

COMPANY PROFILE



**“The Taste of Life”
brings more flavors to life,
creates more joyful moments.**



COMPANY OVERVIEW

BTL Group is a dynamic and diversified business conglomerate in Bangladesh, proudly carrying a legacy since 2013. Over the years, the Group has grown into a multi-industry organization, delivering quality products and services across a wide range of sectors, including Lubricants, Food & Beverage, Electrical & Electronics, Agro Feed, Real Estate, and Consumer Goods.

Driven by innovation, integrity, and customer satisfaction, BTL Group has established itself as a trusted and forward-looking name in the national market. The Group continuously invests in modern technology, advanced manufacturing processes, and efficient supply chain systems to ensure consistent quality, productivity, and operational excellence.

With a strong commitment to market expansion and strategic development, BTL Group has built an extensive distribution network throughout Bangladesh. This strong network ensures smooth product availability, timely delivery, and effective market reach. The Group also maintains strong and collaborative relationships with its dealers, distributors, and business partners, fostering mutual growth and long-term success.

BTL Group is dedicated to maintaining international quality standards, implementing best business practices, and providing value-driven solutions to its customers and stakeholders. Its diversified business portfolio allows the Group to reduce risk, strengthen resilience, and create sustainable growth opportunities across industries.

From essential consumer products to industrial solutions, BTL Group aims to improve everyday life for its customers while contributing to the economic and industrial development of Bangladesh.

With a vision to become a leading multinational brand, BTL Group continues to expand into new markets, introduce innovative products, and strengthen its position as a reliable partner for dealers, distributors, investors, and clients.



MISSION

- *To deliver high-quality products and services*
- *To build long-term relationships with dealers, distributors, and clients*
- *To ensure consistent growth and profitability*
- *To maintain ethical business standards*
- *To invest in innovation and technology*

VISION



To become a leading multinational business group by delivering world-class products and services, ensuring sustainable growth and long-term value creation.



CORE VALUES

- **INTEGRITY & TRANSPARENCY**
- **CUSTOMER SATISFACTION**
- **QUALITY ASSURANCE**
- **INNOVATION & GROWTH**
- **PARTNERSHIP & TRUST**



MESSAGE FROM FOUNDER & CEO

“ Every great enterprise begins with a single belief — that it is possible to do things better, to build something that truly lasts. ”

At BTL Group, our journey began with a simple yet powerful vision—to build a business that delivers value, creates opportunities, and contributes meaningfully to the growth of Bangladesh. Since our inception in 2013, we have worked relentlessly to transform that vision into reality.

From our early beginnings to becoming a diversified business conglomerate, our success has been driven by unwavering commitment, innovation, and a deep sense of responsibility towards our customers, partners, and stakeholders. Every step we take is guided by our core values of integrity, quality, and excellence.

We believe that sustainable growth is achieved not only through business expansion but also through trust, collaboration, and continuous improvement. That is why we consistently invest in modern technologies, strengthen our operational capabilities, and focus on building strong relationships with our dealers, distributors, and partners across the country.

Our diversified portfolio across Lubricants, Food & Beverage, Electrical & Electronics, Agro Feed, Real Estate, and Consumer Goods enables us to explore new opportunities while maintaining stability in a dynamic market environment. We are committed to maintaining international standards and delivering products and services that truly add value to people's lives.

As we look toward the future, our ambition is clear—to establish BTL Group as a leading multinational brand. We aim to expand into new markets, introduce innovative solutions, and continue contributing to the economic development of our nation.

I extend my heartfelt gratitude to our valued clients, partners, and dedicated team members for their continuous support and trust. Together, we will move forward to achieve greater milestones.

Mirza Abul Bashar
Founder & CEO, BTL Group

BUSINESS DIVISIONS

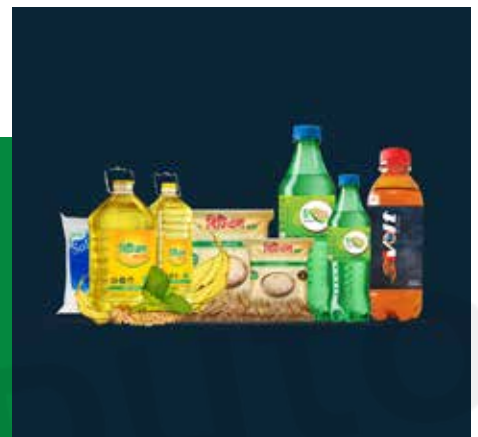


BTL Lubricants Ltd

- Automotive & Industrial Lubricants
- Engine Oil, Gear Oil, Hydraulic Oil
- High-performance products for durability & efficiency

BTL Food & Beverage Ltd

- Packaged food, beverages, rice, dal, noodles, bakery products
- Hygienic production & quality assurance

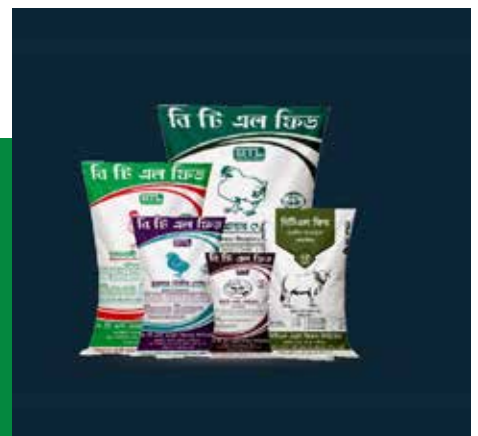


BTL Technology & Industries Ltd

- Electrical switches, sockets, appliances
- Smart & modern electrical solutions

BTL Agro Feed Industries

- Poultry, fish, and livestock feed products
- Supporting Bangladesh's agriculture sector



