



Chairman's Message

Dear Directors, Senior Officers, Officers, Staffs and Workers

The year 2011 is a defining moment for BSRM. Our Xtreme500W which made history in the country's construction industry celebrated its 3rd birthday. During this brief and turbulent period, it transformed the way consumers think about steel. In the pre-Xtreme days, rebar was just MS rod but today, it is a living brand, a buying experience and a high involvement product to safeguard a home.

The moment of truth in 2011 and the greatest tribute to our success is Xtreme that has been emulated and adopted by the steel industry of the country. Today, there are at least 6 producers of Grade 500 steel rebar.

BSRM's success and contribution has not gone unnoticed by the civil society and the media in our country. The turning point and the ultimate recognition came in the form of the most prestigious business award of the country: The Daily Star – DHL Enterprise of the Year Award.

At the heart of our success are our dear, dedicated and committed customers who have voted for BSRM each and every time they had to buy steel for building their homes.

Of course, the dedication, hard work and sincere efforts of all our officers, workers and vendors and the various government agencies have contributed to this success.

I, on behalf of the Board of Directors, and on a very personal note wish to thank all of you who made this happen.

Alihussain Akberali, FCA, CIP
Chairman

DHL - The Daily Star Bangladesh Business Award

The prestigious DHL – The Daily Star Business Award recognized BSRM's 60 Years of service to the Nation. The Chairman of BSRM commented "The secret of our success is integrity, hard work and relentless quest for innovation. We want to tell the nation that we will not let them down."



BSRM Chairman Mr. Alihussain Akberali receiving the coveted DHL – The Daily Star 'Best Enterprise of the Year' 2010, award from the Commerce Minister, Faruk Khan in a ceremony at Hotel Sonargaon on 25th June, 2011.

Another feather in the cap for BSRM!

For the first time in the history of the country, BSRM Steels Ltd. successfully rolled a 40mm 500 MPa yield strength concrete reinforcing bar. This is a technological feat that has been accomplished through the untiring efforts of BSRM engineers and staff.

The 40mm diameter bar, despite its high yield, has remarkable ductility and can be safely bent without cracking.

Such large diameter bars are used in bridge piers, deep water ports and in the foundations of very tall buildings.



BSRM XTREME CELEBRATED 3RD ANNIVERSARY

BSRM observed the 3rd anniversary of launching Xtreme500W on June 3, 2011. The event was marked by a countrywide celebration by cutting cakes in all BSRM offices and distribution of sweets in BSRM Dealer shops.



SUCCESSFUL TRAINING

Two members of BSRM Project Management Office (PMO), Mr. Mohammad Yusuf, Sr. Manager and Mr. Zahiruddin, Manager – Project participated in a two day Training Program on Achieving Project Delivery Excellence conducted by Mindscape Asia Incorporated in Mumbai, India from August 18, 2011 to August 19, 2011. Objectives of the training were to manage project using the available tools and technique along with the best practices effective within budget and stipulated time schedule.



Mohammad Yusuf



Md. Zahir Uddin

TRAINING & WORKSHOP EVENTS



The Construction Frontier

BSRM organized a technical Seminar on "Economy in Steel for slab design using 8mm Re-bars of Grade-500 in place of traditional 10mm Re-bars of Grade-40" on 2nd July, 2011 at Winter Garden, Hotel Ruposhi Bangla. Prof. Dr. M. Shamim Z. Bosunia, Ex- Professor of Civil Engineering, BUET, was the Chief Guest and Prof. Dr. Md. Shafiq Bari, Professor of Civil Engineering, BUET was the key note speaker. Around 400 structural engineers, builders and construction industry executives participated in this seminar.

BSRM's high strength 8mm Grade 500 rebar will immensely reduce overall cost of roof slabs in residential buildings. The product is now available in all BSRM dealer shops throughout the country.



English Language Course

BSRM SMW has introduced an English Language course to upgrade the communication skills of its officers and management staff. The 15 module course was formally inaugurated by the Head of SMW, Mr. Imtiaz Hossain Madani on 7th September. BSRM adviser on Human Resources and IT, Mr. Moize Hussain also participated in the event.



Deputy Managing Director of RFH Ltd. Mr. Farman Bin Hasan and Mr. Shobhon M. Shahabuddin (Raj), Head of National Sales, BSRM, signed a material supply agreement on behalf of their respective companies.

TRAINING : SECURITY



BSRM Group Security Chief, Lt. Col Sayeedul Karim (Retd.) conducted an in-house training for the company's security personnel. At the end of the training, team members were awarded a certificate by BSRM Director, Mr. Zohair Taherail in a simple ceremony.



After training, security team members' oath taking event

CONGRATULATIONS!



Galib Mahtab Tanzim, Son of Mr. Abdul Gaffar, Head of HR Operations, obtained Golden GPA 5.00 in the SSC examination of 2011 from Chittagong Collegiate School, Chittagong. We congratulate him on his success.

Sadia Hossain, Daughter of Mr. Md. Delwar Hossain, Asst. Manager – IT, obtained Golden GPA 5.00 in the SSC examination of 2011 from Feni Girls' Cadet College, Comilla. We congratulate her on her success.



SUCCESS STORY



BSRM congratulates Mr. Oli Ahmed Mazumder owner of Fatema Traders Comilla as the best performing dealer of BSRM products in the 3rd quarter of 2011.

CCM Primary & Secondary Pump development work



BSRM SMW commissioned a pumping station for the Continuous Casting Plant, which was installed entirely by BSRM engineers & technicians.

IFTAR PROGRAM



BSRM Dhaka office organized Iftar Mahfil on 13th August 2011 (Saturday) at Pan Pacific Sonargaon Hotel. The Mahfil was attended by Engineers, Developers, Dealers, Bankers Govt. officials and high officials of the BSRM Group.

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