলত নিজের বাঙালি সত্ত্বাকে পরম মমতায় আপন করে নেওয়ার এক ক্ষুদ্র প্রয়াস।

ট্রান্সকম বর্ষবরণ ১৪৩৩

নতুন বছরকে সাদরে বরণ করে নিতে ট্রান্সকম হেডকোয়ার্টার্স, ট্রান্সকম ফুডস লিমিটেড ও ডটবার্থ লিমিটেড-এ অত্যন্ত জাঁকজমক-পূর্ণভাবে উদযাপিত হলো বাঙালির প্রাণের উৎসব পহেলা বৈশাখ।বর্ষবরণ উপলক্ষে পুরো অফিস প্রাঙ্গণ সেজে-ছিল ষোলআনা বাঙালিয়ানায়।

এই উৎসব কর্মব্যস্ততার মাঝে এনে দেয় এক ভিন্ন আবহ, যেখানে সবাই একসাথে ভাগ করে নেয় আনন্দ, স্মৃতি ও সংস্কৃতির বন্ধন। ঐতিহ্যবাহী দেশীয় খাবারের স্বাদ সাথে সহকর্মী-দের স্বতঃস্ফূর্ত অংশগ্রহণ এই উৎসবের আমেজকে বাড়িয়ে দিয়েছিল বহুগুণ। যান্ত্রিকতার ভিড়ে এই মিলনমেলা আমাদের মনে করিয়ে দেয় আমাদের আত্মপরিচয়।

এই আনন্দময় আবহেই সবার জন্য রইলো নতুন বছরের অফুরন্ত সম্ভাবনা আর সাফল্যের শুভকামনা।

শুভ নববর্ষ ১৪৩৩!









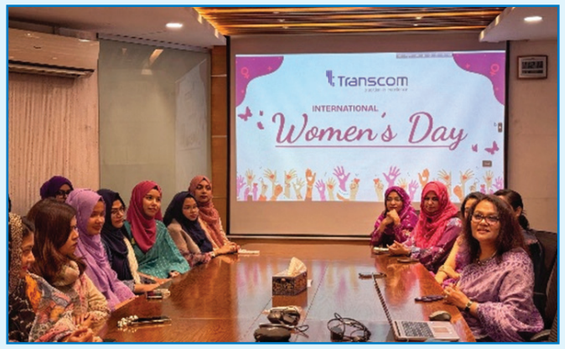






FOR HER, WITH HER

Meaningful change begins with a simple act: making people feel seen, heard, and valued. This International Women's Day, under the theme #GiveToGain, Transcom Limited brought that belief to life across its companies through moments of appreciation, connection, and reflection.



At the Corporate HQ, the celebration centered on honest, heartfelt conversations between women colleagues, Corporate HR and team leaders, creating a space to listen, reflect and reaffirm a culture where respect, inclusion and belonging are deeply valued. These meaningful exchanges were complemented by tokens of appreciation, recognizing the invaluable contributions women make every day.

At Transcom Electronics Ltd., women colleagues were recognized with thoughtfully curated gift hampers in appreciation of their resilience and dedication. Across Transcom Foods Limited, gift boxes were shared throughout the nationwide network as a heartfelt gesture of gratitude.

Together, these moments reflected more than appreciation, they reflected purpose. Because progress is built by those who uplift one another, and every conversation, every gesture of gratitude, and every act of recognition lights the way toward a workplace where everyone can thrive.







#HEARUSROAR: TCPL ANNUAL SALES CONFERENCE 2026

PBPL & PepsiCo – Transcom Consumer Products Ltd.'s Annual Sales Conference 2026 brought together ambition, strategy, and celebration against the vibrant backdrop of Malaysia. The conference spotlighted bold growth priorities, market insights, and the collective drive that fuels performance. Energizing RNR moments recognized standout achievements, turning appreciation into inspiration. Sales champions and support teams alike showcased resilience, passion, and a winning mindset. More than a gathering, the conference reinforced unity and purpose, setting a confident tone for the journey ahead, where growth is intentional and success is shared.











SUN, SAND & SUCCESSION

From July 9–11, 2026, Transcom Group brought its people-first leaders to the shores of Cox's Bazar, uniting HR professionals at Sayeman Beach Resort for **Corporate HR Connect '26.**

Centered on "Leadership Continuity: Preparing Tomorrow’s Leaders Today," the retreat went deep into succession planning, talent development, and capability building. HR professionals across ten key business units aligned to drive organizational capability and future readiness. Every session anchored back to Transcom’s non-negotiable core values: **Ethics, Courage, and Excellence.**

Because high-performing teams work hard and play harder, the agenda balanced serious strategy with serious fun. High-stakes beachside team building, oceanfront addas, and a legendary DJ night fueled cross-functional synergy and employee engagement. Proving the ultimate strength of **#OneTranscom,** the retreat showed that **#TraditionInExcellence** isn’t just a legacy, it’s how Transcom builds the future together!









