

THE BRAND WITH THE 3 STRIPES



WELCOME TO ADIDAS /// WELCOME TO ADIDAS /// WEL



# Insight

A Publication of DBL Group

JAN - MAY 2024

## NEWSLETTER HIGHLIGHTS

### FROM THE DESK OF CHAIRMAN

As we step into another year, I am filled with immense pride and optimism reflecting on DBL Group's recent accomplishments. We achieved a commendable "B-" in the 2023 CDP Climate Change assessment, surpassing the Asia regional average and reinforcing our commitment to sustainable practices. The launch of LEVI'S first official store in Bangladesh marks a significant milestone in our retail expansion. We have also launched the first ever official Adidas store of the country. We celebrated various events, including the Pitha Utshab, International Women's Day, and the Job Rise 2.2 Core Employability Training certificate ceremony, highlighting our dedication to fostering a vibrant and inclusive workplace. Our facilities were honored with visits from distinguished guests, including the IFC and the Danish Ambassador, emphasizing our strong industry connections. As we continue to drive innovation and sustainability, I extend my heartfelt gratitude to every member of the DBL family and its stakeholders for their unwavering support.



**Abdul Wahed**  
Chairman

M. A. Quader (Anu), Deputy Managing Director & Group CEO becomes CIP

DBL Group achieves a CDP Score of "B-"

Certificate Giving Ceremony of Job Rise 2.2 Core Employability Training

Managing Director of DBL Group at the program of RISE, BUET

ADIDAS opens flagship store in Bangladesh

Official LEVI'S store opens in Bangladesh

Pitha Utshab at DBL Group Corporate Office

Ambassador of Denmark to Bangladesh visits DBL Group



# MISSION

To exceed stakeholders' expectations with key focus on environmental, social, and corporate governance.



# VISION

We envision to sustain and grow as a diversified global conglomerate.

# VALUES



Integrity



Passion



Adaptability



Care



Excellence





## **M. A. QUADER (ANU) DEPUTY MANAGING DIRECTOR & GROUP CEO BECOMES CIP**

M. A. Quader (Anu), Deputy Managing Director & Group CEO becomes CIP. M. A. Quader (Anu), the Deputy Managing Director & Group CEO of DBL Group has become CIP (Commercially Important Person) for his significant contribution in the export of Bangladesh for the year 2022 in the Knitwear Category. M. A. Rahim, Vice Chairman, DBL Group, and M. A. Jabbar, Managing Director, DBL Group have also achieved the CIP status for the same year for their respective significant contributions to the economy of Bangladesh.

## DBL Group

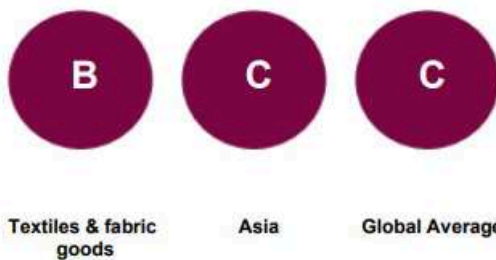
<b>Region</b>	Asia
<b>Country/Area</b>	Bangladesh
<b>Questionnaire</b>	General
<b>Activity Group</b>	Textiles & fabric goods

The CDP Score Report allows companies to understand their score and indicate which categories require attention to reach higher scoring levels. This enables companies to progress towards environmental stewardship through benchmarking and comparison with peers, in order to continuously improve their Climate Change governance. Investors will additionally receive a copy of the CDP Score Report upon request. For further feedback please contact your account manager or your key CDP contact.

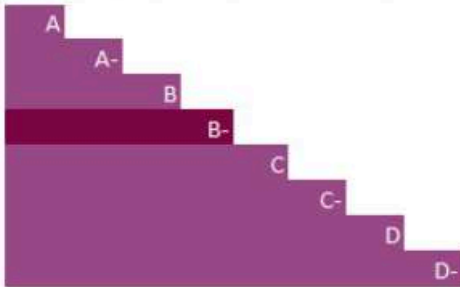
### Your CDP score



### Average performance



## UNDERSTANDING YOUR SCORE REPORT



DBL Group received a B- which is in the Management band. This is higher than the Asia regional average of C, and lower than the Textiles & fabric goods sector average of B.

