



ONE FOR ALL ALL FOR ONE

BSRM Sales stands **COMMITTED, AS ONE, WITH PRIDE AND TRUST** IN EACH OTHER. BSRM Sales Conference 2018 took place on the 4th of August at Royal Tulip, Cox's Bazar. Under the overall supervision of the Head of National Sales, Mr. Shobhon Mahbub Shahabuddin (Raj) and the generous participation of all,

the event was a huge success.

BSRM Group Managing Director, Mr. Aameir Alihussain congratulated the entire sales team on their outstanding performance and thanked everyone for having given their valuable time and effort for all contributions that has led us to achieve success.



Mr. Aameir Alihussain
Managing Director, BSRM,
addressing the crowd



Mr. Tapan Sengupta
Executive Director, BSRM,
speaking at the event



Mr. M. Firoze
Head of Marketing & Product Development,
BSRM, addressing the participants



Mr. Shobhon Mahbub Shahabuddin
Head of National Sales, BSRM,
delivering his opening speech



Mr. Jamil Ahmed
Head of Human Resources,
speaking at the event



Mr. Mohammad Imtiaz Uddin Chowdhury
Head of Supply Chain,
delivering his speech



Participants at the event



Q&A Session with the
senior management of BSRM



Engrossed participants at the event


Dhaka-1 Sales Team

Dhaka-2 Sales Team

Dhaka-3 Sales Team

Chattogram-1 Sales Team

Chattogram-2 Sales Team

Cumilla Sales Team

Sylhet & Moulvibazar Sales Team

Khulna Sales Team

Barishal Sales Team

Noakhali Sales Team

Mymensingh Sales Team

Rangpur Sales Team

Bogura Sales Team

Cox's Bazar Sales Team

**“MAKE A
CUSTOMER,
NOT A SALE”**

Katherine Barchetti



In 2008, BSRM embarked on a bold endeavor to change the civil construction landscape of the entire nation, and made the epochal announcement of a new type of reinforcing steel with the rigorous metallurgical and precisely defined tensile specifications complying to best international standards– the **BSRM XTREME 500W**. Thus, 10 years ago, we at BSRM resolved that the nation's structures should be built not just by our people, but with the steel of the nation itself. Since then, it has been used in building millions of homes and the

infrastructure backbone of the nation. It is a steel brand trusted by homebuilders and engineers the country's most iconic infrastructure project, the Padma

10 YEARS OF XTREME PERFORMANCE

alike and has become a household word. Today, it is a matter of immense national pride

art Rooppur Nuclear Power Plant, in addition to the colossal bridges, flyovers, power plants and multistoried buildings built over the last 10 years.

In the 10th year of its glorious triumph, **BSRM XTREME** is now sheathed in armor to meet the challenges of the new frontier of the Blue Economy. It is now available in Fusion Bonded Epoxy coating for construction in the harsh saline environment of the coastal region of the country. The Epoxy coated version of all BSRM reinforcing bars has been christened as **BSRM Centura**.

Now Bangladesh and BSRM can look forward to many decades of a safer and better future with **BSRM XTREME** and **BSRM Centura**.



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