WHERE STRATEGY MEETS SYNERGY

'SYNERGY 360' marked a powerful reset for Global Appliances Ltd., bringing strategy, performance, and people into sharp alignment. Insightful scorecard reviews, candid reflections, and ambitious target-setting sharpened strategic alignment, while dynamic team challenges fueled trust, collaboration, and collective energy. One team, one direction, charged and ready to deliver the year ahead!





WIRED FOR BRILLIANCE: BLL POWERS UP FOR 2026

Bangladesh Lamps PLC's Annual Sales Conference 2026 in Cox's Bazar brought together strategy, performance, and celebration in one powerful platform. Over two intensive days, leadership and teams deep-dived into market insights, aligned on growth priorities, and strengthened execution focus for the year.

Beyond strategy, the conference fostered strong team cohesion through interactive sessions, games, and shared experiences that reinforced collaboration across functions. The momentum peaked at a vibrant cultural night recognizing top performers and celebrating collective success. The event concluded with renewed clarity, stronger unity, and a high-performance mindset to accelerate ambitious business.





বিজয় নিশান উড়ছে ঐ

বিজয় দিবস উপলক্ষে ট্রান্সকম লিমিটেড-এর কর্পোরেট হেডকোয়ার্টার্স সেজেছিল লাল-সবুজে। বুকভরা গৌরব নিয়ে মহান মুক্তিযুদ্ধের বিজয়কে এভাবেই আমরা ধারণ করি আমাদের বিশ্বাসে, পথচলার প্রতিটি অধ্যায়ে।













TRANSCOM *Cares*

BUILDING A CULTURE OF CARE

Transcom Wellness Day 2025 brought employee wellbeing into focus at Corporate HQ through a meaningful collaboration with Praava Health under the #TranscomCares initiative. Employees connected with healthcare professionals, received free health checkups, explored exclusive health packages, and joined an engaging physiotherapy session that encouraged healthier habits because caring for people is where lasting excellence begins.



CLEAR VISION FOR EXCELLENCE

At Transcom Beverages Limited (TBL), excellence is built on responsibility. As part of our PepsiCo and Food Safety commitment, we've arranged comprehensive eye check-ups for our production inspectors at our Konabari Plant, protecting the very people who protect our quality.



TEAM UP

DOTBIRTH X BUP CAREER CLUB



Ideas met opportunity as DotBirth joined the BUP Career & Education Fest 2026, engaging future professionals through inspiring conversations, career possibilities, and a shared vision for innovation and growth.

TEL X LG ELECTRONICS

Strengthening its leadership in Bangladesh's consumer electronics market, Transcom Electronics Limited partnered with LG Electronics to become its official retail distributor and after-sales service provider, bringing world-class innovation, trusted service, and greater accessibility to customers nationwide.



WATT A BLL UPGRADE!

Bangladesh Lamps PLC. has stepped into the future with the launch of its brand-new website, developed in collaboration with the Transcom Technology team. Designed as a modern, mobile-first platform, the site delivers a seamless and engaging user experience. Fully managed by the BLL MIS team, it enables faster updates, eliminates maintenance costs, and is built to scale with evolving business needs. More than just a digital upgrade, this launch reflects Transcom's collaborative spirit and commitment to excellence.

Explore the new experience:





TRANSCOM GROUP X NSU MARXCELLENCE 2026

Transcom made a powerful mark at MarXcellence 2026 as Co-Sponsor, with 7UP as Beverage Partner, reinforcing its commitment to shaping the next generation of business leaders.

Partnering with North South University's Marketing and International Business Club (MIBC), Transcom transformed the competition into a platform for real-world learning by presenting a 7UP business case in the semi-finals, where participants tackled strategic marketing challenges through case-solving and OVC creation. A vibrant three-day experiential booth at the NSU Plaza further sparked meaningful connections with young talent through engaging conversations and refreshing TBL products.

Beyond elevating brand visibility, the partnership positioned Transcom where the future begins, among the country's brightest minds. The initiative strengthened the Group's visibility, reinforced its leadership in nurturing innovation, and deepened its connection with the next generation of changemakers.