BUSINESS DIVISIONS



BTL Urban Home Development

- Residential & commercial real estate
- Affordable and modern housing solutions

BTL Entertainment

- Event management & media activities



MARKET STRENGTH AND DISTRIBUTION

- Nationwide distribution network
- Strong dealer & retailer relationships
- Multi-channel sales (Wholesale, Retail, Direct)
- Expanding logistics and supply chain

WHY PARTNER WITH BTL GROUP



For Dealers & Distributors

- High-demand products
- Attractive profit margin
- Marketing & branding support
- Strong supply chain & logistics
- Exclusive territory opportunities

For Investors

- Diversified business portfolio
- Scalable and sustainable growth model
- Strong market demand across sectors
- Transparent financial structure
- ROI-driven projects



For Clients

- Quality assured products
- Competitive pricing
- Reliable service
- Customer-focused solutions

BUSINESS STRATEGY

- Expansion across Bangladesh and South Asia
- Investment in modern manufacturing facilities
- Brand development and digital transformation
- Strengthening dealer & distributor network
- Product diversification and innovation

FUTURE ROADMAP

- Establish international distribution channels
- Launch new product lines in FMCG and industrial sectors
- Strengthen global partnerships
- Develop smart technology-based solutions

QUALITY & COMPLIANCE

- Quality Control System
- Lab Tested Products
- Standard Manufacturing Process
- Continuous Improvement & Monitoring

BUSINESS OPPORTUNITY



Grow Together with a Trusted Brand

BTL Group offers exciting opportunities for Distributors, Dealers, and Investors to become part of a fast-growing, diversified business network in Bangladesh.

Distributor Opportunity

Become a BTL Distributor

Join our expanding nationwide distribution network and unlock a profitable business partnership.

Benefits:

- High-demand products across multiple sectors
- Attractive profit margin & incentive structure
- Strong brand support & marketing assistance
- Assured product supply & logistics support
- Exclusive territory opportunities

Ideal For:

- Existing distributors
- Wholesale business owners
- Entrepreneurs looking for scalable business

BUSINESS OPPORTUNITY



Dealer Opportunity

Be an Authorized BTL Dealer

Start or expand your retail/wholesale business with BTL's trusted and fast-moving products.

Benefits:

- Fast-moving consumer & industrial products
- Competitive pricing & dealer commission
- Promotional and branding support
- Easy order and delivery system
- Long-term business growth potential

Suitable For:

- Retail shop owners
- Local traders
- Small business entrepreneurs



BUSINESS OPPORTUNITY



Investor Opportunity

Invest in a Growing Business Group
BTL Group offers structured and transparent investment opportunities across multiple industries.

Why Invest with Us:

- Diversified business portfolio
- Strong market demand across sectors
- Scalable business model
- ROI-focused projects
- Experienced management team

Investment Areas:

- Lubricants Manufacturing
- Food & Beverage Production
- Real Estate Development
- Agro Feed Industry
- Technology & Industrial Products

Why Choose BTL Group?

- Proven business experience
- Nationwide market presence
- Strong distribution network
- Continuous product innovation
- Commitment to quality and trust

Our Promise

We ensure mutual growth, transparency, and long-term profitability for all our partners—Distributors, Dealers, and Investors.

BTL URBAN HOME DEVELOPMENT



500 SQ. FT, 2 Bedroom, 1 Toilet, 1 Diningroom and 1 kitchen.



500 SQ. FT, 2 Bedroom, 1 Toilet, 1 Diningroom and 1 kitchen.



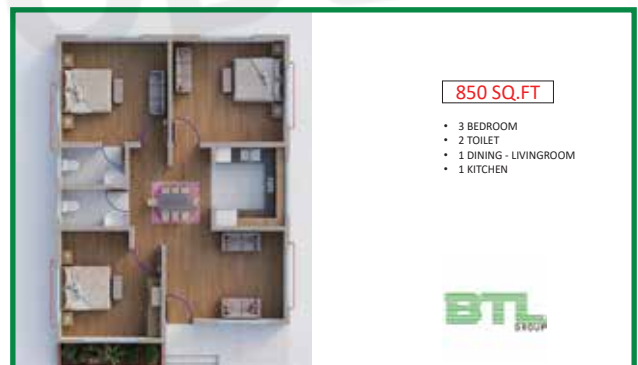
750 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom and 1 kitchen.



750 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom and 1 kitchen.



850 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom and 1 kitchen.



850 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom and 1 kitchen.



950 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom, 1 kitchen and Stair For Roof



950 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom, 1 kitchen and Stair For Roof

BTL URBAN HOME DEVELOPMENT



1050 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom, 1 kitchen and Stair For Roof



1050 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom, 1 kitchen and Stair For Roof



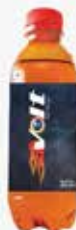
1200 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom, 1 kitchen with Belcony, fully Tiles, Stair For 1st Floor and Foundation For 2 Story.



1200 SQ. FT, 3 Bedroom, 1 Toilet, 1 Diningroom, 1 kitchen with Belcony, fully Tiles, Stair For 1st Floor and Foundation For 2 Story.



BTL FOOD & BEVERAGE



BTL TECHNOLOGY & INDUSTRIES



BTL TECHNOLOGY & INDUSTRIES



BTL LUBRICANTS



BTL Group is committed to building strong partnerships with dealers, distributors, investors, and clients—ensuring mutual growth, profitability, and long-term success.



📞 +8801873980895 ✉ info@btlgroupbd.com

🌐 www.btlgroupbd.com



**Oriental Arcadia: House # 27, Road # 44, Lift# 05
Unit# 9B, 10 Gulshan -02, Dhaka-1212**