



- TEXTILE
- ENGINEERING
- IT • AGRO



DIRD GROUP

- DIRD COMPOSITE TEXTILES LTD. • DIRD GARMENTS LTD. • DIPTA APPARELS LTD.
- DIPTA GARMENTS LTD. • DIRD WASHING PLANTS LTD. • DINEEL UK LTD.
- DIRD ENGINEERING LTD. • BANGLADESH MATERIAL TESTING LABORATORY LTD.
- DIRD FELT LTD. • RAVEN SYSTEMS LTD. • DIPTA ORCHIDS LTD.

www.dirdgroup.org

December 2017

» Values



Integrity



Responsibility



Innovation



Excellence



Sustainability



Loyalty

» ABOUT US

» Vision

DIRD GROUP is a global conglomerate of garment, textile, engineering, software and agriculture companies. We strive to provide sustainable innovations and solutions which have a positive impact on society and the environment.

» Mission

Our mission is to develop new engineering solutions and innovations in the textile industry that make sense for the preservation of the environment, people's well-being and the development of the country. We aim for high customer satisfaction and work hand in hand with them to build long-term and strong work relationships.

» Story

A BANGLADESHI FAMILY STORY

The story of DIRD begins with Mr. Itemad Ud Daulah, the founder and current Chairman of the group.

After obtaining his degree in Civil Engineering from BUET – the premier engineering university in Bangladesh – Mr. Daulah spent most of his early career working in Southeast Asia for multinational engineering firms.

In 1983, while he was heading up the Southeast Asian operations of GKN KELLER GMBH (now Keller Foundation), Mr. Daulah made the bold decision to return to his homeland and contribute to the development of Bangladesh. Mr.

Daulah's daughter Shejuti Daulah joined the organization in 2004 as Finance Director and his son Nabeel Ud Daulah in 2010 as Managing Director.



35 YEARS OF EXPERIENCE

DIRD GROUP started operations in 1983 with its engineering company DIRD Private Ltd.

In 1984 DIRD GROUP moved into the garments sector with DIRD Garments Ltd., one of the leading woven bottom manufacturing companies at the time. Today, DIRD GROUP has branched out into a diverse range of industries and has grown into one of the leading conglomerates in Bangladesh.

» Customers

They already trust us:



RIVER ISLAND



cleo

RICKI'S



PRIMARK



HANG TEN



Bethy Barclay



Bonobo



next



STANLEY/STELLA

BOOTLEGGER





"OUR SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES ARE AT THE HEART OF OUR WAY OF WORKING."

» **Care for environment**

We are fully aware of our responsibility to protect our environment and to create an eco-friendly atmosphere in our work areas. We give the highest priority to preserving nature. We use biochemical treatment technology in the effluent treatment plant for waste management. The treated effluent is discharged in an oxidation lagoon before final disposal.

ORGANIC COTTON FIRST

We are one of the biggest manufacturers of organic cotton knit tops, supplying customers that are ranked among the top 10 organic cotton consumer brands in the world.

