

The Newsletter

New

Group CEO Wahed Azizur Rahman



Navana Communication



Navana Communication is Navana's new digital marketing company launched on 1 June 2021. It serves business units as well as external customers with quality services through design, web development, animation and digital marketing expertise.

Navana Real Estate



With the growing number of electric vehicles on the road, adequate charging stations are a must. NREL has been recently integrating EV charging stations at parking spaces as part of its ongoing green campaign.



Gloria's New Outlet

Gloria Jeans has opened a new outlet in Badda. The new outlet has been inaugurated on 3 April 2021 by Sudip Kumar Chakraborty, the Deputy Commissioner of Police for Gulshan zone and the members of the senior leadership of Navana.



New Logo of Interlinks

Navana Interlinks has a new logo, launched on 22 March 2021. The company has a new logo to represent evolution ahead of the ongoing changes in the world of technology.



TOYOTA BANGLADESH



09666-770077



Dear Colleagues:

Let me introduce you to The Newsletter, your window to what's happening within Navana Group across its business units and profit centers.

You are already aware that Navana Group is undergoing transformations, and transformations thrive on effective communications that can engage the workforce towards a closer alignment to the Group's strategic priorities. A newsletter for Navana Group is, therefore, essential as a key tool to improve internal communications and build transparency to engage the workforce. The initial plan is to implement it bi-annually in 2021 starting with this first issue, and then quarterly from 2022 onwards.

I am optimistic about the following benefits that The Newsletter is expected to bring out:

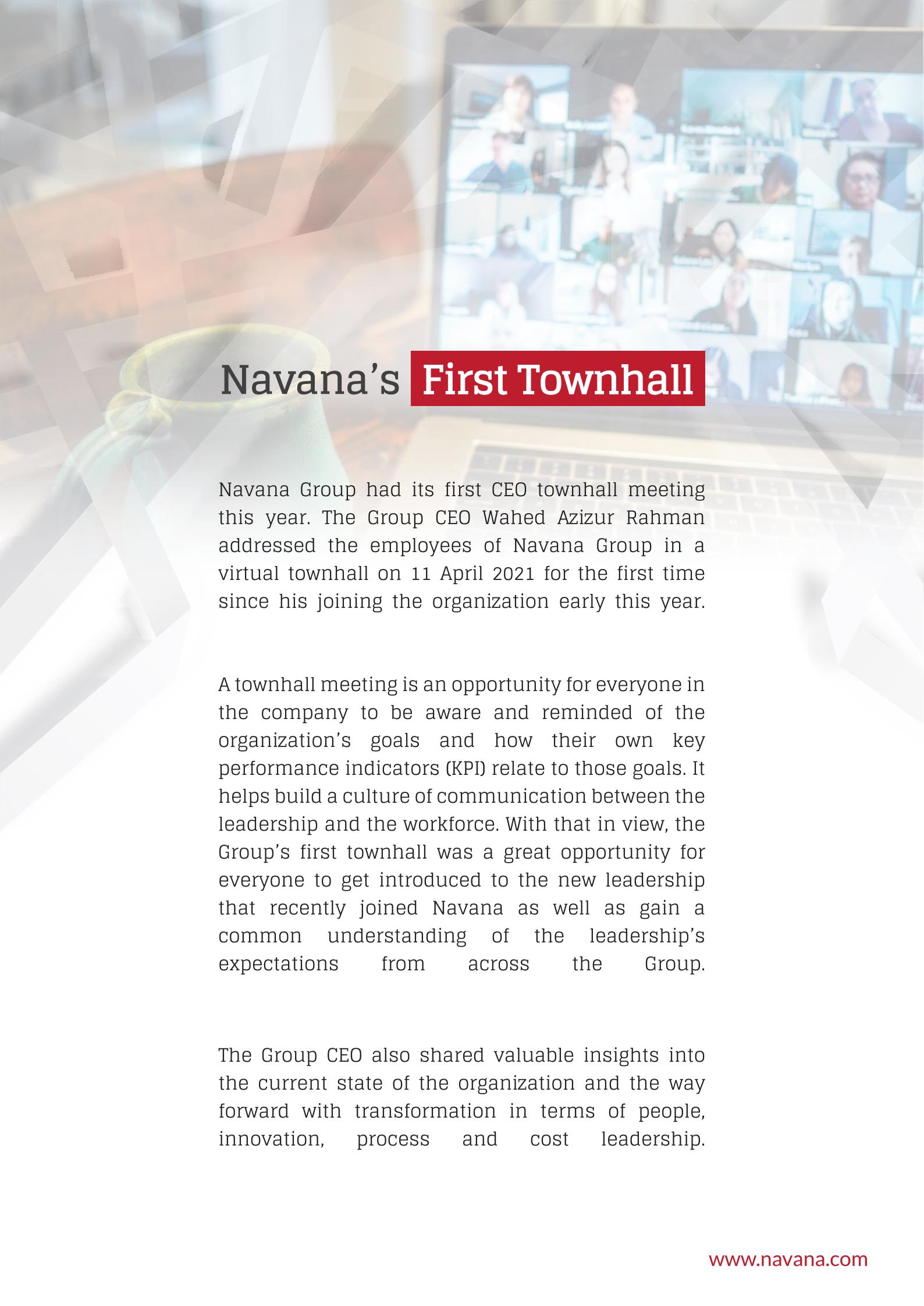
- > Engaging the workforce
- > Strengthening connection with stakeholders
- > Reinforcing important messages from the leadership
- > Facilitating change management
- > Communicating new policies, processes, systems and initiatives
- > Debunking myths, conspiracy theories and rumors in the workplace
- > Showcasing successes and lessons learned

