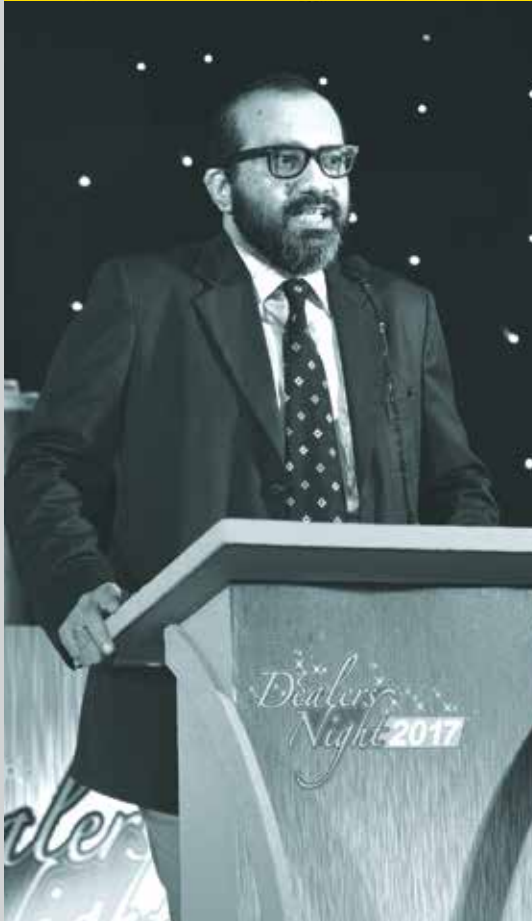


Dealers' Night 2017

TO THE PROUD ACHIEVER



2016 was a milestone year for BSRM. We achieved the target of selling one million metric tons of steel products; in the process, becoming the first steel manufacturer of the country to cater to one-fourth of Bangladesh's yearly steel consumption. This mammoth task was possible mainly through our large Dealers' network across the country. As such, this year's Dealers' Night (DN) events were held with extended pomp and grandiosity as Dealers from all regions of Bangladesh attended the events along with their families, engaging in daylong activities of fun and frolic, ranging from magic shows, river cruises, gift hampers, musical soiree, performance awards and grand feasts. This was our way of saying thanks to our partners who, through thick and thin, remained steadfast towards BSRM's progressive journey forward.

As has been the norm in recent times, we held three DN events this year. The first and the biggest took place on February 11, 2017, at the Fantasy Kingdom Entertainment Park in Dhaka. The second DN was held at the picturesque riverside venue of Chittagong Boat Club on the 4th of March, followed by the final DN in North Bengal at the spacious, scenic Hotel Naz Garden in Bogra on 25th of March, 2017.

Apart from the wide array of preparations specially designed to entertain the attending families of Dealers, there were the customary awards and gifts given away to Dealers whose performances in the previous year were among the best from their respective regions. The one added feature of DN 2017 were the three 'Chairman's Award' presented by our visionary chairman Mr. Alihussain Akberali to the three highest volume achievers of 2016. This recognition came with crests made of real gold, silver and bronze given to first, second and third recipients respectively, along with surprise cash benefits to the winners. This new Chairman's Award recognizing the top three Dealers of Bangladesh instantly created a refreshing culture of zeal and aspiration amongst BSRM Dealers that is bound to add renewed momentum to our cause in our journey forward. Ultimately, all three DN events were successfully completed much to the pleasure of our invited Dealers and their families and, our efforts in organizing the events richly rewarded.

I would like to thank my Managing Director Mr. Aameir Alihussain along with Finance Director Mr. Zohair Taherali, Executive Director Mr. Tapan Sengupta, Head of Marketing and Product Development Mr. M. Firoze and our Head of Dhaka Corporate Office Mr. Kazi Anwar Ahmed for always being there with the Sales team and their spirited involvement in all activities of the DN events. Last but not the least, our wholehearted gratitude goes to our honorable Chairman Mr. Alihussain Akberali for his presence and gesture in awarding the top three BSRM Dealers of Bangladesh.

My heartiest appreciations are always reserved for my colleagues of SCM, Admin and Accounts departments without whose sincere and contributing efforts the DN events could not have been staged successfully. I firmly believe in the quality interdepartmental teamwork that continues to thrive and broaden the scopes of accomplishing our common goals.

May the Almighty's blessings be upon us all.

Shobhon M. Shahabuddin (Raj)
National Sales Head, BSRM

DEALERS' NIGHT INAUGURATION BY

BSRM MANAGEMENT



Finance Director Mr. Zohair Taherali formally inaugurated the Dealers' Night Events by signing on the customary signature board



National Head of Sales Mr. Shobhon M. Shahabuddin (Raj) welcomed the guests at Dealers' Night Event and highlighted different aspects of business growth through upcoming initiatives of BSRM for its Dealers



BSRM's MD Mr. Aameir Alihussain greeted the guests at Dealers' Night and described the present scenario of steels market and elaborated on future plans which will benefit both the company and Dealers

DHAKA

DEALERS' NIGHT



Top management and Lead Sales with Loyal Dealers of BSRM



Handing over Champion's Award to Ershad Brothers Corporation (Dhaka-1)



Handing over Champion's Award to Brothers Corporation (Mymensingh)



Handing over Champion's Award to Hashem & Sons (Barisal)



Handing over Champion's Award to Kazi Steel Agency (Dhaka-2)



Handing over Champion's Award to Rahman Traders (Dhaka-3)

CHITTAGONG

DEALERS' NIGHT



Chief Officials of BSRM at Chittagong Dealers' Night



The Chairman handing over Chairman's Award Bronze 2016 to Anowar Trading (Chittagong)



The Chairman handing over Chairman's Award Silver 2016 to Bashundhara Trading (Noakhali)



The Chairman handing over Chairman's Award Gold to Fatema Traders (Comilla)



The Executive Director Mr. Tapan Sengupta handing over special gifts to Dealers' children who achieved GPA5 in SSC and HSC in 2016

BOGRA

DEALERS' NIGHT



Raffle Draw Ceremony at Bogra Dealers' Night



The front view of Bogra Dealers' Night Event



Dealers Families enjoying at Bogra Dealers' Night Event



Guests having a gala time at Bogra Dealers' Night musical soiree

www.bsrm.com

ONLY WHEN YOU'RE SAFE, CAN YOU DEFY GRAVITY

At home or on the road, on a bright day or a dark night, staying safe is what really matters. Only when you're safe can you live a better life. This is the conviction that has driven BSRM for the last 65 years to produce the safest steel for homes and bridges.

So that we can all build a safer nation.

building a safer nation



BSRM

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