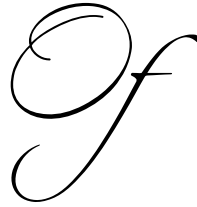


Business Profile



Trade International Industries Ltd.



Electro Mart Limited

About Us

Electro Mart Ltd. (EML) has started its journey in 1980 and is one of the largest Business houses in Bangladesh. **EML** has been continuing its business as an Importer, Manufacturer, and Marketer of a wide range of electronic home appliances like Air Conditioners, Refrigerators, LED, Color TVs, Washing Machines, Microwave Ovens, and home appliances earning an enviable altitude of dependability and reliability throughout the country.

EML is the sole distributor of No. 1 Chinese air conditioner **GREE** and the world-famous **KONKA** brand Color Television, Refrigerators, Freezers & Electronic Home Appliances. Also, Electro Mart Ltd. introduced its own brand **HAIKO** to suffice the market requirements for Consumer Electronics. **EML** also represents the Big Brands & Products like **DAIKIN** and **TOSHIBA** HVAC Systems from Japan.

As a continuous endeavor of development and expansion, EML has started its HVAC (Central Air Conditioning Solutions) campaign in 2005 and has become a leading service provider for the specialized and most sophisticated HVAC solutions in the country. A major part of HVAC developments in the Bangladesh market is engineered and commissioned by EML using GREE, DAIKIN, and TOSHIBA HVAC solutions.

Based on 40 years of experience in the Consumer Electronics (CE) market and achieving continuous successes in the past few years, EML has started the Manufacturing Industry in the name of “**Trade International Industries Ltd (TIIL)**” at the Sonargaon Industrial Area of Narayanganj District. **TIIL** is a complete Consumer Electronics (CE) Manufacturing Plant for KONKA, GREE, and HAIKO brand Refrigerator, Freezer, Air Conditioner, LED TV and electric fan, etc. **TIIL** is one of the largest heavy industries for CE products in Bangladesh.

Our Leaders



Mr. Nurun Newaz Salim

Chairman

National Credit & Commerce Bank Ltd.
Electro Mart Ltd.
Trade International Industries Ltd.
Orchid Energy Limited

Former Chairman

Central Insurance Company Ltd.

Managing Director

Newaz International Ltd.

Proprietor

The Royal Bengal Agencies
Royal International

Sr. Vice President

Chittagong Chamber of Commerce & Industry

Our Leaders



Mr. Nurun Newaz Salim

Member

Bangladesh-India Chamber of Commerce & Industry
Bangladesh-Malaysia Chamber of Commerce & Industry
FBCCI
Dhaka Club Ltd., Chittagong Club Ltd. & Gulshan Club Ltd.

President

Feni Zilla Samity, Chittagong

Founder

Moulavi Shamsul Karim College, Chhagalnaiya, Feni
Nurun Newaz High School, Chhagalnaiya, Feni
Amin-Newaz Girls' High School, Motua, Chhagalnaiya, Feni
Shahida Newaz Kindergarten School, Chhagalnaiya, Feni
Moulavi Shamsul Karim Madrasha, Chhagalnaiya, Feni
Chemona Afroz Yatimkhana & Hafijia Madrasha, Feni

Chairman

Moulavi Shamsul Karim Kalyan Trust
Md. Nurun Newaz Foundation

Our Leaders



Mr. Mohammed Nurul Amin Farook

Managing Director

Electro Mart Ltd.
Trade International Industries Ltd.

Director

EXIM Bank Bangladesh Ltd.

Vice Chairman

Mercantile Insurance Company Ltd.

Founder Member

Moulavi Shamsul Karim College, Feni

Chairman – Governing Committee

Hichachara High School, Feni

Our Leaders



Mr. Md. Nurussafa (Babu)

Deputy Managing Director

Electro Mart Ltd.

Trade International Industries Ltd.

Proprietor

Noor Electronics

President

Mvi. Shamsul Karim Nurani & Hafijia Madrasha

Member

FBCCI

Dhaka Club Ltd.

Our Leaders



Mr. Md. Nurul Afser

Deputy Managing Director

Electro Mart Ltd.

Trade International Industries Ltd.

