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Maintenance-free battery from Bdesb dominates global markets

FE Report

Rahimafrooz GLOBATT remains a strong contender in the global arena and currently they are leading all the brands in maintenance-free category in Asia, Africa, GCC and EU markets."As the demand for maintenance-free battery started growing globally, our company began to grab the attention of the consumers," Rahimafrooz GLOBATT said in a statement. In July of 2012 GLOBATT Maintenance-Free Battery achieved its crowning accomplishment by being the first Bangladeshi company to enter the Japanese market. Japan is a highly competitive, quality conscious, technical and fully compliance oriented market."Therefore it was a towering achievement and mark of deep trust and reliance when Rahimafrooz GLOBATT got the green signal from the Japanese Government to export its batteries," the company said. The ambassador of Japan himself visited GLOBATT plant at Ishwardi to inaugurate the first export order releasing from factory. Initially Rahimafrooz was more focused on the local market but in 1992 they finally took the initiative of exporting their world class batteries starting with the Singapore market. Currently GLOBATT is exported in 57 countries, and in the process the company have created an international benchmark that ensures superior product quality and delivery solution. The company to date has exported 2.5 million auto batteries to over 57 destinations in 6 continents with a value of USD\$ 73 million. GLOBATT has now truly become an international brand and very much a part of the global trade. The global paradigm shift in peoples' behavior in terms of the battery they use now has led to accelerated growth in the sale of GLOBATT maintenance free batteries. Also due to this behavioral change maintenance free battery now leads the automotive aftermarket growth globally. Rahimafrooz Globatt Ltd. has been recognized for their extraordinary contribution towards the export sector of Bangladesh and has been selected as the recipient of the National Export Gold Trophy for the fiscal year 2010-2011. On 20th November 2013, Mr. Munawar Misbah Moin, Group Director of Rahimafrooz Bangladesh Ltd. and the MD of Rahimafrooz GLOBATT Ltd. received the National Export Trophy from Prime Minister Sheikh Hasina, at Osmani Sriti Milanayatan.