- Leadership (A/A-):* Implementing current best practices
- Management (B/B-):* Taking coordinated action on climate issues
- Awareness (C/C-):* Knowledge of impacts on, and of, climate issues
- Disclosure (D/D-):* Transparent about climate issues

# DBL GROUP ACHIEVES A CDP SCORE OF "B-"

DBL Group achieved a "B-" score for the second consecutive time, placing it in the "Management" band in the 2023 CDP Climate Change assessment.

In the Activity Group of Textiles & Fabric Goods, DBL is among the 40% of businesses that attained the Management level. The score is also higher than the Asia regional average of "C".

CDP is a not-for-profit charity that operates the global disclosure system for investors, companies, cities, states, and regions to manage their environmental impacts. This enables companies to progress towards environmental stewardship through benchmarking and comparison with peers, in order to continuously improve their Climate Change governance.

# CERTIFICATE GIVING CEREMONY OF JOB RISE 2.2 CORE EMPLOYABILITY TRAINING

A certificate awarding ceremony at DBL Group was held on 16 January, 2024 to distribute certificates to the participants who have successfully completed Job Rise 2.2 Core Employability Training for 21st Century through the online portal by Wadhvani Foundation.

The ceremony was organized by the Organizational Development & Learning Team, Corporate HR of DBL Group. Ms. Fatima Muntaha from Treasury department who is also a master trainer of this course, moderated and conducted the entire session.

Ahmed Kamrul Alam, Executive Director, DBL Pharma; Kazi Mustak Ahmed, Group Chief Financial Officer; Khandaker Zahidul Alam, Chief Information Officer, and Mohammad Kamal Hosen, Chief Human Resources Officer graced the ceremony as the guests of honor. The ceremony ended with a closing speech by M. A. Rahim, Vice Chairman, DBL Group.





## MANAGING DIRECTOR OF DBL GROUP AT THE PROGRAM OF RISE, BUET

BUET's Research and Innovation Centre for Science and Engineering (RISE) organized a program "Internal Research Grant (Call ID: 2023-02) Awarding and Research Exhibit" on Saturday, February 17th, 2024. This event aimed to showcase the innovative research projects undertaken by BUET faculty members and foster collaboration with industry. Mr. Md. Akhter Hossain, Principal Coordinator of SDG Affairs graced the ceremony as the Chief Guest. Mr. G S M Jafarullah, NDC, Managing Director, BHTPA, and Professor. Dr. Haseena Khan, a member of UGC, was present. In addition to esteemed guests, Professor Dr. Abdul Jabbar Khan, Pro-Vice-Chancellor, and Professor Dr. Satya Prasad Majumder, Vice-Chancellor, both from BUET, alongside our honorable Managing Director, Mr. M. A. Jabbar, in attendance. Their presence underscored the university's steadfast commitment to fostering a culture of research excellence and industry engagement. During the ceremony, Mr. M. A. Jabbar shared his visionary perspective on the pivotal role of research centers in driving industry growth. His insights resonated deeply with the audience and reinforced our collective resolve to push the boundaries of innovation.





## DBL AT THE “MULTI-STAKEHOLDER DIALOGUE ON DECENT WAGES IN BANGLADESH

Mashook Mujib Chowdhury, Manager, Sustainability, represented DBL Group at the “Multi- Stakeholder Dialogue on Decent Wages in Bangladesh” organized by the Global Compact Network Bangladesh (GCNB) on 19 February 2024. Mashook shared the challenges Bangladeshi businesses face while attempting to provide decent wages and DBL’s practices for ensuring such.





## ADIDAS OPENS FLAGSHIP STORE IN BANGLADESH

The doors to the new adidas flagship store in Dhaka's Gulshan have officially opened. This landmark occasion marks the brand's significant entry into the Bangladeshi market, facilitated by the esteemed DBL Group. The state-of-the-art store represents a dedicated space for discerning athletes and enthusiasts seeking to elevate their active lifestyles and everyday wardrobes. The grand opening of the new adidas flagship store was scheduled for 11 May, 2024. This momentous occasion was graced by distinguished guests, including the Board of Directors and other officials from DBL Group.