Proprietor

Tide International

Banana Corporation

CEO

BrandCycle

Member

FBCCI

Banani Club Ltd.

Baridhara Cosmopolitan Club Ltd.

Purbachal Club Ltd.

Our Leaders



Mr. Sazzad Un Newaz Rafi

Director

Electro Mart Ltd.
Trade International Industries Ltd.
National Credit & Commerce Bank Ltd.
Central Insurance Co. Ltd.

Managing Director

Orchid Energy Ltd

CEO

Orchid Corporation
Blueberry Corporation

Associate Member

Dhaka Club Ltd.
Gulshan Club Ltd.

Our Leaders



Director

Electro Mart Ltd.

Trade International Industries Ltd.

Mr. Md. Nurul Azim Sunni

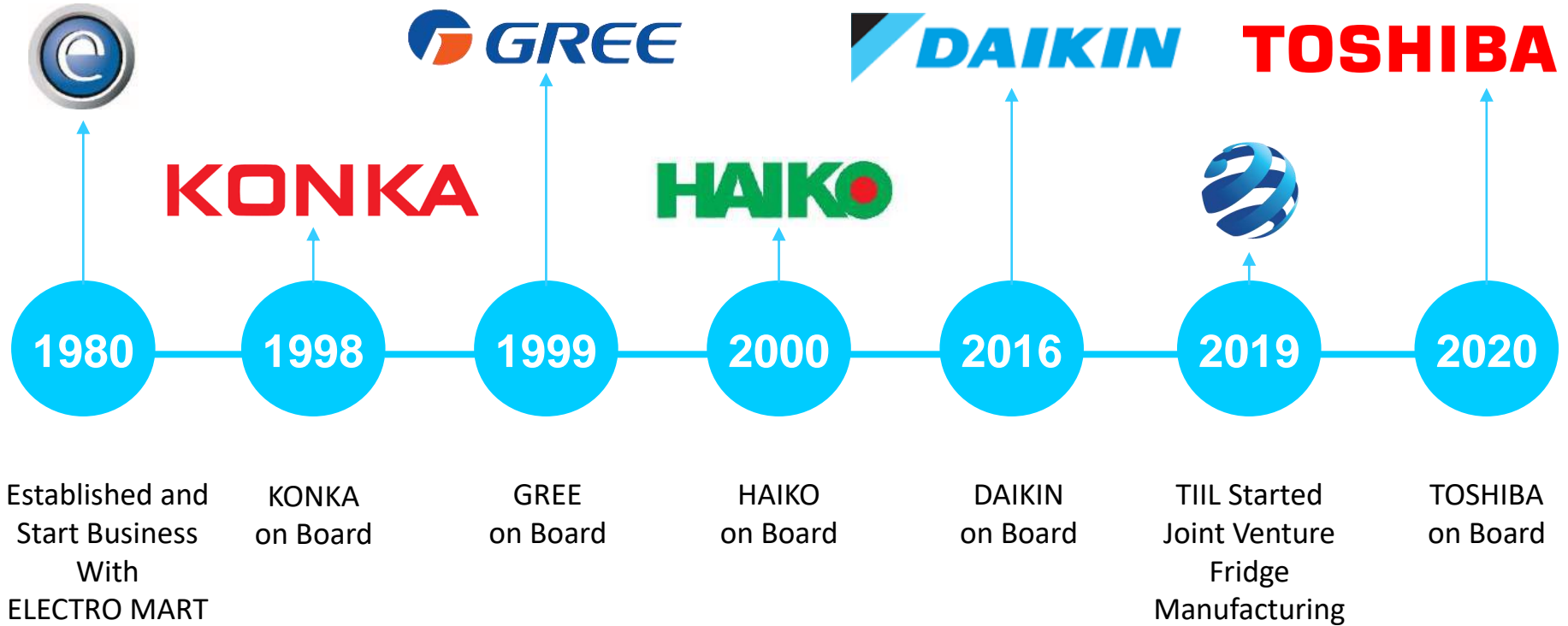
Our Vision

“To be recognized as the No. 1 Business House in the Electronics Industry of Bangladesh”

Our Mission

“Provide standard product with added value, quality and services according to the expected customers’ needs and requirements and create optimum value for our Stakeholders”

