

The Daily Star

Superbrands Bangladesh reveals 40 most prestigious brands of the country

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11 February 2023, Dhaka. Superbrands Bangladesh for the year 2023-24 has been revealed through a grand award ceremony honouring the 40 most prestigious and valuable brands from different industries of Bangladesh. The auspicious award gala occurred on Saturday, 11 February 2023 at the Grand Ballroom of Sheraton Dhaka. The ceremony also marked the unveiling of the cover of Superbrands publication for the next two years.

Superbrands is a global arbiter for brands which operate in 90 countries around the world. Launched in 1994, Superbrands has become the most prominent success symbol for brands.

Superbrands are selected through a process which involves independent and voluntary panels of experts from a range of backgrounds, known as the 'Brand Council'. In Bangladesh, Superbrands for the year 2023-2024 have been selected by a brand council consisting of eminent experts. The signature publication that shares stories of each Superbrand is a coveted book for senior executives in

Advertising, Marketing, Brand Management, Academicians and the Media. Ms Nazia Andaleeb Preema, Visual Artist; Director & Creative Editor, Bangladesh Brand Forum; Founder, Bangladesh Creative Forum; President, Women In Leadership (WIL), has designed the cover for the Superbrands Bangladesh 2023-24.

Mr Ashraf Bin Taj, Managing Director, International Distributions Company Bangladesh (Pvt) Ltd.; General Secretary, Asia Marketing Federation, thoroughly explained the Jury Process of Superbrands before the award-giving segment started. He said, "The Superbrands have been picked maintaining global practice. The process goes through different phases to bring out only the top brands in different segments."

According to the global practice, Superbrands are chosen through a Brand Council scoring. The 16 members of the Bangladesh Brand Council, consisting of multidisciplinary elites of the country, checked and vetted by the Global Superbrands Team, score the brands out of 20, considering the following attributes of the brand - 1. Brand heritage 2. Brand relevance in category, 3. Perceived Quality, 4. Perceived performance, 5. TOMA (Top of Mind Awareness). The highest-scoring brands then get an invitation to avail the Superbrands Status. The ones accepting the invitation and fulfilling the other requirements are finally recognized as Superbrands of the country.

Shariful Islam, the Managing Director of Superbrands Bangladesh, said, "A quality brand delivering both from its product and services point of view both in a tangible and intangible way over a period of time builds trust, a trust that is built over a continuous period of time – builds a Superbrand."

Superbrands Bangladesh 2023-24 are:

1. ACI PURE SALT
2. ABUL KHAIR GROUP
3. AKIJ CERAMICS
4. BASHUNDHARA DIAPANT
5. BASHUNDHARA LP GAS LTD.
6. BASHUNDHARA PAPER
7. BASHUNDHARA TISSUE
8. BRB CABLE INDUSTRIES LTD.
9. CHANNEL I
10. COW BRAND COLOUR COATED STEEL
11. DARAZ BANGLADESH LTD.
12. DBL GROUP
13. ELITE PAINT
14. ENERGOPAC POWER GENERATION LTD.
15. EPYLLION GROUP
16. FRESH REFINED SUGAR
17. FRIENDSHIP

18. GAZI PUMPS & MOTORS
19. GREE AIR CONDITIONERS
20. GREEN DELTA INSURANCE COMPANY LTD.
21. HATIL FURNITURE
22. HSBC BANGLADESH
23. IGLOO ICE CREAM
24. INCEPTA PHARMACEUTICALS LTD.
25. MATADOR GROUP
26. MEGHNA GROUP OF INDUSTRIES
27. METLIFE
28. MONNO CERAMIC
29. RUPCHANDA
30. SAMSUNG MOBILE
31. SAMSUNG TELEVISION
32. SHAH CEMENT
33. SHANTA HOLDINGS LTD.
34. SHWAPNO
35. SINGER WASHING MACHINES
36. SMC CONDOMS
37. SUPER BOARD
38. SUPER FRESH DRINKING WATER
39. THE DAILY STAR
40. WALTON

TBS Report

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40 Bangladeshi brands get Superbrands award



Forty brands of the country have won UK-based Superbrands award for 2023-24 under 40 categories.

The Superbrands council selected the brands considering five measures.

The awards were handed over to the respective people at a ceremony in Dhaka on Saturday (11 February).

The award winners are: Salt - ACI Pure Salt, Rod - Abul Khayer Steel (AKS), Ceramics Tiles - Akij Ceramics, Baby Product Diaper - Bashundhara Diapant, LPG - Bashundhara LP Gas Limited, Paper - Bashundhara Paper, Tissue Paper - Bashundhara Tissue, Cable - BRB Cable Industries, Television Channel - Channel i, Flat Steel - Cow Brand Colour Coated Steel, e-Commerce - Daraz Bangladesh, RMG (Large) - DBL Group, Paints - Elite Paint, Power Generation - Energypac, RMG

(Knitwear) - Epyllion Group, Sugar - Fresh Refined Sugar, NGO - Friendship, Water Pump - Gazi Pumps and Motors, Air Conditioner - Gree Air Conditioner, Insurance Company - Green Delta Insurance, Furniture - Hatil Furniture, Banking Institution - HSBC Bangladesh, Ice Cream - Igloo Ice Cream, Pharmaceutical - Incepta Pharmaceuticals, Stationery - Matador Group, Group of Companies - Meghna Group of Industries, Life Insurance - Metlife, Table Wear - Monno Ceramic, Edible Oil - Rupchanda, Mobile Phone - Samsung Mobile, Television - Samsung Television, Cement - Shah Cement, Real Estate - Shanta Holdings Limited, Superstore - Shwapno, Washing Machine - Singer Washing Machines, Condoms - SMC Condoms, Particle Board - Super Board, Mineral Drinking Water - Super Fresh Drinking Water, Newspaper - The Daily Star, Electronic and Home Appliance - Walton.

Established in 1994, Superbrands Limited currently operates in 90 countries around the globe.

NEWAGE

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[Staff Correspondent](#) | Published: 19:39, Feb 12, 2023



Superbrands Bangladesh representatives pose for a photo at the grand award ceremony at the Grand Ballroom of Sheraton Dhaka recently. -- Press release photo

Superbrands Bangladesh has revealed 40 most prestigious and valuable brands for the year 2023-24 through a grand award ceremony at the Grand Ballroom of Sheraton Dhaka, said a press release.

The ceremony also marked the unveiling of the cover of Superbrands publication for the next two years.

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Bangladesh Brand Forum visual artist, director and creative editor Nazia Andaleeb Preema, Bangladesh Creative Forum founder and Women in Leadership president, Nazia Andaleeb Preema has designed the cover for the Superbrands Bangladesh 2023-24.

International Distributions Company Bangladesh Ltd Managing Director Ashraf Bin Taj, Asia Marketing Federation general secretary thoroughly explained the Jury Process of Superbrands before the award-giving segment started.

He said, 'The Superbrands have been picked maintaining global practice. The process goes through different phases to bring out only the top brands in different segments.'

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