With a retail footprint of 4000 Sq.ft, the flagship store offers a carefully curated selection of timeless adidas originals apparel and footwear. This section caters to individuals who desire a harmonious blend of comfort and sophisticated style. From iconic streetwear classics to trend-setting pieces, patrons can discover the ideal ensemble to express their individuality in any setting.





# OFFICIAL LEVI'S STORE OPENS IN BANGLADESH

Iconic denim lifestyle brand, Levi's® announced the opening of its first store in Dhaka, Bangladesh. Situated in the bustling district of Banani Road 11, the Levi's® store boasts an elevated brand and shopping experience as well as a diverse product assortment that is catered to the local consumer. As Levi's® continues its expansion across key markets in Asia, the new store in Dhaka is in tandem with the brand's plans to open stores in key locations in Bangladesh, including Chittagong. DBL Group will serve as the official partner for Levi's® in the country.



Designed to embody the essence of Levi's® timeless style, the Banani Road store spans across an impressive 2270 square feet, serving as a premier destination for fashion-conscious individuals and denim enthusiasts alike in Bangladesh. Meticulously designed with the brand's cutting-edge NextGen Indigo store format, the store features the unique Ombre façade in a blue indigo gradient. The store seamlessly integrates digital innovation, unique shopper experiences, and an exceptional product selection including denims, non-denims, and tops for both men and women tailored to regional preferences.

"Our first store in Dhaka, Bangladesh, marks an important chapter for Levi Strauss & Co," said Ms. Amisha Jain, Senior Vice President and Managing Director, South Asia-Middle East and Africa (SAMEA), Levi Strauss & Co. The store showcases Levi's® signature apparel and accessories, offering the latest range of fits for both men and women. With an array of iconic 501® jeans to timeless Trucker jackets, more relaxed silhouettes in line with the latest fashion trends, featuring options such as loose fits and Bootcut styles for men, as well as on-trend High-rise designs for women, the store caters to a diverse range of styles and preferences.





## PITHA UTSHAB AT DBL GROUP CORPORATE OFFICE

Ring in the New Year with joy and tradition at DBL Group! The Pitha Utshab took place at the Corporate Office of DBL Group in celebration of the New Year. Abdul Wahed, Chairman; M. A. Jabbar, Managing Director; M. A. Rahim, Vice Chairman; M. A. Quader, Deputy Managing Director & Group CEO, and high officials attended this joyful celebration along with all the employees of the Corporate Office.





