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Transcom

AUGUST 2025

SPARK



THE BRIGHT SIDE OF LEGACY

FROM DHAKA TO DALLAS: BANGLADESH'S BIG BITE AT THE KFC GLOBAL TABLE

REFLECTIONS ON A PATH OF INTEGRITY

A STEP TOWARDS INCLUSIVITY

WELCOME

to Transcom Group
quarterly newsletter!

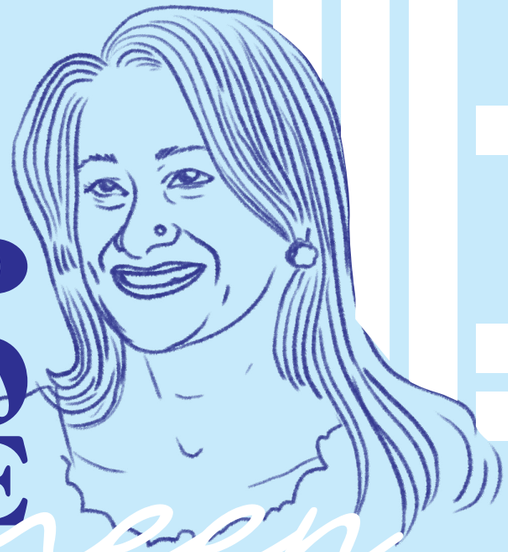
This publication is crafted to spark connections, share compelling stories, and light the way with insights that uplift morale and energize performance across Transcom.

Flip through to share the experience!

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GROUP CEO NOTE



Simeen rahman

At Transcom, we are bound not only by our work but by a shared commitment to something much greater- a legacy built on Ethics, Courage, and Excellence. These are the values that have carried us through decades of transformation and growth, and they are the principles that must guide us into the future.

As we continue our journey, I want to take a moment to recognize the extraordinary work each of you does every day. Across our businesses in a diverse set of industries- from pharmaceuticals, beverages, consumer goods, to electronics, distribution, and beyond- your dedication has shaped Transcom into one of Bangladesh's most respected and trusted organizations.

Our strength lies not in buildings, manufacturing sites or brands, but in the people who carry our values forward.

My own journey at Transcom began, quite literally, from the ground up- learning the ropes in sales, logistics, and finance. That experience taught me the value of perseverance, and teamwork. It also showed me that no role is too small when the mission is this large. I've seen firsthand how powerful it is when individuals come together to serve a collective purpose.

Now, as we look ahead, my vision is clear: to double down on Bangladesh's growing domestic market, take steps to grow more global, and most importantly, nurture talent at every level of our organization. The future of Transcom depends on how we invest in our people- creating environments where initiative is celebrated, mistakes are seen as stepping stones, and leadership can emerge from anywhere.

To each of you: thank you. Thank you for believing in our mission, for upholding our values, and for carrying the spirit of Transcom forward. I encourage you to ground yourself in ethics, act with courage, and never settle for anything less than excellence.

Let us move forward- united, inspired, and ready to shape the next chapter of Transcom's story, together.

SIMEEN RAHMAN

Group CEO, Transcom Limited

Minds at Work

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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

It is with genuine gratitude that I welcome you to the inaugural edition of the Transcom Group official newsletter. This publication marks the beginning of a tradition; one that celebrates the people, ideas, and enduring values that define who we are as Transcom.

For over a century, Transcom has been an integral part of Bangladesh's journey, anchored in Ethics, Courage, and Excellence. These aren't just words on a wall. They are the ink that has written our story across generations- steadily, boldly, and with purpose.

While curating this edition, I had the privilege of engaging with colleagues across our Business Units. What emerged is not just a collection of updates, but the continuation of a manuscript long in the making. Each page, written by different hands, yet bound by one voice. One intent. One shared set of values.

This newsletter, in that sense, is a mirror of our collective narrative; a living document where past, present, and future meets. A space to reflect on how far we've come, and to realign with the road ahead. A moment to reconnect with the deeper "why" behind what we do- together.

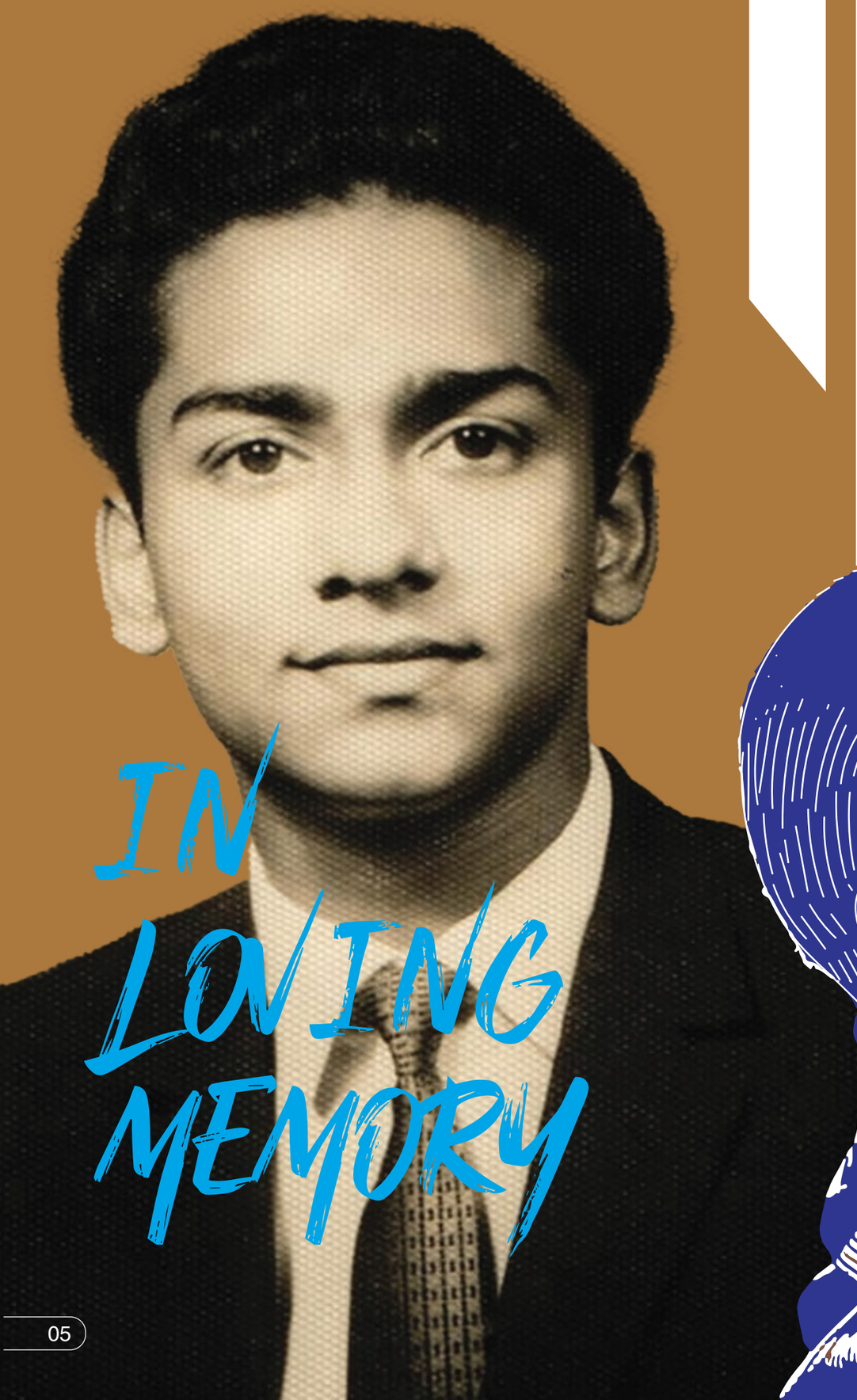
Releasing in the birth month of our late Founder Chairman, Mr. Latifur Rahman, this edition also stands as a heartfelt tribute to the man whose unwavering commitment to Ethics, Courage, and Excellence continues to shape who we are. Every story within carries the imprint of his legacy and the vision he championed.

I remain deeply grateful to Mr. Zaraif Ayaat Hossain, Head of Strategy & Transformation, and Mr. M Shabbir Ali, Corporate Head of HR, for their trust, guidance, and encouragement. And to the entire Corporate HR team- thank you for being the kind of collaborators who make storytelling meaningful.

As you turn these pages, I hope you feel a deep sense of pride, of being part of something enduring, something thoughtfully made, like the best stories we return to again and again. This is only the beginning of a tradition that will continue to connect, inspire, and honor the spirit of Transcom for many years to come.

