We are pleased to announce the appointment of Mr. Elias Ahmed to the position of Finance Director. He will be based in Tongi and reporting to Mr. Anirban Ghosh, Managing Director effective from March 15, 2023.

Prior to joining in Bata, Mr. Elias Ahmed worked in Marico Bangladesh Limited, Coats Bangladesh Limited, Avery Dennison Bangladesh, Bangladesh Edible Oil Limited, Standard Chartered Bank Bangladesh, and Novartis Bangladesh & Novartis Asia Pacific Regional Office, Singapore in Novartis AG.

He has completed his FCMA (Fellow of Cost & Management Accountants) from Institute of Cost & Management Accountants, Bangladesh and MBA from University of Dhaka, Bangladesh.

He has winning career with over 20-year experience (12+ years as CFO and in senior management) in various multinational companies in home & abroad including Bangladesh, Singapore & Canada in the sector of FMCG, FI, Apparel & Pharmaceuticals industry. He worked as a strategic partner managing business and being part of the Board in the publicly listed and non-listed entity. Mr. Elias Ahmed has effective management experience in the business partnering, internal financial control and corporate governance in a complex matrix environment encompassing group, region & local management alongside the Board.

In his new role, he will be responsible for Finance and Administration function of Bata Bangladesh. We are confident that with his extensive experience and track record of delivering results, Mr. Elias Ahmed will provide sound leadership for Finance and Administration function of Bata Bangladesh.

Let's congratulate him in his new role and wish him success with Bata Shoe Company (Bangladesh) Ltd.