The Newsletter will typically feature an editorial in addition to highlights of key activities in the Group including new projects, systems, and processes, interviews as well as recognitions and awards. We are also open to feedback for improvement in the contents.

I hope you will find The Newsletter interesting and urge you to share it with your stakeholders, friends and family to showcase what life is like at Navana Group.

Wahed Azizur Rahman
Group CEO
Navana Group

Group CEO's Message



Navana's First Townhall

Navana Group had its first CEO townhall meeting this year. The Group CEO Wahed Azizur Rahman addressed the employees of Navana Group in a virtual townhall on 11 April 2021 for the first time since his joining the organization early this year.

A townhall meeting is an opportunity for everyone in the company to be aware and reminded of the organization's goals and how their own key performance indicators (KPI) relate to those goals. It helps build a culture of communication between the leadership and the workforce. With that in view, the Group's first townhall was a great opportunity for everyone to get introduced to the new leadership that recently joined Navana as well as gain a common understanding of the leadership's expectations from across the Group.

The Group CEO also shared valuable insights into the current state of the organization and the way forward with transformation in terms of people, innovation, process and cost leadership.

The New Leadership



► **Farhad F. Ahmad**

Chief Executive Officer (CEO)
Navana CNG Limited & Subsidiaries

► **Sharmin Hossain**

Chief Financial Officer (CFO)
Aftab Automobiles Limited
& Subsidiaries

► **Arfadur Rahman Bunti**

Chief Corporate Affairs Officer (CCAO)

► **Istiaque Mahmud**

Chief Human Resources Officer (CHRO)



► **Mohammad Naved Iqbal**

Chief Strategy Officer (CSO)

► **Mosheul Islam**

Chief Technology Officer (CTO)

► **Razibul Hasan Khan**

Chief Financial Officer (CFO)
Finance Shared Services

Navana Group has recently appointed a new leadership team and wishes them a prosperous journey ahead.

Women in C-Suite

An Interview with **Sharmin Hossain**

CFO – Aftab Automobiles & Subsidiaries

Women in C-Suite is still not as common today as for men. What has enabled you to reach this level?

Sharmin: Staying focused, not losing sight of my personal goals. With all the distractions and adversities, it is sometimes very easy to fall through the cracks. Believing in oneself is key to being able to stay focused. Above all else engage in continuous learning, technical and soft skills from colleagues, family, friends and acquaintances. There is no end to learning and unlearning.

How have you been able to determine what your next career move is?

Sharmin: Just felt like I was ready to take on the next challenge that awaits me because I have been preparing myself for this for a long while. It brings me great joy to finally be here! Now to help others get here.

Why do you think there isn't as many women in C-Suite positions?