Warm regards,





IN LOVING MEMORY



August is always a month of quiet reflection for all of us at Transcom Group. It is the birth month of our beloved Founder Chairman, Latifur Rahman Sir (1945–2020). A visionary leader and a man of unshakable integrity, he built Transcom Group into one of Bangladesh's most respected business conglomerates, an enduring testament to his vision, hard work, and values that continue to shape who we are every single day.

Latifur Rahman Sir believed that success was not measured solely by profits, but by principles. His lifelong commitment to ethical business practices and corporate governance earned him global recognition, including the prestigious Oslo Business for Peace Award, often called the "Nobel Prize of Business."

Beyond his professional accomplishments, he was a mentor, a guide, and a source of inspiration for everyone who worked with him. He nurtured a culture rooted in ethics, courage, and excellence, values that continue to shape Transcom's identity today.

As we celebrate his life this August, we remember his kindness, his quiet strength, and his unwavering belief in building a better future for Bangladesh. His vision continues to light our path, and his legacy lives on in every endeavor we undertake.

FOREVER IN OUR HEARTS, FOREVER OUR GUIDING STAR.

Faces of Transcom

REFLECTIONS ON A PATH OF INTEGRITY

I began my journey with Transcom Group in 1987, stepping into the corporate world shortly after completing my Chartered Accountancy. I joined as an Officer in the Accounts Department, young, driven, and eager to make a mark. In just two years, I was promoted to Executive-Accounts, a validation of my early efforts and commitment. But life took a different course in 1990, when I received an opportunity to work abroad, prompting me to leave Transcom temporarily.



Md. Kamrul Hassan
Group Chief Financial Officer
Transcom Limited

Fate, however, had more in store. Upon my return to Bangladesh, I rejoined the organization in 1994 as Manager of Finance & Accounts. From that point forward, my journey with Transcom became one of growth, learning, and transformation. Over the years, I had the privilege of serving in various leadership roles: Finance Manager, General Manager–Finance, Executive Director–Finance, and today, I proudly serve as the Group Chief Financial Officer. This journey has not just been about personal success, but about being part of something far larger: a company that has grown, evolved, and stayed true to its values. I sincerely hope to complete my professional chapter right here, retiring from the very place that shaped my career.

Throughout this journey, I've represented Transcom at various forums and served as Director on several group company boards- honors I deeply value. Witnessing the transformation of the Group from within has been an extraordinary experience. When I joined, Transcom had only two Chartered Accountants. Today, we have 25 CAs, and a large network of professionals from home and abroad, engineers, doctors, pharmacists, IT experts- each playing a vital role in building the institution we know today.

Transcom Limited, our parent company, was incorporated in 1981. Over the years, it has grown strategically, acquiring multinational entities and establishing new ventures to support its expanding portfolio. Today, 15 companies operate under the Transcom umbrella, each upholding the Group's commitment to integrity, professionalism, and performance. It is a group where excellence is the rule, not the exception. We maintain a single set of books across all companies, and our compliance standards are rigorous. As a result, we've earned consistent trust and satisfaction from regulators. Focusing on digital transformation, we run efficient, future-ready operations while offering competitive long- and short-term benefits that keep employee turnover remarkably low compared to other conglomerates.
My professional development owes much to the leadership I was privileged to work under. I had the rare honor of working closely with our Founder Chairman, late Mr. Latifur Rahman. His ethical principles and unwavering standards shaped not only this organization but also my approach to leadership. I still carry his teachings with me. He believed in absolute trust among colleagues, firm accountability in delegation, and never compromising product quality, always emphasizing that business must be conducted ethically with complete transparency to all stakeholders, including bankers.

I also worked closely for many years with our former Group Finance Director, Mr. Atiqur Rahman, a respected figure whose financial discipline and mentorship were foundational to my own growth.

Since 2020, I have had the privilege of working with our current Group CEO, whose vision and leadership have brought Transcom to new heights. Her focus on "Talent and Technology" has been transformative. She has a rare ability to take swift and thoughtful decisions in times of uncertainty and has effectively represented Transcom on both national and international platforms. She continues to carry forward the legacy of our Founder Chairman with both pride and purpose.

To my colleagues across the Group, present and future, I offer these reflections from my journey: Take full ownership of your work, nurture positive relationships, work diligently with integrity, commit to the team, and always stay positive and goal-focused. These values, simple as they may seem, have the power to shape not just individual careers but entire organizations.

As I look back on my years at Transcom, I do so with immense gratitude and pride. It has been more than a career, it has been a life lived in service of values I believe in, and a company that has allowed me to grow, lead, and contribute with purpose.

INDUSTRY MATRIX

THE BRIGHT SIDE OF LEGACY

TRANSCOM ELECTRONICS LIMITED AND BANGLADESH LAMPS PLC MARKS 32 YEARS OF EXCELLENCE

On March 4th, Transcom Electronics Limited (TEL) and Bangladesh Lamps PLC (BLPLC) celebrated 32 years of excellence on Bangladesh's electronics and lighting industry. From humble beginnings to household recognition, the celebration marked more than a business milestone, it was a tribute to a people-first legacy envisioned by the Late Founder Chairman Mr. Latifur Rahman.

What began in 1993, with Transcom acquiring PHILIPS' electronics operations in Bangladesh, has since grown into a dominant force in the market. Today, TEL stands tall with a robust portfolio of global brands like Samsung, Whirlpool, Hitachi, Daikin, and Panasonic, along with its own Transtec label. With a vast retail and distribution network, local manufacturing facilities, and a nationwide service operation, TEL continues to deliver cutting-edge products and top-tier service to Bangladeshi consumers. Meanwhile, Bangladesh Lamps PLC, originally incorporated in 1960 under PHILIPS, became part of the Transcom family in 1993. It now leads in manufacturing LED and GLS lighting, electrical accessories, and home appliances, all produced in its ISO-certified facility in Narsingdi.

The anniversary was marked by a Long Service Award ceremony which honored the dedication of team members who've stood by the company's vision across decades, followed by a forward-looking Town Hall that emphasized digital agility, customer satisfaction, and sustainable growth. The gathering concluded with a Ramadan Iftar, blending gratitude and togetherness beyond designations.

Together, Transcom Electronics and Bangladesh Lamps PLC stand as beacons of progress, lighting the way for generations to come.









TRANSCOM TECH TEAM TURBOCHARGES NOVO NORDISK AUTOMATION

Transcom Limited's Technology Team has successfully automated the reporting process for Novo Nordisk, marking a significant leap in streamlining operations and enhancing data visibility. This automation aims to boost efficiency, reduce manual errors, and align reporting standards with global best practices, empowering Novo Nordisk with faster and more accurate insights for decision-making.

The project underscores Transcom's commitment to driving digital transformation and operational excellence across its business units. To celebrate this milestone and





recognize the collective effort behind the achievement, Transcom Distribution organized an incentive tour to Vietnam, fostering team spirit and motivation.

This accomplishment not only strengthens Transcom's reputation as a leader in innovative technology solutions but also sets a benchmark for future initiatives focused on elevating business processes and delivering excellence. The team's success inspires continued innovation and collaboration as Transcom moves forward on its digital journey.

INK & INSIGHT

INTRODUCING AGILITY TO PERFORMANCE MANAGEMENT SYSTEM WITH OKR





MD TABSIR RAJIB

Lead,
Performance & Talent Management
Corporate HR, Transcom Limited

Change is the only constant, especially evident in today's global business context, which is continuously shaped by external forces. In response to this ever-evolving environment, organizations are focusing on developing agility as a core capability.

The Concept of OKR (Objectives and Key Results) in Performance Management system has emerged as a highly effective tool in building agility in the workplace. Eminent organizations, e.g., Amazon, Google, Netflix, Intel, Microsoft, have found the use of OKR in their Performance Management System to be highly effective in adapting to market shifts, customer needs, emerging opportunities and ultimately leading to competitive advantage & improved performance.

Transcom embarked on its OKR journey in 2024, by integrating its methodology in the Goal Setting and Performance Management system for all its Business Units. Since then, the Corporate HR team in close collaboration with Corporate Technology team has developed a robust, contemporary, flexible, and customized OKR based Performance management system. This initiative has been supported through multiple implementation and capability-building sessions for leaders and employees at all levels.

Today, OKR is an integral part of Transcom's Performance Culture. It enables the workforce to set stretch objectives, manage critical organizational changes in strategy, define sales targets, and ultimately bring out the best in both people and resources.

As Transcom continues to evolve in a dynamic business landscape, the integration of OKRs stands as a testament to its commitment to performance excellence and organizational agility. With a future-focused mindset and a unified approach to goal alignment, Transcom is well-positioned to unlock new levels of growth, innovation, and success- driven by purpose, powered by people, and guided by clear objectives.