Our Timeline



Our Strength

```
graph TD; A[Our Strength] --- B(1564 Employees); A --- C(254 Service Centers); B --- D(619 Dealers); B --- E(1065 Technicians); B --- F(35 Vehicles); B --- G(26 Warehouses); B --- H(274 Engineers); D --- I(31 Outlets); E --- J[ ]; F --- K[ ]; G --- L[ ]; H --- M[ ]
```

254

Service Centers

619

Dealers

1564
Employees

35

Vehicles

31

Outlets

1065

Technicians

26

Warehouses

274

Engineers

Our Customers

00,000,000+

Air-Conditioner Users

00,000,000+

Fridge Users

00,000,000+

Television Users

00,000,000+

Home Appliances Users

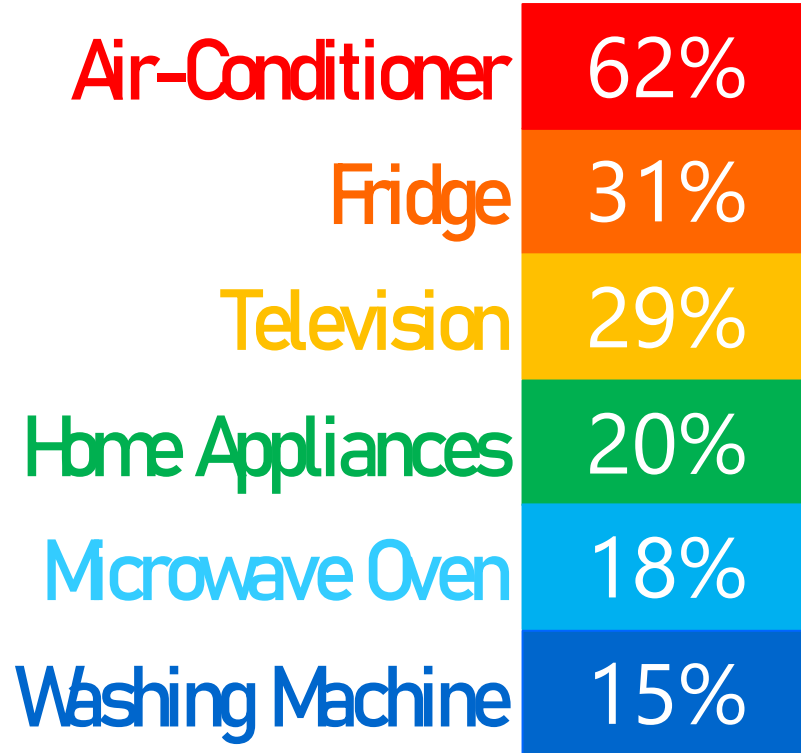
000,000+

Microwave Oven Users

000,000+

Washing Machine Users

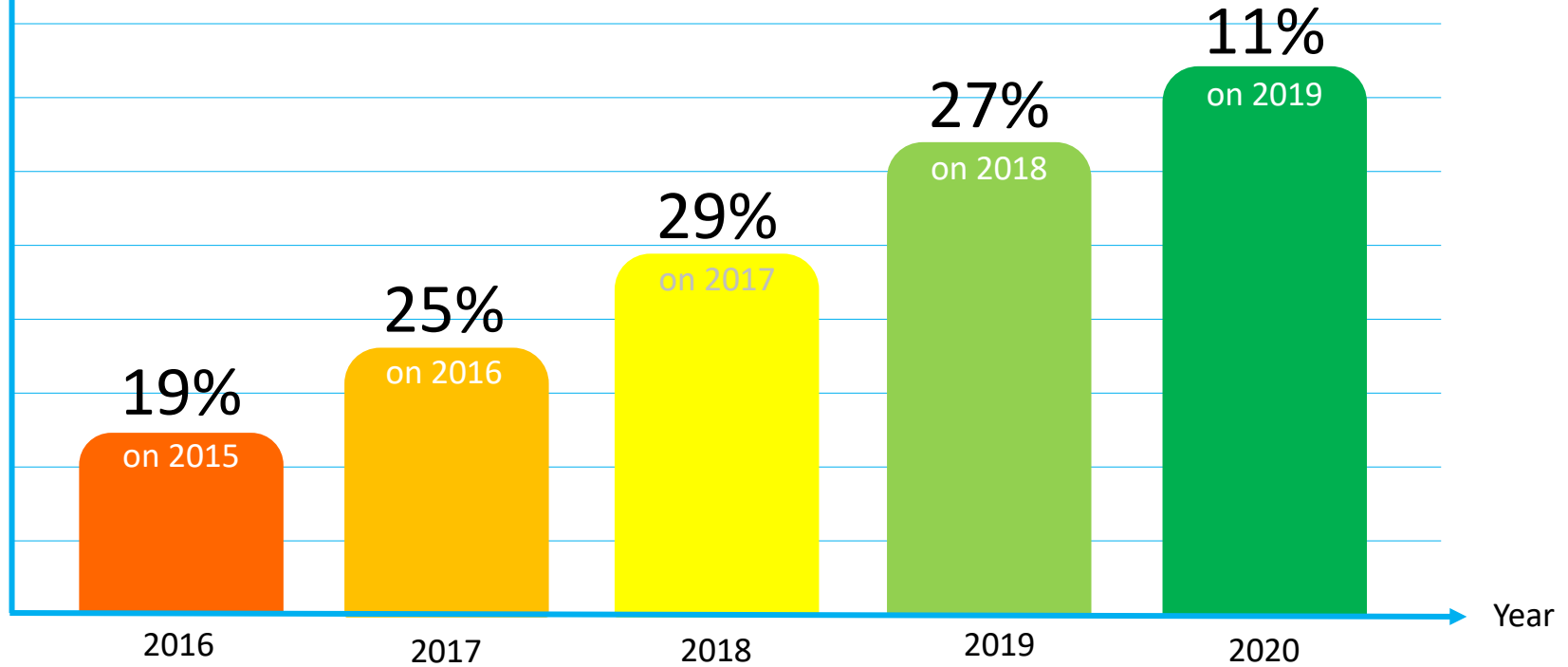
Market Share



Business Growth

Percentage

Last five years business growth year-on-year



CAC Projects

397

Completed

57598 TR

Project Volume

Projects are made by



Certifications

Our all products are certified by



ISO 9001

**REGISTRATION
CERTIFICATE**

This is to certify that the management system of
Trade International Industries Limited.
have been assessed by AJA EUROPE and registered against the requirements of
ISO 9001:2015

AJAEU/19/15187 <small>Certificate Number</small>	21st December 2017 <small>Date of Original Registration</small>
20th December 2023 <small>Expiry Date</small>	11th January 2021 <small>Date of Re-Registration</small>