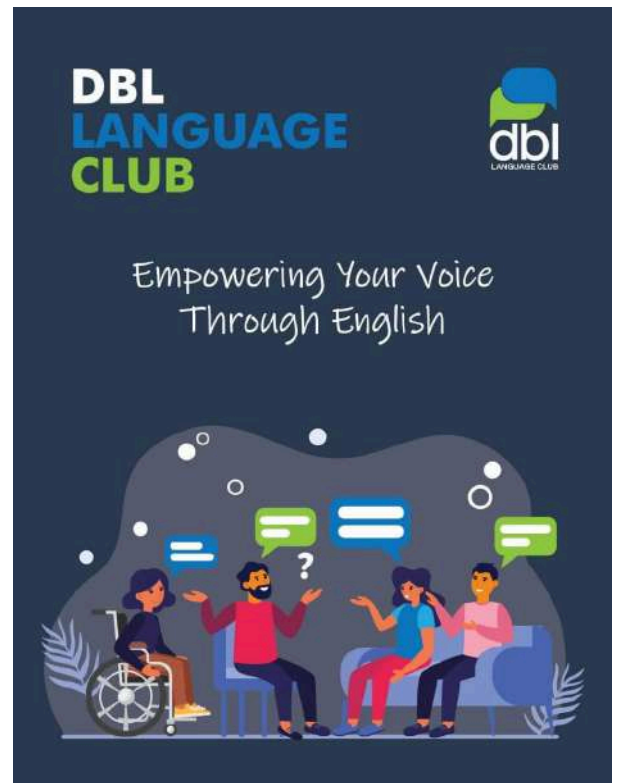
## CELEBRATION OF INTERNATIONAL WOMEN'S DAY AT DBL GROUP

DBL Group celebrated International Women's Day. Female employees from different departments of the corporate office and different business units celebrated the day at their respective offices and factories. Female employees of the company were thanked at the event held in corporate office for their continuous effort in the improvement of the Group in presence of Abdul Wahed, Chairman; M. A. Rahim, Vice Chairman; M. A. Quader, Deputy Managing Director and Group CEO, and other high officials of DBL Group.



# DBL GROUP LAUNCHES ENGLISH LANGUAGE CLUB

Strong English communication skills are essential for navigating daily tasks and succeeding in career growth. Recognizing this need, DBL Group launched the "DBL English Language Club" on 28 May, 2024, at its corporate office. The initiative was spearheaded by the Organizational Development & Learning Team of Group HR and celebrated with a ceremony attended by senior management as guests of honor. M.A. Rahim, Vice Chairman of DBL Group, unveiled the Language Club logo and delivered the closing remarks, offering valuable insights to mark the occasion.





## **AMBASSADOR OF DENMARK TO BANGLADESH VISITS DBL GROUP**

H.E. Mr. Christian Brix Møller, Ambassador of Denmark to Bangladesh, visited DBL Group's facilities on 31 January 2024. He was accompanied by Ole R. Justesen, Sector Counsellor, and Fahim Abrar, Associate Advisor, from the Embassy of Denmark in Bangladesh. M. A. Jabbar, Managing Director, and other senior officials from DBL Group attended to the delegation.



Mr. Tomasz A. Telma, Global Director of the International Finance Corporation (IFC), along with Rowshan Tamanna, Senior Investment Officer; Kazi Farhan Zahir, Senior Country Officer; Tahsina Mohsin, Investment Officer, and Nishat Shahid Chowdhury, Operations Officer, visited various facilities of DBL Group on 20th January 2024.

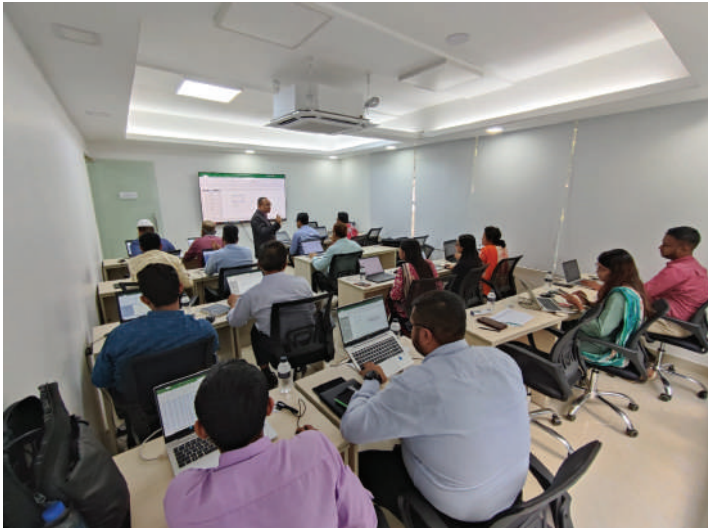
They were accompanied by Kazi Mustak Ahmed, Group CFO; Mohammad Jakaria Chowdhury, Head of Treasury, and Mashook Mujib Chowdhury, Manager, Sustainability.

## IFC's VISIT TO DBL FACILITIES



# TRAINING & LEARNING SESSIONS

**DBL Group** considers its employees as a resource for the organization. The Management of DBL Group always encourages its employees to attend different training programs at home and abroad. This journey of developing employee skills by providing them scopes to attend in-house, institution based, local and overseas trainings, workshops, conferences has been continuing for a long time. Here, we are presenting a glimpse of some of the training sessions attended by DBL employees in recent past.



MS Excel Advance



English for Business



Transformational Leadership Program



Change Management



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