REDEFINING HR'S CONTRIBUTION TO THE BUSINESS



MD MEHADI HASAN BIN GHANI

Head of HR
Transcom Electronics Limited
Bangladesh Lamps PLC.

Growing up in a family where education and integrity were held in the highest regard, I was naturally drawn toward purposeful work and strategic thinking. That early foundation eventually shaped my path in Human Resources, a field where I found the perfect intersection of people, performance, and business strategy. With an MBA in Human Resource Management and 19 years of hands-on experience, my journey has taken me across dynamic industries, from telecom to consumer electronics, allowing me to drive transformation and build HR as a strategic partner to the business.

My career began at MGH Group, where I joined as a Trainee Executive. It was there that I gained my initial exposure to compensation management, developing hands-on expertise in payroll, income tax computation, and final settlements. Later, I moved to Airtel, where I had the opportunity to significantly broaden my skills in compensation management, talent acquisition, and workforce planning.

At Airtel, I took on the challenge of aligning HR strategies with broader business objectives. One of my key contributions was overhauling the company's compensation structure, which resulted in a tax efficiency gain of BDT 31 million. I also served as an HR Business Partner for both sales and finance departments, where I deepened my understanding of managing complex workforce dynamics and organizational goals.
My journey at Grameenphone marked a pivotal chapter in my professional life. I led several large-scale HR transformation initiatives, including streamlining job grading across more than 1,000 titles and executing 2,000 job evaluations using the HAY methodology. Under my leadership, the finance organization significantly improved operational efficiency while maintaining business excellence. I focused extensively on refining performance management, redesigning rewards systems, and elevating employee engagement—efforts that helped reinforce Grameenphone's status as a leading employer in the industry.

In August 2024, I took on the role of Head of HR & Admin at Transcom Electronics Limited and Bangladesh Lamps—two respected names in the consumer electronics and lighting sectors. My vision for HR is clear: to transform it from a support function into a strategic powerhouse that drives business growth. At the core of this vision is recruiting the right talent, enhancing employee capabilities, and cultivating a highly engaged workforce.
One of my immediate focus areas has been to refine the talent acquisition process. I've been implementing competency-based hiring frameworks to ensure that we're attracting and retaining professionals who are not only high-performing but also aligned with our long-term strategic goals.

Performance management has been another cornerstone of my approach. I've introduced structured, KPI-driven performance evaluation systems to ensure transparency and accountability across all levels of the organization. By directly linking individual performance to business outcomes, I'm fostering a culture where results and impact are celebrated.

Employee engagement remains at the heart of my leadership. Through targeted initiatives—such as leadership development programs, mentorship frameworks, and employee-centric activities, I'm striving to create an environment where people feel empowered, heard, and motivated to contribute their best.

I'm also integrating digital HR solutions into our daily operations. From using predictive analytics for smarter workforce planning to leveraging automation and AI-driven platforms, my goal is to improve the employee experience and enhance data-driven decision-making. These steps are helping us evolve into a digitally agile employer brand.

Equally important to me are the values of diversity and inclusion. I'm actively promoting initiatives that ensure equitable representation and create space for diverse voices and ideas to thrive. I firmly believe that inclusive cultures drive innovation, resilience, and long-term growth.

Looking ahead, I see HR as a critical enabler of organizational agility. My mission at Transcom Electronics and Bangladesh Lamps is to build an HR function that not only supports but actively leads growth and transformation. By embracing technology, analytics, and cultural evolution, I aim to shape a future-ready workforce that thrives in an increasingly competitive and complex market.
As industries continue to evolve, I remain committed to redefining what HR can achieve—not just for the function itself, but for the business as a whole. I believe that people-centric leadership, when combined with strategic foresight and innovation, is what will drive sustainable success in the modern era.

HAS GEN Z MASTERED THE ART OF QUITTING—OR LOST THE WILL TO ENDURE?

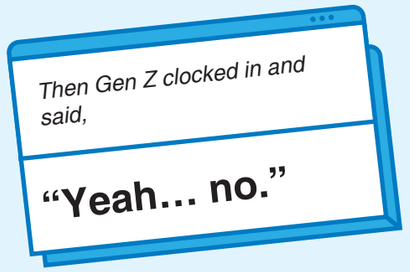




AYON ROY

Strategic Planning Manager
DotBirth

For the longest time, quitting was the ultimate career sin. It meant you gave up, couldn't hack it, lacked "grit." Conventional wisdom dictated that resilience in the workplace meant endurance- weathering the storms of difficult bosses, uninspiring roles, and underwhelming pay checks, all in service of the long game: security, promotions, retirement benefits.



This generation, born between the late 1990s and early 2010s, isn't about that "suffer now, thrive later" life. Unlike their predecessors, they view employment as transactional: they see jobs for what they are—a contract, not a calling. If the vibes are off, they dip. If the pay doesn't pay, they bounce. If the job is wrecking their mental health, they're already halfway to their next interview.

Some say it's entitlement. Others say it's the biggest corporate reality check in decades.

But the real question isn't whether Gen Z is quitting too much?

THE GREAT ESCAPE: A STRATEGIC REJECTION OF THE STATUS QUO

Gen Z is pragmatic. They're not about blind loyalty to companies that would replace them faster than an expired Zoom link. They understand that work is an exchange—skills for compensation, time for stability—and if that exchange becomes unfair, they opt out.

AND THE DATA SUPPORTS THIS:

- **Turnover is high.** 65% of Gen Z employees quit within 12 months, anticipating at least 10 job changes by their mid-30s. (Abodehr, 2023)
- **Loyalty follows paychecks.** 54% of Gen Z workers cite salary dissatisfaction as a key reason for leaving, with 42% walking away due to poor work-life balance. (Statista, 2022)
- **Work-life balance is non-negotiable.** 87% say they prioritize well-being over traditional career progression. (Handshake, 2023)

Their logic is simple: older generations sacrificed health, time, and peace of mind for job security—only to face burnout, layoffs, and stagnant wages. Gen Z refuses to make the same mistake. Instead, they see quitting not as an act of surrender, but of self-preservation.

But is every exit justified?

GEN Z'S RED FLAG DETECTOR

Gen Z has developed a keen radar for workplace red flags—ones that previous generations tolerated for years. The moment they see them, they're out the door.

THE "WE'RE LIKE A FAMILY" SCAM.

Translation? You're expected to work unpaid overtime, be emotionally invested in a business that will lay you off in a heartbeat, and accept "pizza parties" instead of raises. Millennials might've fallen for it. Gen Z? Not a chance. 77% are already job-hunting. (McKinsey, 2023)

BURNOUT CULTURE? NOT THEIR PROBLEM.

Gen Z doesn't wear exhaustion like a badge of honor. The glorification of exhaustion ends with Gen Z. With 40% already dealing with mental health struggles, they're not about to sacrifice their well-being for a company that thinks "grinding" is a personality trait. (AS, 2024)

JOB-HOPPING AS A POWER MOVE.

While Older generations spent years climbing the corporate ladder, Gen Z found the elevator. 83% say job-hopping is their strategy for faster career and salary growth. (HR Dive, 2024)

This generation refuses to accept mistreatment as a rite of passage. From their perspective, Gen Z doesn't see quitting as failure. They see it as not wasting time where they're not valued.

BUT HAS QUITTING BECOME A FORM OF ESCAPE?

While Gen Z's rejection of toxic workplaces is commendable, does an overreliance on quitting come at a cost?

generations tolerated for years. The moment they see them, they're out the door.

NOT EVERY HARDSHIP IS EXPLOITATION.

Sometimes, struggles are stepping stones, not red flags. Resilience is forged in adversity. If every challenge is met with an exit strategy, is Gen Z at risk of stunting their own growth?

THE GRASS ISN'T ALWAYS GREENER.

Job-hopping can bring quick financial gains, but at what expense? Constantly starting over means weaker professional networks, lack of long-term stability, and fewer opportunities to build deep expertise.

AVOIDANCE VS. BOUNDARIES.

Is every job toxic, or is discomfort simply a natural part of professional life? If the impulse to leave kicks in at the first sign of conflict, does it signal empowerment—or avoidance?

There's a thin line between knowing your worth and refusing to tolerate discomfort altogether. Has Gen Z found the balance? Or are they mistaking challenge for oppression?

THE REAL QUESTION: KNOWING WHEN TO FIGHT AND WHEN TO FLIGHT

Quitting isn't inherently bad—but quitting without strategy is. Perhaps the more important conversation isn't whether Gen Z quits too much—but whether they know when to stay.

FIGHT:

If the job has growth potential, fair pay, and challenges that could make you better.
Tough ≠ toxic.

FIGHT:

If the job is draining, stagnant, or making you rethink your life choices every morning before coffee. No paycheck is worth your peace.

The key isn't just quitting or enduring—it's learning which battles are worth fighting and which aren't worth the war.

