



Best practices adopted by aamra in doing business in a responsible way

VISION & MISSION

Vision

Excellence and innovation...unlimited ... through "*the power of WE*"

Mission

To empower our customers, employees, partners and communities by providing the finest products, services and practices.

aamra- The Bangla word for "WE" best encapsulates the guiding principles of our beliefs. It primarily recognizes the power that partnership and cooperation have on achieving any goal. Only when we harness the ability and capacity of each one of us, will we able to achieve the highest level of accomplishments.

Together we can stand tall.
Together we can face all adversity.
Together we can triumph.

aamra - Best Practices

aamra mission and vision are based on principles adopted by the company as its core foundation. These are principles and values that drive our business and they hold true for business owners, executives and people across all rank and file in aamra.

As indicated in our mission statement, the Bangla word "aamra" best encapsulates the guiding principles of our beliefs. In the execution of our mission of empowering our customer, partners and the community we live in, the following key initiatives will bear testament to what has been mentioned in the introduction.

aamra Employee segment:

- **350 minutes attendance flexibility-** aamra has put in place systems and solutions that benefit the lifestyle of our employee segment. Although, the official work day start from 9 A.M. the Employee Management System (EMS) provides a grace period of 350 minutes per month to allow for delays that may occur due to traffic conditions or personal emergencies.
- **Office Lunch-** aamra provides a healthy lunch to the employees at a subsidized rate. Employee lunch rooms are a great place to interact and bond in a casual atmosphere.
- **Car pool-** aamra has started providing car pools for pick drop service of employees at a subsidized rate, as a pilot project. Depending on the experience, the practice will be rolled out across the group.
- **Leadership Training-** With the aim of having a common language for all aamra people leaders, aamra has rolled out customized leadership training modules. All aamra employees are enrolled in these programs.
- **Fire Safety Drills-** Fire drills are conducted on a regular basis where all our employees are trained to ensure a safe and smooth evacuation. Amongst our employees we have teams of trained fire marshals who are always ready and alert in case of fire occurrence.
- **Employee Engagement-** Initiatives to keep employees engaged range from having in place robust reward and recognition program; interaction of board members with employees across all levels; an open forum for employees to raise issues regarding new ideas for products and services. To foster camaraderie and team work across all levels, we arrange annual Picnic, Open House programs for interaction with key stakeholders and Pohela Boishakh (New Year) celebration,



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aamra Customer segment

A big percentage of our business volume is driven by repetitive orders from our existing clients and referrals. aamra companies provide solutions that are tailor made for specific clients. Executives and technicians who interact with clients are trained in the concept of putting client and customer interest first and foremost with the aim of coming up with a win-win solution for the parties concerned. aamra's priority is to build enhanced relationship with the clients and get an in-depth understanding of their requirements.

Adherence to local regulation form an integral part of aamra's way of doing things. It is not uncommon for aamra to opt out of business deals that could tarnish the aamra image and have negative consequences on the aamra brand.

aamra Community segment:

Art & Culture

Promotion of the visual arts and culture has a long-standing tradition at 'aamra'. It is the pursuit of outstanding achievement, aesthetic expression and innovative approach that unite both artist and business alike. With our commitments, we wish to make contribution towards sharing this excitement with the public at large. We are associated with art exhibitions to encourage Bangladeshi artists showing exceptional talent, magnitude, creativity and skill in their works. Such initiatives are eye openers to the corporate sector to play a part in supporting and making art and cultural heritage an integral part of their day to day businesses for greater awareness.

Sports

aamra believes that sport has the ability to bring people together. It has the ability to enhance the image of the country. For nearly a decade aamra has been an active sponsor of professional sports in Bangladesh, with a particular focus on Cricket, Football and Athletics. The projects are executed in a spirit of close partnership with Bangladesh Cricket Board (BCB), Bangladesh Football Federation (BFF) and the Bangladesh Olympic Association (BOA). Since 2003, Cricket has been at the centre of our sports sponsorship – as manifested by our support of all International Tournaments held in Bangladesh. Over the last 13 years, we have won accolades from the Cricket Board and the players for our uncompromising support towards the game. Local & International Journalists have honored us with their enthusiastic support for the IT services we have rendered that enabled them to report live to their stations all over the world. In 2011, we were honored when BCB and International Cricket Council chose us for providing entire IT communications support to ICC Cricket World Cup 2011. In International series, BCB always rely on us to be the authorized IT partner of the tournament. Bangladesh Premier League, Sahara Cup, South Africa, New Zealand, Pakistan, India tour on Bangladesh in the years 2013-16 has been partnered by aamra in terms of any IT support required.

Education and Technology

We truly believe that in this fiercely competitive world, education & technology can enable our nation to overcome all uncertainties, empower our youth and facilitate businesses. To realize this dream, we have established free Wi-Fi zones throughout the country. These zones are accessible by any and all to freely use the power of internet – from restaurants, clubs, airports, mega events, fairs, community venues, press clubs to student organizations, we have established 50 – 100Mbps wifi zones. We encourage our community leaders to put forth initiatives where we can deploy Internet services to be taught and used by the underprivileged of our society. We have a plan of establishing a community school within 2020, where children will be introduced to Internet and the power of technology at an early age. We regularly take part in education fairs to encourage literate people in getting a bright future.

Environment friendly Solutions-

In our efforts to become paperless, aamra has taken specific initiatives in choosing environmentally friendly technology solutions. All HR processes are automated; as are some of the high volume paper intensive activities.

Tourism

Bangladesh is the land of green countryside, Serpentine River, natural wonders and colorful cultural life. Tourism is an important sector that will have a tremendous impact on development of our country's economy. From this perspective, we have been promoting *Beautiful Bangladesh*, since 2009, in association with the Tourism Board of Bangladesh and private tour operators. Additionally, we have equipped the major hotels at Cox's Bazar with fast internet access for travelers. We have initiated a project, to establish free Wi-Fi at the sea beach by 2014.

At aamra, we are committed to continue our endeavor to empower our customers, employees and communities by providing the finest products, services and practices.