Alfonso Pagliuca, President & Founder, AJA Europe Ltd


This certificate is issued in support of the business process of algorithmic trade. It is not intended for general use. The certificate is only valid for the purpose of the business process of algorithmic trade. The certificate is not to be used for any other purpose. The certificate is not to be used for any other purpose. The certificate is not to be used for any other purpose.




**REGISTRATION
SCHEDULE**

scope of registration
**Manufacturing, Import and sales of Electric and
Electronics products**
Trade International Industries Limited.

Company Name
Choto Market, Maheswara, Boro Nagar, Sonarpur, Narayanganj, Bangladesh

19, 29 <small>Site</small>	18th December 2017 <small>Date of Original Registration</small>	11th January 2021 <small>Date of Re-Registration</small>	AJAEU/19/15187 <small>Certificate Number</small>
20th October 2023 <small>Date of Audit Use Date</small>	N/A <small>Revalidation Date</small>	20th December 2023 <small>Expiry Date</small>	20th December 2020 <small>Previous Expiry Date</small>


Alfonso Pagliuca, President & Founder, AJA Europe Ltd

This certificate is only valid for the purpose of the business process of algorithmic trade. It is not intended for general use. The certificate is not to be used for any other purpose. The certificate is not to be used for any other purpose. The certificate is not to be used for any other purpose.