GEN Z ISN'T QUITTING. THEY'RE REFUSING TO SETTLE.

The backlash against Gen Z's quitting culture misses the bigger picture. They are not rejecting work itself—they are rejecting the outdated notion that suffering is the price of success. Gen Z's flight response isn't about fear—it's about freedom.

While the older generations whisper, "Back in my day, we stuck it out." Gen Z shrugs. "Okay… and?"

They aren't anti-work. They're just anti-nonsense. They're demanding workplaces that respect their time, their effort, and their well-being. And instead of asking, "Why won't Gen Z stay?" maybe we should be asking:

"WHY DID PAST GENERATIONS TOLERATE SO MUCH FOR SO LONG?"

In the end, Gen Z's greatest challenge will not be quitting—it will be deciding what is truly worth staying for.

Because they won't be quiet quitting. They'll be actual quitting.

Transcom

Risch

EXCELLENCE UNLEASHED

TRANSCOM LEADERS SHINE BRIGHT AT C-SUITE AWARDS 2024

Bangladesh C-Suite Awards 2024, presented by United Group (powered by BSRM, in association with Mutual Trust Bank PLC.), became a proud platform for Transcom Group as two of its finest leaders were recognized for their industry-shaping contributions.

Binay Das, Director - Marketing & Sales, Eskayef Pharmaceuticals Ltd., was awarded Chief Business Officer (CBO)/Business Director of the Year 2024. His innovation-first approach and decisive market strategy continue to elevate Eskayef's business growth.

The entertainment revolution led by Redoan Rony, CEO of Chorki, earned him the title of Chief Executive Officer (CEO)/ Managing Director (MD) of the Year in the Emerging Company category. His bold storytelling vision and strategic execution have propelled Chorki to the top of Bangladesh's streaming game.

We commend Binay Das and Redoan Rony for their remarkable journey, shaping the future with insight and impact.





As the spotlight finds our leaders, it reflects something far greater-an unwavering belief in doing what's right, daring greatly, and dreaming beyond the obvious. At Transcom, this is how legacies are built. One courageous move at a time.

Prothom Alo Makes Historic Win as Best in South Asia at INMA Global Media Awards 2025

Prothom Alo has proudly raised Bangladesh's flag on the global stage by winning three major accolades at the prestigious INMA Global Media Awards 2025 in New York, making history as the first Bangladeshi news media organization to be named Best in South Asia. The awards were announced on May 22, 2025 at the World Congress of News Media in New York, where Prothom Alo Editor Matiur Rahman personally accepted the honor on behalf of the organization.

The award is a resounding recognition of Prothom Alo's courageous journalism, especially its fearless coverage during the July-August 2024 mass uprising, when its relentless reporting kept millions informed at a time of national crisis. Prothom Alo's online platforms attracted over 310 million page views within just 36 days of covering the protests, highlighting its extraordinary reach and engagement. Notably, 43% of its online audience came from the Gen Z demographic, reflecting the newspaper's ability to resonate deeply with younger readers and set new standards for youth engagement in Bangladesh's media landscape. Alongside its online dominance, Prothom Alo also saw its print circulation swell by 150,000 copies, underscoring the demand for credible, courageous journalism across formats. The dedicated website on July-August Uprising 'In Rebellion and Revolution' drew over 1 million unique visitors within a month, while the reader engagement campaign 'Rebellion in the Camera' received more than 1,000





submissions from enthusiastic participants. Prothom Alo also took up numerous initiatives on the July-August uprising with special supplements, three documentaries, July Uprising exhibition, lithograph of martyr Abu Said, uprising photo journal along with six books, engaging in various activities throughout the year. These combined efforts on July August uprising have earned the prestigious "Best in South Asia" recognition along with first place in the "Best Idea to Encourage Reader Engagement" category.

Besides, Prothom Alo also won the third place in the "Best Use of an Event to Build a News Brand" for its groundbreaking "National Health Olympiad" initiative organized in partnership with icddr,b. These wins celebrated Prothom Alo's powerful blend of fearless journalism and innovative reader engagement initiatives.

Back home in Dhaka, the achievement sparked widespread celebrations. The Newspaper Owners' Association of Bangladesh (NOAB) honored Matiur Rahman for this historic achievement, applauding Prothom Alo's commitment to journalistic integrity and innovation. Rahman called it "our proudest moment in 26 years," highlighting the team's courage and dedication during challenging times.

In a media landscape clouded by pressure and misinformation, Prothom Alo's INMA triumph is a powerful testament to the unstoppable force of fearless journalism. Setting a new benchmark for South Asian media, this victory energizes the newsroom and inspires a new generation of storytellers to push boundaries, hold power accountable, and keep the flame of honest journalism burning brighter than ever.

The International News Media Association (INMA), comprising more than 1,000 media outlets from 103 countries, has been recognizing outstanding media initiatives worldwide since 1937.

Prothom Alo won a total of 11 awards in last 5 years at INMA Global Media Awards.

GLOBAL SPOTLIGHT ON BANGLADESH AS ASM OF THE YEAR 2024 IS ANNOUNCED

In a spectacular display of leadership, performance, and perseverance, Mohammad Solaiman, Key Account Manager, Transcom Consumers Products Limited (TCPL) has been crowned ASM (Area Sales Manager) of the Year 2024 at the prestigious PepsiCo Annual Food Sales Conference 2025, held in Bangkok last year. Competing among the finest food sales leaders across the region, his win places Bangladesh firmly on the global PepsiCo map.

The conference brought together the best minds in food sales from across the region, celebrating achievements and setting the tone for a breakthrough 2025. From strategic discussions on powerhouse brands like Lay's, Kurkure, Doritos, and Quaker Oats to insights into market trends and consumer behavior, the event focused on evolving the way PepsiCo Foods will drive business in the coming year.





In the midst of all the momentum, Solaiman stood tall, recognized for achieving the Highest Achievement (%) in 2024. His performance was not just about numbers, but about nurturing a culture of accountability and ambition.

"This award belongs to my entire MT team," Solaiman stated. "Every single member, including our frontline delivery men, played a vital role in this journey."

He dedicated the award to his mentors, SK Firdous Karim and Country Manager M Pranav Mehta, whose guidance, he says, has always steered him toward doing the right work in the right way. Mr. Solaiman believes in one simple mantra that nothing is as important as passion and no matter what you want to do with your life, be passionate.

This victory is a reflection of what's possible when hard work meets belief. Solaiman's journey proves that leadership is built through consistency, humility, and passion. It reflects Transcom's growing legacy of impact, where individuals are nurtured to become changemakers. And for every professional of Bangladesh, it is an inspiring reminder, that with relentless effort and purpose, the world stage is within our reach.

FROM DHAKA TO DALLAS: BANGLADESH'S BIG BITE AT THE KFC GLOBAL TABLE

In a moment of immense pride for Transcom Group, Muradul Mustakin, Head of Marketing, Transcom Foods Limited was honored with the Greatest of All Time (G.O.A.T) Award at the KFC Global MPM 2024 in Dallas. This prestigious recognition, awarded by the KFC Global Leadership Team, celebrates significant and exceptional contributions to the Bangladesh market - a milestone that reinforces the impact of our brand in the country.

With over 250 marketing leaders from 100+ KFC markets worldwide, the Global MPM (Marketing Planning Meeting) is KFC's premier thought-provoking summit where ideas, strategies, and innovations that shape the future of KFC come to life.





Mr. Mustakin's leadership in driving brand growth, pioneering innovative campaigns, and deepening customer connections has been instrumental in making KFC a household name in Bangladesh.

"This award is a reflection of the passion and hard work of the entire Bangladesh team. It's inspiring to see our market's contributions recognized on such a grand stage, and I'm excited for what's ahead," shared Mr. Mustakin.

Under his leadership, KFC Bangladesh has not only accelerated in TOMA (top-of-mind awareness), but also delivered hyper-local relevance through campaigns that rooted in cultural insight and digital-first execution. From agile market responses to customer-centric storytelling, the brand has seen significant upticks in a competitive landscape.

This award positions Bangladesh as a key growth market within the global KFC ecosystem. It's a glimpse into the future of what KFC Bangladesh is poised to accomplish. It validates our strategy, our people, and our belief that local relevance, when executed with global standards, creates powerful brand elevation. Congratulations to Mr. Muradul Mustakin for this well-deserved recognition- this is just the beginning!

BEYOND LIMITS: TBL CHATTOGRAM'S RECORD-BREAKING AIB GOLD STREAK

Transcom Beverages Ltd.'s Chattogram Plant has broken records by clinching its 6th consecutive GOLD in the AIB GMP audit, becoming the first BU plant to secure 9 straight quality awards, including 4 back-to-back Golds from 2020 to 2023. With the highest maintenance score for three years running, this team's relentless discipline and excellence blaze a trail for all to follow.