NEWS FLASH

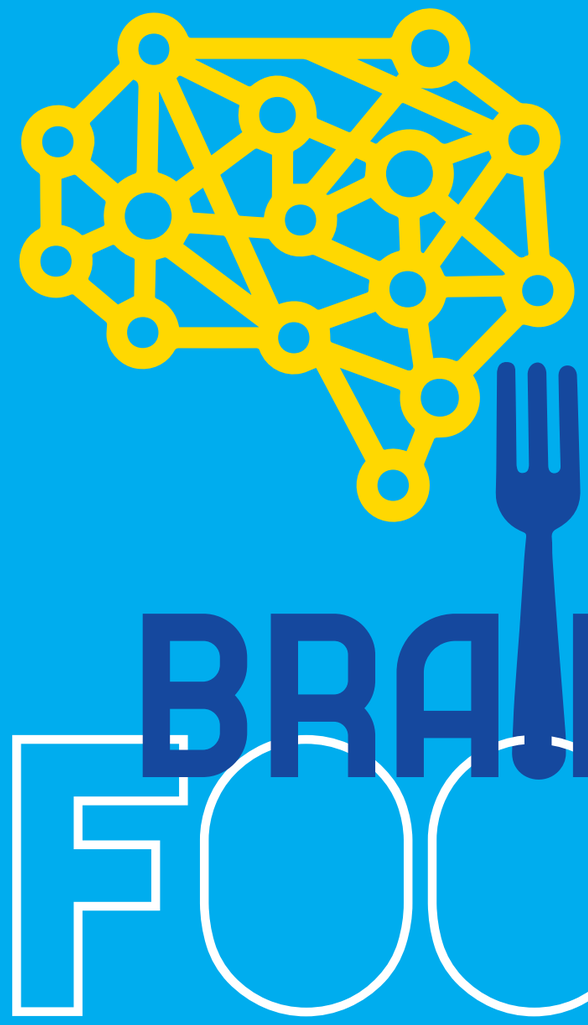
TRANSCOM GROUP STRENGTHENS LABOUR WELFARE WITH TK 12.5M CONTRIBUTIONS

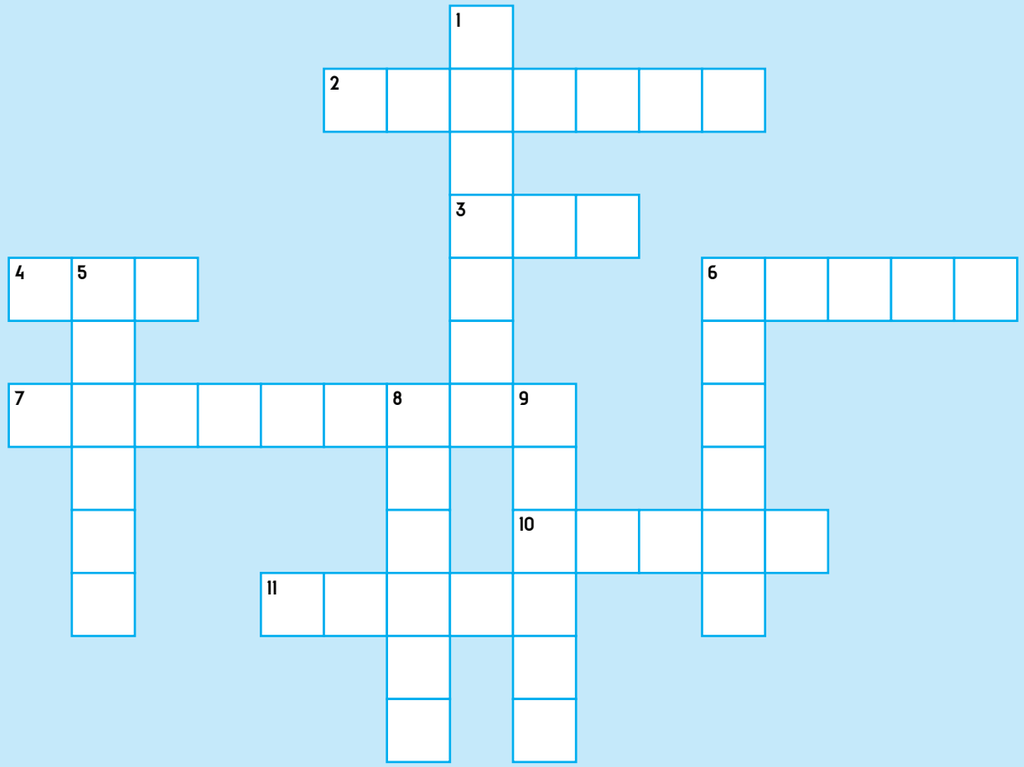
The Daily Star

The Daily Star

Spotlight on Contributions







Across

2. What powers Prothom Alo’s journalism
3. The Colonel's crispy kingdom
4. Saves energy, lights up rooms
6. ATL in marketing: '___ the line
7. Transcom’s first office destination
10. Nation’s fizziest refreshment
11. How Transcraft inks ideas

Down

1.The 7-flavour snack that cures boredom
5. Acidity’s worst nightmare
6. Where it all began, our visionary Founder Chairman's birth month
8. The value that comes before every value
9. TDCL's brew-tiful partner

Answers

Across: 2. COURAGE, 3. KFC, 4. LED, 6. ABOVE, 7. MOTIJHEEL, 10. PEPSI, 11. PRINT

Down: 1. MURMURE, 5. ESOREL, 6. AUGUST 8. ETHICS, 9. LIPTON

SHARE YOUR STORY WITH US

If you've achieved something meaningful, gained new insights, or have a valuable perspective, don't keep it to yourself.

We invite you to contribute or recommend what you'd love to see in the next edition.

Write to us at: sharethespark@transcombd.com

Transcom

www.transcombd.com