ISO 14001

**REGISTRATION
CERTIFICATE**

This is to certify that the management system of
Trade International Industries Limited.

has been assessed by AJA EUROPE and registered against the requirements of
ISO 14001:2015

AJAEU/21/16561 <small>Certificate Number</small>	11th January 2021 <small>Date of Original Registration</small>
10th January 2024 <small>Expiry Date</small>	N/A <small>Date of Re-Registration</small>


Alfonso Pagliuca, President & Founder, AJA Europe Ltd



This certificate is the property of AJA Europe Ltd. Where the certificate is issued to a customer, the certificate is issued to the customer. Where the certificate is issued to a customer, the certificate is issued to the customer. Where the certificate is issued to a customer, the certificate is issued to the customer.

**REGISTRATION
SCHEDULE**

scope of registration
**Manufacturing, Import and sales of Electric and
Electronics products**

Trade International Industries Limited.

Company Name

Other Registered
19, 29
Site

Date Original Registration
11th January 2021

Date of Re-Registration
10th November 2023

Next Re-Audit Due Date




Company Name
AJAEU/21/16561

Certificate Number
10th January 2024

Expiry Date
N/A

Previous Expiry Date


Alfonso Pagliuca, President & Founder, AJA Europe Ltd



This certificate is the property of AJA Europe Ltd. Where the certificate is issued to a customer, the certificate is issued to the customer. Where the certificate is issued to a customer, the certificate is issued to the customer. Where the certificate is issued to a customer, the certificate is issued to the customer.

ISO 45001


**REGISTRATION
CERTIFICATE**




this is to certify that the management system of
Trade International Industries Limited.
have been assessed by AJA EUROPE and registered against the requirements of
ISO 45001:2018

scope of registration
**Manufacturing, Import and sales of Electric and
Electronics products**

Chato Shafiq, Magelang, Boro Ngawi, Saragapan, Nanyangong, Gunungkati

19, 29	where registered	AJAEU/21/16598
5th February 2021	N/A	5th February 2024
8th December 2023	N/A	N/A


Alfonso Pagliuca, President & Founder, AJA Europe Ltd

This certificate is the property of AJA Europe Ltd and is valid only for the scope of registration. It is not to be reproduced or used for any other purpose without the prior written consent of AJA Europe Ltd.


BSTI

Five Star Energy Efficient FAN & FRIDGE

Form No.3
(B/Law 10 (3))

Bangladesh Standards & Testing Institution

Serial
VFCS
No. 297



License for Use of Standards Mark
License No.-VFCS 297/2020

1. Bangladesh Standards & Testing Institution by the power imposed upon it by Ordinance, 1985 (Ordinance 37 of 1985) is hereby issuing license in favor of **Trade International Industries Limited, Shyampur Kadamtali, Faridabad, Kadamtali, Dhaka-1204** for use of Standard Marks as mentioned in the First Column of the First Schedule (hereafter known as licensee), which will be applicable in the cases where the related goods/articles/processes as mentioned in Second Column of the said Schedule according to the related Bangladesh Standard mentioned in the third Column which may be amended or changed time to time for producing/marketing of the items.

2. This license gives the right and responsibility according to the established and existing rules. As per the responsibilities the licensee holder will make payment of the marking fee in time as ascertained in the Second Schedule and will maintain the terms and conditions as per the attached schedule of testing and inspection up to the satisfaction of the institution.

3. The duration of this license will remain valid from **02.01.2020 to 30.06.2020** and it may be renewed as per existing rules.


First Schedule

Standard Mark	Articles/Processes	Related Bangladesh Standard
BDS 1860:2012	Ceiling Fan for Star labeling Brand: Konka (Model-Lili, Rose) Size: 1400 mm Star Rating: (*****) Five star	BDS 1860:2012

Second Schedule

Articles/Processes	Unit	Marking Fee per Unit	System of Payment
Ceiling Fan for Star labeling Brand: Konka (Lili, Rose) Size: 1400 Star Rating: (*****) Five star	One Hundred Taka	Tk.0.10 per one hundred taka (ex factory price)	a) Yearly Marking Fee Tk.1875.00 (Taka One Thousand and Eight Hundred Seventy Five only) payable in advance. b) At the end of the license period additional marking fee have to be paid on the basis of actual production.

Signed and sealed on: **January 12, 2020**


On behalf of Bangladesh Standards & Testing Institution
Seal of the Institution.
Engr. Md. Golamfaruk
Director (GV)
Bangladesh Standards and Testing Institution (BSTI)
Fajar Road, Dhaka-100



THANKS *for your time*