This prestigious recognition from AIB International underscores Transcom's proud tradition of excellence, built firmly on a foundation of ethics and integrity. The Chattogram Plant's relentless commitment to quality and courageous teamwork is shaping a legacy that not only drives business success but also inspires the entire organization to uphold the highest standards and lead with unwavering purpose.



TRANSCOM EARNS NATIONAL RECOGNITION FOR HR EXCELLENCE

Transcom Limited has been awarded the Corporate HR Excellence Award 2024 at the 6th National HR Convention, organized by the Federation of Bangladesh Human Resource Organizations (FBHRO). This esteemed recognition highlights the company's steadfast commitment to its core values of Ethics, Courage, and Excellence, as well as its ongoing efforts to foster modern HR practices, sustainability, and transparency across all operations. The award also celebrates the collaborative efforts of Transcom's exceptional HR teams across its diverse Business Units. Their dedication to building a progressive, people-first culture has played a key role in achieving this milestone. As Transcom continues to grow, it remains committed to setting new benchmarks in corporate leadership, innovation, and human resource excellence.



go

GREEN

ESKAYEF PHARMACEUTICALS AND TRANSCOM ELECTRONICS POWER AHEAD WITH GREEN FACTORY AWARDS 2025

In a significant stride toward sustainable industry, Eskayef Pharmaceuticals Ltd. and Transcom Electronics Limited secure the coveted Green Factory Award 2025 in the Pharmaceuticals and Electric & Electronics categories. Conferred by the Ministry of Labor and Employment under the Green Factory Award Policy 2020, this national recognition honors their unwavering commitment to sustainable manufacturing and eco-friendly practices.





These accolades are a testament to Transcom's vision of combining innovation with environmental responsibility. Eskayef and Transcom Electronics are setting new standards by embedding green technologies and sustainable practices that reduce environmental impact without compromising growth. Their leadership is paving the way for a future-ready industrial sector in Bangladesh, one where economic progress walks hand in hand with a healthier planet.

GUIDE N' GROW: POWERING TRANSCOM'S NEXT GEN LEADERS FROM WITHIN

In today's rapidly evolving business landscape, leadership is no longer a static title. Rather, it's a dynamic capability that requires a continuous journey of growth. It's not about commanding authority but about navigating complexity, inspiring people, and fostering growth. As organizations worldwide race to build agile, forward-thinking leaders, Transcom Limited has taken a transformative leap through its signature leadership development initiative: Guide N' Grow.



Conceptualized and led by the Learning & Development unit of Corporate HR, the program is a

bold testament to Transcom's commitment to embedding leadership excellence at the very core of its organizational core.

This initiative is not just another training workshop. It's a strategic investment in the people who form the backbone of Transcom's diverse business ecosystem. Crafted for the development of leaders across Transcom's Business Units, Guide N' Grow stands out for its immersive, experiential learning approach and visible focus on real-world application.

A STRATEGIC L&D MOVE TO BUILD A LEADERSHIP BENCH STRENGTH

The power of Guide N' Grow training program lies in its customization. Instead of a one-size-fits-all module, the program adapts to the unique needs of each business unit and its operational context. So far down the road, the Training program has been conducted for several teams from Eskayef Pharmaceuticals, Transcom Distribution, Transcom Electronics Limited and Bangladesh Lamps PLC, Transcom Consumer Products Limited and moving forward. Every edition of the program reflects the nuances of the respective industry and function.

Each session spans 1 to 2 days, allowing participants the time and space to deeply engage, reflect, and evolve. The program invites the participants to actively participate in interactive modules, real-life case studies, and skill building exercises that mirror the challenges faced on the ground. Through these steps, Guide N' Grow inspires leadership from within, which proves to cause a more lasting impact throughout.



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LEARNING THAT TRANSLATES INTO ACTION

One of the program's most compelling features is its pre and post training self-assessment framework. Participants begin their journey by evaluating their current leadership skills, mapped specifically to their industry roles, and end by reassessing their progress after the training. This helps solidify a sense of personal growth and direction.



Another thing that sets this training program standout is the practicality of the contents. Instead of generic case-studies, the program dives into real ones shared by the participants themselves. This people-centric approach makes the lessons reasonable and instantly applicable. Role-play sessions on how to give constructive feedback are another highlight, designed to instill the confidence and clarity required to influence change with empathy.

FROM KNOWING TO DOING: PRACTICE-BASED LEADERSHIP GROWTH

Leadership is a skill honed in motion, and Guide N' Grow builds that muscle through hands-on learning formats that push participants beyond their comfort zones.

- Live coaching simulations train leaders to shift from directive communication to a more developmental coaching style, critical for managing today's empowered workforce.
- Role plays focused on constructive feedback help refine the art of delivering tough messages with empathy and impact.
- Peer learning circles foster a safe and inclusive environment where insights, vulnerabilities, and leadership experiences are exchanged in a spirit of mutual growth.

BUILDING A SAFE SPACE FOR GROWTH

What makes Guide N' Grow stand out is not just what it teaches, but how it teaches. The program creates a safe, supportive environment where participants can test their skills, receive feedback, and improve; without the fear of judgment. It's a space where vulnerability becomes a strength and learning becomes a shared, uplifting journey.

This environment is vital. In today's dynamic workplace, leaders are constantly navigating complexities. Having a psychologically safe setting to practice new behaviors makes it more likely that these behaviors will be retained and transferred to the real-world setting.





IMPACT BEYOND THE TRAINING ROOM

The outcomes of Guide N' Grow speak for themselves. Participants leave not only more aware of their leadership styles but also more equipped to inspire change, build high-performing teams, and drive organizational goals forward.

Participants report enhanced emotional intelligence, stakeholder alignment, and cross-functional collaboration; competencies critical for navigating today's volatile, uncertain, complex, and ambiguous (VUCA) environment.

Moreover, by developing a common leadership language across its diverse BUs, Transcom is not only upskilling individuals, it's aligning the entire leadership fabric around shared values, behaviors, and strategic intent. This is a classic example of leadership pipeline development with organizational alignment.

In essence, Guide N' Grow is evolving into more than a program, it's a strategic talent accelerator. It equips leaders to:



- Drive change with clarity and conviction
- Build and sustain high-performing, future-ready teams
- Navigate ambiguity with resilience and adaptability
- Role-model a growth mindset and learning agility

THE ARCHITECT'S VISION

'True leadership is not about control but empowerment. It is the art of enabling growth, nurturing maturity, and recognizing the value in others

without seeking recognition in return. When leaders uplift rather than command, they cultivate a force greater than authority- genuine influence'', says Rushdina Khan

SETTING A NEW BENCHMARK IN CORPORATE L&D

In an era where corporate training programs often struggle to connect theory with practice, Guide N' Grow stands as a model of meaningful leadership development. It unfolds a deeper truth, that companies don't become great through strategy alone. They become great through people who can lead, inspire, and grow with intent.

With Guide N' Grow, Transcom is doing exactly that: futureproofing its legacy of Excellence by investing in the human capital that will carry it forward.

And perhaps that's the biggest takeaway: in the heart of Bangladesh's corporate landscape, a quiet transformation is underway, one where leadership is being redefined not by power, but by purpose. And Guide N' Grow is lighting the way forward.





INITIATIVES

SAFETY FIRST!

Global Appliances Ltd. (a proud joint venture of Whirlpool & Transcom) recently observed the ‘World Day for Safety and Health at Work’ with purpose and passion, echoing this year’s global theme: “Revolutionizing Health and Safety: The Role of AI and Digitalization at Work.” Spearheaded by the EHS department, the day was marked by high-impact initiatives including mass awareness campaigns, safety briefings, and the inauguration of an EHSS Policy Board that reaffirms the company’s unwavering safety commitment. With over 391 LTI-free days and counting, Global Appliances is setting new standards in operational excellence, where cutting-edge digitalization meets a deeply rooted culture of care, and every team member is empowered to make safety a way of life.





TRANSCOM BEVERAGES LIMITED MARKS MAY DAY WITH SPIRIT AND SOLIDARITY

Transcom Beverages Limited commemorated May Day 2025 at its Konabari plant with a vibrant rally led by employees and staff. Echoing the essence of unity and respect for labor, the event turned the premises into a festive ground of celebration and solidarity. With banners held high and voices full of pride, the rally reflected the company's deep appreciation for its workforce- the true driving force behind every success. The initiative served as a tribute to the dignity of labor and reinforced Transcom's commitment to fostering an empowering and inclusive workplace.



