

Teer

NURTURING HEALTH, ECONOMY & SOCIAL CAUSES

One of the most prestigious brands of Bangladesh, TEER has captured the lion's share in the consumer product market spreading its wings in edible oil, Atta, Flour, Semolina, Sugar, Rice, Lentil, and Feeds and has been successful in responding to the ever-changing needs of its local and global consumers

Teer is widely acclaimed as the premiere brand of City Group renowned for health, hygiene and excellence. The group has been the leader in Bangladesh commodity market, especially for edible oil, flour and sugar, meeting more than one-third of the demand in the country.

Established with a mission to merge top-class technology, innovation and local entrepreneurship, TEER offers products excelling in high quality to its consumers. At present, TEER focuses on meeting and responding to

the ever-changing needs of the consumers both home and abroad. Its state-of-the-art European equipment and good quality raw materials, give it an edge over its competitors.

MANUFACTURING INNOVATIONS

TEER is the leading brand to introduce Soyabean Oil and Atta, Flour, Semolina in consumer pack amongst the available brands in Bangladesh. City Group has the highest production capacity of 1,500 MT/ day for Atta, Flour, Semolina and planning to add another factory of 2000 MT

production capacity per day by 2018. world's one of the largest stand-alone sugar refinery plant, with a tremendous capacity of producing 5,000 tons daily, refines TEER Sugar for both domestic and international market.

TEER's latest innovations are introducing Vitamin A, D & E fortified soyabean Oil and TEER Whole Wheat Atta for the first time in Bangladesh. These are whole new categories that have revolutionized the market. TEER Advanced Soyabean Oil & TEER Whole Wheat Atta have managed to create by far the largest ripple in the market.

CONTRIBUTION TO SOCIAL CAUSE

The brand has come out with a novel concept of TEER Advanced Kitchen, the first ever kitchen renovation-based TV reality show in Bangladesh with the objective to recognize home makers' efforts, generally facing neglect in the country.

Working on its vision to conscientiously and continually strive for the betterment of the



society, TEER has signed an agreement with Bangladesh Archery Federation (BAF) for 5-year performance-based development program "TEER Go for Gold" eyeing at the gold in upcoming Tokyo Olympics' 2020 and 2022 Asian Games in Hangzhou, China. This program not only brings out the talents across the country for progressive training, but also ensures necessary exposure for the national team by arranging and sponsoring tournaments. Moreover, TEER facilitates the Archery Training Centre by improving the infrastructure, procuring appropriate equipment and delivering hygienic foods to the Archery team.