Sharmin: Not enough opportunities available for competent women to be a part of. There is constant reminder in the corporate world of the benefits of diversity and clear proof of it with success stories. I believe the transition is taking time due to the related unknowns. Yes, as women we do take on multiple roles more often than not. I went away for a couple of years to Australia to pursue a second Masters leaving my husband to look after our child. As difficult as this was for me since my child was very young and I missed him immensely. I truly believe it helped my husband understand the difficulties of parenting. Now we share as much of not just parenting but all other aspects to a point where both of us are able to focus on profession and personal life and nothing goes unattended or unnoticed. I believe a much needed cultural change is taking place as we speak and corporations would do well to cash in on this change. Diversity is key even more now than back when I started my career. We have proven time and again that sustainable success can be attained through gender partnerships.

What challenges have you come across on your path to a leadership role?

Sharmin: I will be honest and say “acceptance”. As a woman there are preconceived notions held by some of how you have arrived at this stage in your profession. To do away with this misconception usually takes a bit of time. Time which could be better spent focusing on other aspects of the business. Nonetheless, like I said, you learn a little from every situation and person you come across. So, not all is wasted.

How do you think an organization can benefit from women at leadership roles?

Sharmin: It can allow for different perspectives on problem solving, strategy development and implementation, thereby enhancing management's decision-making abilities.

What would you advise to women who aspire to grow to a C-suite level?

Sharmin: We all have the capacity to be a part of the C-suite, provided that is what we want for ourselves. Remember, as clichéd as it may be, hard work, commitment, ethical behavior and the willingness to continue against all odds can help you get here. Nothing is impossible but you need to believe so.

Sharmin Hossain
CFO – Aftab Automobiles & Subsidiaries





& Services

CCTV

RAPISCAN

SURVEILLANCE

FIRE DETECTION

FIRE PROTECTION



Latest

Navana Interlinks has a new logo, launched on 22 March 2021. The company has a new logo to represent evolution ahead of the ongoing changes in the word of technology. The new logo is dynamic and modern which refurbishes the old impression.

Aircraft Rescue and Firefighting Vehicles for CAAB

The airports are now more protected with the new ARFF introduced to the Civil Aviation Authority of Bangladesh (CAAB). Navana Interlinks recently delivered three ARFF to CAAB for Hazarat Shahjalal International Airport, Osmani International Airport and Saidpur Airport.

The Rosenbauer Panther is one of the most efficient ARFF vehicles in the world. Its award-winning design and powerful performance make it the most modern fire fighting vehicle of its time.

Recent Milestones

 Navana Interlinks has unveiled their new logo.

 Navana Interlinks has recently launched its new website featuring all its products.

 Navana Interlinks has recently delivered three ARFF to CAAB for Hazarat Shahjalal International Airport, Osmani International Airport and Saidpur Airport.

Gloria Jeans

New Outlet

Gloria Jeans has opened a new outlet in Badda. The new outlet has been inaugurated on 3 April 2021 by Sudip Kumar Chakraborty, the Deputy Commissioner of Police for Gulshan zone and the members of the senior leadership of Navana.

There are at present 6 outlets of Gloria Jeans across Dhaka including the new one in Badda. The new outlet can cater to 45 customers together for dine-in. What's new about the outlet in Badda is its new design concept from Gloria Jeans' principal in Australia.



Badda

Outlet

2021



OUT WITH THE
OLD



IN WITH THE

NEW





Navana Communication is Navana's new digital marketing company launched on 1 June 2021. The company will serve internal customers within Navana Group and its business units as well as external customers with quality services through design, web development, animation and digital marketing expertise.



Graphics

2D / 3D Design

Architectural Design

Illustrative

Website

Event

Photography

Animation

Logo

Presentation

Product Reveal

Advertisement

Audio

Campaign

Brand Activation

Post Production

Color Grading

Visual Content

Documentary

The new digital marketing company is currently headed by **Afzal Nazim** who is also leading the Digital Marketing team in Navana Group.

Going Green with **NAVANA** **REAL ESTATE LIMITED**



Electric Vehicle (EV) or Hybrid Electric Vehicle (HEV) is revolutionizing transport across the globe. The International Energy Agency (IEA) anticipates that there will be around 125 million electric vehicles on the road by 2030. With the growing number of electric vehicles on the road, adequate charging stations are a must. NREL has been recently integrating EV charging stations at parking spaces as part of its ongoing green campaign.

CONTACT US :

Address:

**Navana Toyota 3S Center
205-207 TEJGAON
I/A Bir Uttam Mir Shawkat Sarak, Dhaka-1208**

Email:

newsletter@navana.com

Website:

www.navana.com