WHERE CHILDHOOD GETS A SECOND CHANCE

KFC Bangladesh, operated by Transcom Foods Limited, is a beloved destination for crispy comfort and chicken buckets, but it's also serving something far more meaningful: hope. Since 2022, after a successful six-month pilot, KFC Bangladesh launched its heartfelt 'Shopner Pathshala' initiative. Each morning, selected KFC outlets transform into magical spaces where underprivileged children get the chance to reclaim their childhood and dive into the joy of learning.

In partnership with LEEDO and Mojar School, KFC Bangladesh is offering street-bound children a chance to tick off their true bucket list: the dream of being educated, safe, and truly seen.

Beyond just providing a classroom, KFC has procured books, stationery, school bags, and board games—creating an environment that supports their learning and growth. The company also ensures that every child receives a nourishing meal during each session, so hunger never stands in the way of their education.

This initiative goes beyond textbooks. While the children learn to read and write in Bangla and English, they also explore the power of hygiene, emotional strength, and the values that shape their hearts—helping them grow inside and out. The lessons are designed to nurture their whole selves, laying the foundation for a brighter future.







Between lessons, the children dance, sing, recite poetry, and play games like ludo, carrom, and puzzles together. Their everyday struggles seem far away amidst the laughter and joy. Storybooks open new worlds for them—places where everything feels possible and their dreams have no limits.

Beyond a CSR campaign, 'Shopner Pathshala' is a compassionate mission. With empathy at its core, Transcom Foods Limited's KFC team is lighting hope in countless young hearts. The company saw an opportunity to give back and is deeply committed to making a real difference in the lives of these children. Initiatives like these remind us that real change begins with care, and sometimes, all it takes to inspire it is a smile.

Passion



Meraj Rudba
Software Engineer
Transcom Technology





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Associate Business Analyst
Technology Division



কী যে খাই

মো: জাহাঙ্গীর আলম

কত কী যে খাবো ভাবি
মনে অনেক সাধ
কিন্তু দিনে দিনে লিস্টে হতে
খাবার পড়ছে বাদ।

হঠাৎ শরীর দিল ঝাঁকি
মাথা ঝিনিঝিনি
টেস্টে এলো সুগার বেশি
বন্ধ হলো চিনি।

দিনে দু'বার হাঁটতে হবে
খেতে হবে মেপে।
শুনেই হলো মাথা গরম
এই বুঝি যাই ক্ষেপে।

ক'দিন বাদে হালকা ব্যথা
বুকের বাম পাশে
চোখ দু'টি ঝিমিয়ে আসে
কষ্ট হয় নিঃশ্বাসে।

কালক্ষেপন না করে
গেলাম বদ্যিশালা
নাড়ি টিপে ডাক্তার বাবুর
মুখটি হলো কালো।
বললেন, হার্টের শিরা চিকন হয়ে
যাচ্ছিল আজ দম,
বেশি করে সবজি খাবেন
মাংস খাবেন কম।

ভালো চাইলে গরু খাসি
করুন পরিহার,
মুরগির মাংস অল্প করে
করতে পারেন আহার।

দুধও নাকি খেতে হবে
ছেঁকে নিয়ে ননী
তেল চর্বি ওসব মানা
ধরো না কখনোই!
মাছ খেলে ভাই ছোটগুলো খাও
বাদ দিয়ে দাও পেটি,
ঘিয়ে কিন্তু হাত দিবে না
হোক না যতোই খাঁটি।

ডিম খেতে চাও? নেই তো মানা
কিন্তু কুসুমটি দিও বাদ
বলুন তো ভাই এই ডিমে কি
থাকে কোনো স্বাদ?

কী এক জ্বালা! কী খাবো ভাই?
ভেবে পাইনা কূল
ঝড়ভয় হয়ে যাই, দেখি শুধু-
চোখে সর্ষে ফুল!

কুমড়ো ফুল আর কলার মোচা
খেতে বলেন দাদী,
কাঁচা কলার সবজি ভালো
পাকাতে হাত না দিই।

খাওয়ার মাঝেই ধরণীতে
চলছে আসা যাওয়া
প্রায়শই তাই ভাবি বসে
খাওয়ার জন্য বাঁচা
নাকি, বাঁচার জন্য খাওয়া?



Md. Zahangir Alam
Deputy Manager, NPD & RE
Transcom Foods Limited.

OFF THE CLOCK

ONE TEAM, ONE DREAM

TCPL'S THRILLING CHARGE FORWARD

PepsiCo - Transcom Consumer Products Ltd. powered up Thailand with its electrifying Annual Sales Conference 2025 under the vibrant theme "One Team, One Dream." The event was a perfect storm of sharp strategy, high-energy celebrations, and deep cultural vibes. Teams absorbed inspiring insights, set bold goals, and cheered wins, all fueled by passion and purpose.

Beyond business, the conference unfolded across Thailand's stunning landscapes with thrilling adventures and cultural immersions that bonded the team like never before. Recharged and united, the TCPL crew is primed to crush targets and lead with unstoppable momentum. Beyond a conference, it's a launchpad for an epic year ahead!



CORPORATE HR CONNECT25

WHERE VALUES TAKE FLIGHT

From July 17–19, the serene Mati-Ta Resort in Chittagong became the backdrop for Transcom Corporate HR Connect25, a powerful convergence of HR leaders from all Business Units. This year's theme 'Leading Culture, Living Values', placed a bold spotlight on value compliance, emphasizing the critical need to uphold and live Transcom's core values: Ethics, Courage, and Excellence.

Over three immersive days HR professionals across Transcom BUs engaged in storytelling sessions, knowledge-sharing, and spirited outdoor activities like ziplining and kayaking. These moments sparked honest conversations, encouraged self-reflection, and brought to life what value compliance truly means, consistently translating our values into everyday decisions, culture, and conduct.

As the workshop came to a close, what remained was a renewed sense of unity and purpose. Transcom HR leaders left not only inspired but equipped to champion a culture where values guide every choice, and compliance is a collective responsibility. This wasn't just a workshop; it was a reset. One team. One purpose. One Transcom HR, energized and equipped to build a stronger, more values-driven future together.













ESKAYEF RETREAT 2025

SUN, SMILES AND SYNERGY

Eskayef Annual Retreat came alive on January 25, 2025, at BKSP Indoor Sports Complex, Savar. Employees from HQ and all plants kicked off with an inspiring inaugural ceremony before diving into cricket, musical chairs, pillow passing, cock fights, and the ever-cheerful hari bhanga. Laughter and hearty meals sparked connections beyond office walls. The day ended with vibrant cultural performances, an exhilarating raffle, and prize-giving, leaving everyone beaming. Bonds were strengthened, spirits soared, and the Eskayef family left energized, proud, and buzzing with the joy of a day fully lived together.









SWITCHING ON TOGETHERNESS

Transcom Electronics Limited and Bangladesh Lamps PLC. brought together their amazing employees and their families for a heartwarming Family Day at Sea Shell Park, Purbachal. The day came alive with games, laughter, and bonding moments that blurred the line between coworkers and kin. From parent-child challenges to an all-out cultural showdown, everyone had a chance to shine. The concluding raffle ensured everyone left with memories and maybe, a prize! More than just a day off, it was a reminder that when we celebrate our people and their loved ones, we grow stronger together.











ফাগুন হাওয়ায় হাওয়ায়

ঋতুরাজ বসন্তের আগমন উপলক্ষ্যে ট্রান্সকম বেভারেজেস লিমিটেড ও গ্লোবাল অ্যাপ্ল্যায়েন্স লিমিটেড-এর অফিস সেজেছিল রঙিন সাজে। ট্রান্সকম বেভারেজেস লিমিটেড-এ সকালে শুরু হয়েছিল টেবিলে টেবিলে ফুলেল শুভেচ্ছার সাথে। শাড়ি-পাঞ্জাবী পরে আড্ডায় মেতে উঠেছিলেন সবাই কাজের ফাঁকেই, সাথে ছিল টুকটাক মজাদার নানা খাবার। বসন্ত বাতাসে মুখরিত হয়েছিল পুরো ফ্লোর। গ্লোবাল অ্যাপ্লায়েন্স লিমিটেড-এ বসন্তকে স্বাগত জানাতে বর্ণিল সাজের সাথে আরও ছিল রকমারি পিঠা। আনন্দ আয়োজনের মধ্যে দিয়ে উৎসবমুখর পরিবেশের মাঝে সবাই মিলে মেতে উঠেছিল বসন্ত বরণে।









স্বাদ-গল্পের নেমন্তন্ন

ট্রান্সকম পিঠা উৎসব





শীতের শহর তখন আড়মোড়া ভাঙছিলো সকালের মিষ্টি রোদে। পৌষের হিমেল হাওয়ায় দোলা খাচ্ছিলো প্রকৃতি। এমনই এক সময়ে সাজ সাজ রব ট্রান্সকম লিমিটেড-এর কর্পোরেট অফিসে। বাহারি পিঠাপুলির ঘ্রাণে সেদিন যেন ম-ম করছিলো চারিদিক। বাঙালিয়ানার আমেজে ছেয়ে গিয়েছিলো সবগুলো ফ্লোর।

