

IFAD GROUP PROFILE



IFAD Group:

Established in 1985, IFAD Group experienced rapid development towards stability and growth under the adept leadership of **Mr. Iftekhhar Ahmed Tipu**. Over the years, the group has prolonged its presence to encompass various industries such as automobiles, lubricant, industrial compressor, food, toiletries, media, and information technology. Today, it stands as one of the premier business conglomerates in the nation, proudly holding the position of the leading employer for a vast and diverse skilled labor force.

Since its commencement, IFAD has cultivated competitive advantages by generating value through ethical business practices and enhancing the environment and society. Each of IFAD's sister concern values innovation to maintain growth, adapt value propositions to meet customers' ever-changing needs and maximize value for all parties. The principles of producing shared value, contributing to society, putting the customer's needs first, and diversity are the cornerstones of IFAD's history.

IFAD Group of Companies:

- IFAD Autos PLC.
- IFAD Multi Products Limited
- IFAD Home Care Limited
- IFAD Motors Limited
- IFAD Auto Services Limited
- IFAD Enterprises Limited
- IFAD Information & Technology Limited

IFAD Autos PLC.



IFAD Autos is one of the leading automobile organizations in Bangladesh, and it has a strong growth performance in the commercial vehicle market. As a **progressive automobile manufacturer**, IFAD Autos deals with light, medium, and heavy truck chassis, different types of bus chassis, AC and deluxe buses (completely built-up), and special vehicles like dump trucks, water tankers, prime movers, etc.

In 1985, the group established IFAD Autos as its pioneering company to serve the transportation needs of Bangladesh. IFAD Autos was incorporated as a private limited company and started its business to sell commercial vehicles in the year of 1988; in 1994, it took up the sole dealership from Ashok Leyland of India to provide a massive range of commercial vehicles, including trucks, buses, and special application vehicles. Ever since, the company has supplied over 40,000 vehicles in the country with an established network of showrooms, dealers, zonal offices, service centers and authorized service stations.

IFAD Autos has been a **publicly listed company** since January 2015. Currently, the company is producing commercial vehicles in technical collaboration with Ashok Leyland, having built the **country's largest auto progressive manufacturing plant** with a capacity to roll out 10,000 units annually. IFAD Autos has been the sole supplier of Double Decker buses to the Government of Bangladesh since 1987. In addition, the company has supplied a range of buses to the government under every LOC program given by India since independence.

"Ashok Leyland" is India's second-largest commercial vehicle manufacturer and the third-largest bus manufacturer globally. **IFAD Autos** imports different models of Ashok Leyland vehicles in CBU & CKD, and spares and assembles them locally to promote in Bangladesh. The **Central Bank of Bangladesh** declared IFAD Autos PLC. one of the top ten largest and most creditworthy borrowers in the nation. In 2018, IFAD Autos PLC. was awarded **"The World's Greatest Brand Award"** by AsiaOne Magazine, vetted by Price Waterhouse Coopers.

IFAD Autos PLC. and **"Gulf Oil International"** entered a Joint Venture to serve the Bangladesh market as Gulf Oil Bangladesh in 2018. A blending plant is currently underway at Mirsharai Economic Zone, which will also serve the local demand and regional export market.

With a 100-year heritage, millions of customers globally recognize and trust the Gulf brand for fuel and lubricant products. Gulf's instantly recognizable orange disc is synonymous with high quality, innovation, and technical excellence worldwide.

IFAD Multi Products Limited



IFAD Multi Products Limited was established in 2002 as the group's consumer food manufacturing wing. Since then, it has gained household recognition as one of the largest brands in Bangladesh. With an export base of 33 countries, the company proudly holds certifications in ISO:22000, SEDEX, and BRC compliance. IMPL specializes in producing flour and is vertically integrated to make chips, snacks, cakes, noodles, biscuits, and other flour-based products.

The company was honored with the President's SME award for quality products and practices and also received the "The Bizz" award in 2014 by Worldcob in Venice, Italy. Recently, IFAD Multi Products Limited was awarded the title of "Green Factory" from the office of the Prime Minister of Bangladesh.

IFAD Home Care Limited



In 2020, IFAD Home Care Limited was established to cater to the needs of personal and household care products. IHCL's product range includes dishwashing detergents, floor cleaners, disinfecting cleaners, hand wash, and other detergents. IHCL's value proposition is to improve its consumers' lives through product innovation and utilizing premium raw materials and fragrances to ensure premium product quality.

The factory is situated in Ashulia, Savar, and is equipped with advanced eco-friendly machinery, including an effluent treatment plant for recycling water. IFAD Home Care strive to meet international quality standards within the production workspace and ensure a safe environment for our employees.

IFAD Motors Limited



Since 2021, IFAD Motors Limited has been marketing “**Apollo Tyres**” in Bangladesh, with a retail network of **160 dealers**. Apollo Tyres are manufactured in India and Europe and are available in all categories, including commercial, passenger vehicles, two-wheelers, farm, and industrial.

IFAD Motors Limited is the exclusive distributor & manufacturer of “**Royal Enfield**” in Bangladesh. The Royal Enfield brand, including its British heritage, is the oldest global motorcycle brand in continuous production. Royal Enfield currently sells motorcycles in more than 50 countries.

IFAD Auto Services Limited



IFAD Auto Services Limited was established in 2016 to provide the best support to the customers of Ashok Leyland Vehicles through a **nationwide after-sales service** network. The network coverage is ensured by **20 own service centers**, **10 authorized service stations**,

over **350 retail parts outlets**, and 1700 authorized mechanics across Bangladesh. IFAD Auto Services created a significant industry milestone by installing the largest and most state-of-the-art Commercial Vehicle Service Center in the country, located on the Dhaka-Chittagong highway. Facilities include accident repair, driver/mechanic training, and nationwide access to spare parts utilizing modern database management systems.

IFAD Enterprises Limited



Set up in 1986, IFAD Enterprises Limited has been involved in many projects ranging from the supply of **power equipment** to various capital machinery, including many ventures with the government of Bangladesh. The company maintains the sole dealership of **ELGI India** and has successfully marketed about three thousand installations of **industrial compressors** across the nation, gaining recognition as one of the major market players in the industry. IFAD differentiates itself from the competition by providing exemplary after-sales service, maintaining personal client relations, and, most significantly, a range of Eco-Friendly machinery.

IFAD Information and Technology Limited



IFAD Information and Technology Limited was established in 2015 as an IT solutions provider specializing in producing Vehicle Tracking and Management Solutions under the brand "iTracker". To leverage the advantage of utilizing big data to serve the group's own needs - IFAD IT developed key MIS and Business Intelligence tools. The success of the program is now reflected in IFAD's current market leadership in providing Vehicle Management Solutions to both the private and public sectors in Bangladesh.

Forward into the IT security sector of Bangladesh, IFAD IT tied up with a leading global IT Security Infrastructure provider from Europe, solely focused on serving the government with technology for intrusive and non-intrusive surveillance capabilities.