



BESTINBRANDS PRIVATE LIMITED

Registered Address : Green Grandeur - 58E- R19
- 5th floor - Kemal Ataturk Avenue - Banani,
1213 Dhaka - Bangladesh.

Corporate Office : Road # 138, House # 04
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Christian Sater

Management Mr. Frederic Cassin, Chairman
Mr. Christian Sater, CEO (CCIFB Member)
Mr. Bruno Bianchi, COO

Company Status Private Ltd. Co.

Number of Employees 152

Background

Bestinbrands Private Limited started its operation in Bangladesh in 1999 under the name of Prestige Bangal Ltd

Today Bestinbrand is recognized as the leading distributor and omni channel beauty retailer in Bangladesh.

It is the sole distributor of more than 40 international brands across four core categories including prestige fragrances with Bvlgari, Givenchy, Kenzo, Carolina Herrera, Coach, Paco Rabanne,..Skincare and Personal care with Clarins and Natura Bisse, Home accessories with Yankee candles and Food & Beverage with Haribo and Barilla.

The main mission of Bestinbrands is to connect international brands to Bangladesh thanks to its strong partnership with local retailers and institutions.

Bestinbrands is committed to build and sustain the growth of the brands locally with an omni-channel approach including strong marketing and sales support.

The premium and efficient distribution network includes Yellow, Unimart, Ecstasy, Sundora and the online platform www.Sundora.com.bd, that are managed internally.

Bestinbrands has a workforce of over 152 employees to ensure brands are imported, distributed and marketed efficiently and to provide our consumers with a comprehensive brand experience.

Nature of Business

Importer, authorized distributor and retailer