সেটি হবে না-ই বা কেন, ট্রান্সকম লিমিটেড-এর রঙিন আয়োজনে সেদিন ছিলো পুলি, পাকন, ভাপা, চিতইসহ মজাদার সব পিঠা। দেয়ালজুড়ে ছিলো বর্ণিল সজ্জা। কর্মকর্তা-কর্মচারীরাও শাড়ি-পাঞ্জাবিতে ছিলেন দারুণ প্রাণবন্ত। খুশির এই কোলাহল শুধু কর্পোরেট অফিসেই থেমে ছিলো না।

বরং ছড়িয়ে পড়েছিলো এসকায়েফ ফার্মাসিউটিক্যালস, ট্রান্সকম ফুডস লিমিটেড, ট্রান্সকম ইলেকট্রনিক্স, বাংলাদেশ ল্যাম্পস পিএলসি ও প্রথম আলো অফিসে।

শত ব্যস্ততার ফাঁকে ছোট্ট এক ফালি অবসরে, ট্রান্সকম পিঠা উৎসব যেন সবাইকে নিয়ে গিয়েছিলো নিজেদের শেকড়ের কাছাকাছি। স্বাদ-গল্পের এই আয়োজন পারস্পরিক বন্ধনকেও করেছে আরো দৃঢ় ও উষ্ণতায় ভরপুর।









ট্রান্সকম

বরণ

১৪৩২

বছর ঘুরে আবার এলো বাংলা নতুন বছর। আর এই নতুন বছরকে সাদর আমন্ত্রণ জানাতে ট্রান্সকম লিমিটেড হেডকোয়ার্টার সেজেছিল বর্ণিল সাজে। এই আনন্দ আয়োজন বাড়িয়ে দিতে নিজস্ব আয়োজন নিয়ে মেতে উঠেছিল ট্রান্সকম ফুডস লিমিটেড, ট্রান্সকম ইলেক্ট্রনিক্স লিমিটেড ও বাংলাদেশ ল্যাম্পস পিএলসি-এর অফিসও।

ট্রান্সকম লিমিটেড-এর আয়োজনে গুলশান টাওয়ারের দেয়ালে দেয়ালে ছিল রঙের ছোঁয়া। সেইসাথে বহু বছরের পুরোনো লোকজ ঐতিহ্যের সাতেহ নাগরিক জীবনের মেলবন্ধন তৈরি করতে ছিল মনকাড়া সব বাঙ্গালী খাবার। আড্ডা দিতে দিতে অফিসের কাজের ফাঁকে শাড়ি-পাঞ্জাবি পরে সবাই মেতে উঠেছিল মুড়ি-মুড়কি, নাড়ু, বাতাসা, হাওয়াই মিঠাইসহ মজার সব খাবারের স্বাদে।

উচ্ছ্বাসের এই রঙ ছড়িয়ে পড়েছিল ট্রান্সকম ফুডস লিমিটেড ও ট্রান্সকম ইলেক্ট্রনিক্স লিমিটেড ও বাংলাদেশ ল্যাম্পস পিএলসি-এর অফিসেও। মুখরোচক খাবার ও আকর্ষণীয় সাজের পাশাপাশি ছিল 'যেমন খুশি তেমন সাজো' প্রতিযোগীতা। এতসব আয়োজনের মধ্যে দিয়ে সবাই যেন ফিরে গিয়েছিল ফেলে আসা পুরোনো-প্রিয় দিনগুলোতে।

নতুন সম্ভাবনা ও স্বপ্নের প্রতীক নববর্ষ। পুরোনো বছরের অপ্রাপ্তিকে পিছে ফেলে এভাবেই নতুন বছরকে উৎসবমুখর পরিবেশে সাদরে বরণ করে নেয় ট্রান্সকম। সম্প্রীতির বন্ধনে এভাবেই নিজ ঐতিহ্যকে গৌরবের সাথে লালন করে এগিয়ে যেতে পারি, এই হোক আমাদের প্রত্যাশা।













Celebrating

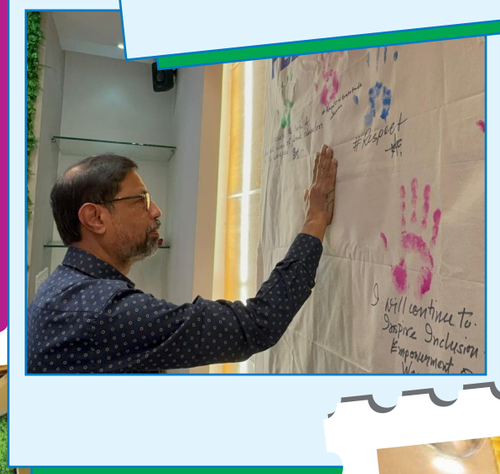
HER COURAGE

On March 9, 2025, Transcom celebrated International Women's Day with a vibrant and heartfelt series of events across its Business Units, centering on empowerment, inclusivity, and genuine care. The celebrations reflected not only the value the organization places on its female workforce but also the importance of creating spaces that inspire, support, and uplift.

At the corporate headquarters in Gulshan Tower, the day commenced with a powerful session uniting female employees from nearly all Business Units. The atmosphere was warm and energizing, designed to amplify voices and foster confidence. M Shabbir Ali, Corporate Head of HR, addressed the gathering with words of encouragement and commitment, setting a purposeful tone for the day.

In a moving display of allyship, male employees participated in a pledge activity, writing down commitments on a vibrant "Pledge Wall" to promote inclusivity within the workplace. These promises are set to be revisited, serving as markers for progress and actionable change.









One of the most impactful moments of the day was the inauguration of hygiene vending machines at both the Corporate HQ and Transcom Foods Limited HQ, an initiative rooted in care and accessibility. This meaningful step ensures that essential hygiene support is always available to female employees.

ALL SET TO CHANGE THE GAME: TBL SALES MEET 2025

In January 2025, Transcom Beverages Limited hosted its much-anticipated TBL Sales Meet 2025, driven by the bold theme “Change the Game.’’ Every year, the TBL Sales Meet serves the purpose of serving the entire team with much needed motivation and inspiration to surge on their journey with courage.

With fearless targets and forward-thinking strategies, the team walked away sharper, stronger, and more united. 2025 isn’t just a new chapter, it’s the year TBL rewrites the rules and leads with bold, game-changing moves.





TDCL Q1 TOWNHALL MEETING

ENERGIZING TEAMS WITH WELLNESS, WISDOM, AND WINNING SPIRIT

Transcom Distribution Company Limited (TDCL) recently hosted its Q1 Townhall Meeting 2025, a dynamic two-day event held on 27–28 January at Royena Resort, Gazipur. The program blended wellness, collaboration, and strategic focus into a thoughtfully designed experience.

Day One began with a serene yoga session reflecting TDCL’s commitment to employee wellbeing. The day continued with engaging training, knowledge-sharing, and lively team games that strengthened collaboration and broke barriers, creating a tighter-knit workforce.

Opening with addresses from Abdullah Al Mamun, Director – Corporate Finance, Transcom Limited, and Md. Zahid Hussain, Director – GCEO's Office, Transcom Limited, the second day saw the team review business progress, analyze key metrics, and reignite their collective ambition to exceed expectations.



The event concluded with a prize ceremony celebrating both individual excellence and team triumphs, energizing employees with renewed courage, unity, and commitment to collaborate, innovate, and achieve greater success together.

THE RECIPE FOR LEADERSHIP

TFL'S RGM CONVENTION CELEBRATES THE STARS BEHIND OUR STORES

Transcom Foods Limited hosted the much-anticipated RGM Convention against the lush, green backdrop of Grand Sultan Tea Resort and Golf, Sylhet this February. The two-day event brought together Restaurant General Managers (RGMs) from across the country to recognize excellence, share insights, and celebrate the spirit behind two of Bangladesh's favorite food brands- KFC and Pizza Hut.

The convention welcomed the RGMs with cordial greetings and exclusive branded gear. Donning matching tees and jackets, the RGMs dived into high-energy games that sparked unforgettable moments. Day one closed with a spectacular cultural performance that had everyone on their feet.

The second day focused on strategy and inspiration. CEO Amit Thapa and the senior leadership











team shared performance updates and strategic direction, emphasizing one of Transcom's core values: Courage. In Mr. Amit's words:

"COURAGE TO TELL THE TRUTH. COURAGE TO START AGAIN. COURAGE TO BELIEVE IN YOURSELF AND YOUR TEAM."

The event culminated with spirited cultural performances and an awards ceremony honoring the stars behind our stores.

As the final applause faded, what remained was a renewed spirit of togetherness and a shared commitment to rise courageously on the journey toward excellence.

TRANSCOM ELECTRONICS IGNITES MOMENTUM AT HVAC CONFERENCE 2025

Transcom Electronics Limited hosted the ‘HVAC Annual Business Conference 2025’ under the powerful theme: Stronger, Together, Driving Growth as One; bringing together key team members to celebrate achievements and chart the course ahead. The event featured insightful discussions on emerging industry trends and innovative solutions designed to keep the company at the forefront of the HVAC market.

Detailed performance reviews highlighted strong sales growth, operational efficiencies, and market expansion efforts over the past year. The conference also recognized top performers through an awards ceremony, celebrating dedication and excellence across departments.

Beyond numbers and accolades, the gathering strengthened collaboration and inspired fresh ideas, equipping the team with the momentum and vision needed to tackle upcoming challenges. With renewed focus and unity, Transcom Electronics is poised to push boundaries, drive innovation, and deliver exceptional results throughout 2025.







UNITE, IGNITE, UNSTOPPABLE!

CBD's Annual Sales Meet 2024, held on January 3–4, 2025 at CCULB Resort, Kaliganj, brought teams nationwide under the vibrant theme Unite & Ignite.



Day 1 sparked adrenaline with Football, Volleyball, and Badminton showdowns. CBD HQ triumphed in football; Volleyball glory was shared by CBD HQ and Tower; while on the badminton court, Mr. Samim (SOM – Fonterra) and Mr. Manosh (ASE – Noakhali) smashed to victory. The evening closed with a lively team dinner filled with laughter and stories.

Day 2 shifted to strategy and inspiration, featuring a powerful opening by Chief Guest Mr. Zahid Hussain (Director, GCEO's office), insights from Special Guest Mr. Md. Abdullah Al Mamun (Director of Finance, Transcom Limited), a year-in-review by Mr. Enam (AGM), and an impactful training by Mr. Moinuddin (SOM – Garnier).

The Meet reignited unity, ambition, and unstoppable drive for excellence.





TRANSCOM
cares

A STEP TOWARDS INCLUSIVITY

INSTALLATION OF HYGIENE VENDING MACHINE AT TRANSCOM

Transcom's journey toward excellence is a shared one, where every employee's well-being is essential to the whole. We've always believed that a workplace should feel like more than just a place to work—it should feel like a place where you're genuinely cared for. And this care must go beyond campaigns or routine checklists; it should come from a deep sense of empathy—a true understanding that honors individual needs and creates opportunities for personal growth.

With this spirit, and in honor of International Women's Day, the Corporate HR team of Transcom took the initiative to install the Hygiene Vending Machine. We didn't just prioritize the best products in case of the machine; we actively listened to our female employees, conducting a survey to select the hygiene brands they preferred. This careful consideration reflects our commitment to creating meaningful change.

And on beginning of March, just before IWD 2025, we were





successful in installing the Hygiene Vending Machine at Transcom HQ in Gulshan Tower's 6th Floor and at Transcom Foods Limited's HQ.

Aligning with this year's International Women's Day theme: Accelerate Action, our aim was to go beyond the routine celebration and a take step forward that actually gears up true change. Something that matters, some that helps our female colleagues one less thing to stress about.
And as for all of us, it's a reminder of the kind of workplace we're building, one where empathy leads the way, and where inclusion isn't a campaign, but a commitment we live every day.

This is just one of many steps forward. The future is full of opportunity and we are ready to grab them to become a comfortable, inclusive workplace for all. As we continue in our journey, we remain rooted in a simple but powerful belief: when people feel cared for, they don't just excel in productivity- they thrive!

TBL SCHOLARSHIP CELEBRATES RISING YOUNGSTERS

On 24th May 2025, Transcom Beverages Limited (TBL) proudly celebrated its long-standing Scholarship Program for Employees' Children, honoring outstanding academic achievers from Class III, Class V, Class VIII, SSC, and HSC levels. This signature initiative not only rewards academic brilliance but also reinforces TBL's unwavering commitment to its extended family. By supporting the dreams of young scholars, TBL continues to nurture the next generation of leaders. At Transcom, we believe every bright mind deserves the chance to shine, and this program stands as a powerful testament to that belief.





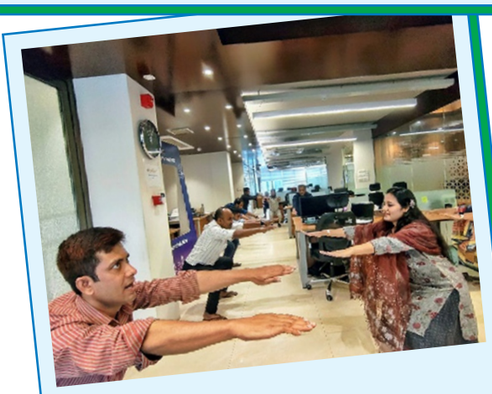
YOGA O'CLOCK!

Every day at exactly 12 PM, Transcom Limited hits pause; not to slow down, but to power up. The hustle softens as employees at the Transcom HQ's 4th floor gather for 12-Minute Yoga at 12 PM, a simple ritual with profound impact.

Led by Md. Ali Mortuza, CTRP™, HR Manager, Corporate HR, the session is more than a midday stretch. In just 12 minutes, the stress melts away, breathing steadies, and energy rises. It's a reset button, helping our people return to their work refreshed, focused, and ready to meet the day's challenges head-on.

We believe brilliance shines brightest when balance exists. These daily moments of mindfulness fuel the innovation and impact that define who we are, proving that even the shortest pauses can spark the greatest momentum. At noon, we take a breath together. And that breath carries us forward.





TEAM UP

CHORKI x GRAMEENPHONE

Transcom is excited to unveil a game-changing partnership between Chorki, our very own streaming platform, and Grameenphone Ltd. Together, they've simplified how millions of GP users enjoy premium Bangladeshi content, subscribing now just requires a tap of your mobile balance, no cards or complicated steps needed.



Whether you're craving edge-of-the-seat thrillers, feel-good dramas, or those binge-worthy originals everyone's talking about, Chorki's got you covered. This smooth new payment option breaks down barriers, especially for young and rural users who live on mobile credit. By combining Chorki's storytelling magic with Grameenphone's massive reach, we're bringing premium Bangladeshi entertainment straight to your fingertips, anytime, anywhere!

Ready to hit play?
Start you Chorki journey today:

Play Store

App Store

NEWS FLASH

TRANSCOM GROUP STRENGTHENS LABOUR WELFARE WITH TK 12.5M CONTRIBUTIONS

Transcom Group has reaffirmed its commitment to ethical leadership and worker welfare by contributing Tk 12,530,486 to the Labour Welfare Fund, fulfilling its legal obligation under the Bangladesh Labour Law 2006. The cheque was handed over on March 23, 2025, in Dhaka to the Ministry of Labour and Employment, with officials from Transcom and Eskayef Pharmaceuticals present. Praised by Secretary AHM Shafiquzzaman for upholding the values of its late founder Latifur Rahman, Transcom continues to exemplify responsible business by prioritizing employee well-being alongside profitability.



SCAN TO SEE THE FULL NEWS:

CAREER HACKS



Zaraif Ayaat Hossain

Head of Strategy and Transformation, Transcom Limited

The easiest “career hack” that I’ve definitely used is schedule-sending emails after midnight or before 8am; that way others think you never sleep and are always working. You can try it, but the truth is it doesn’t really work long term. The real hack is simple: always add value.

Whatever your role, entry-level to the top job, never simply follow instructions. Bring your own perspective and effort to the work. The best professionals challenge their boss’s assumptions and improve every deliverable with their touch; they don’t wait for someone else to tell them what to do. For managers of any level, nothing is worse than passing along and taking credit for work the team has done; those forwarded emails with just an “FYI” are pointless. Great leaders get onto the field to add value—তারা মাঠে নামে

Bringing your own skillset, original thinking and applying your mind is definitely harder, but it compounds over time and builds exceptional individuals. Adding value is what sets apart good careers from great ones.



M Shabbir Ali

Corporate Head of HR, Transcom Limited

Cultivate a growth mindset. View challenges as learning opportunities, not obstacles. Ask, “When can I learn from this?” instead of “Why is this happening to me?”



Arif-Uz-Zaman

Head of Technology, Transcom Limited

Be a student of both technology and people. Skills build your foundation, but understanding industries, systems, and relationships is what shapes your future. Stay curious, not just about how things work, but how people think, lead, and collaborate. Blending technical growth with emotional intelligence and real-world insight will set you apart in the long run.

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