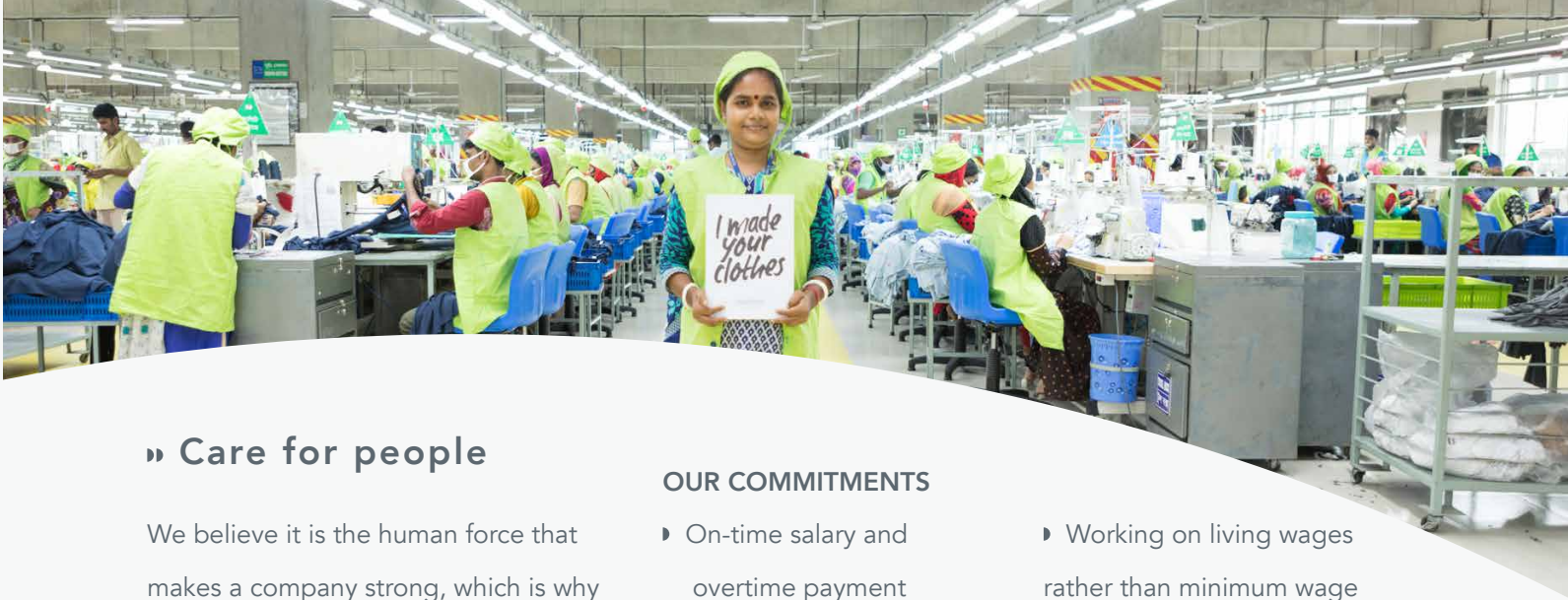
(source: Textile Exchange Market Report 2017).

» **SUSTAINABILITY**

» Every unit and challenge adheres to sustainability rules

These are some examples of what we do:

- » Dird Geotextile is extensively used in Bangladesh for river embankment protection. This has a direct, positive impact on the environment and the livelihood of people who would otherwise suffer from the devastation caused by riverbank erosion
 - » Our PET staple fibre manufacturing plant recycles old PET bottles and converts them into PET staple fibre to be used as a raw material in the production of geotextiles.
 - » All units in the factories are equipped with modern technology, to conserve energy, as well as efficient waste management systems.
 - » Dyeing and finishing sections use water and the latest generation of energy-saving dyeing tanks that are specially designed with water and energy saving systems.
- The group is highly certified, complying with environmental protection standards in different areas which allows it to meet the needs of customers and inspire them to adopt the most sustainable products possible.



» **Care for people**

We believe it is the human force that makes a company strong, which is why our workers are our key concern. We have more than 16,500 employees, some of whom have been with us for over 25 years, and we are committed to fair trade and safe working conditions. Our factories are audited every year and we consistently exceed the required standards. Moreover, our most demanding customers also regularly organise third party audits in our facilities for their own certifications and standards requirements.

» **WE ARE COMMITTED TO THE 17 GLOBAL SUSTAINABLE DEVELOPMENT GOALS OF THE UNITED NATIONS.**

In 2015, UN member states adopted 17 goals to erase poverty, protect the planet and ensure prosperity for everyone.

Each goal has specific objectives to reach within the next 15 years and we are working actively to support those 17 SDGs.

OUR COMMITMENTS

- » On-time salary and overtime payment
- » Safe working conditions
- » Free medical services (full time)
- » Equal opportunity employer
- » Child care facilities
- » Regular employment
- » Free transportation
- » No harsh treatment of workers
- » Working on living wages rather than minimum wage
- » Safe drinking water
- » Adequate lighting & ventilation
- » Hygienic sanitary facilities
- » Total compliance with safety requirements
- » No bonded labor
- » Training facilities
- » No child labor
- » Maternity leave benefit



» Corporate Social Responsibility

Our duty of care is not limited to our employees, but extends to the community around us. We believe that it is our duty to perform CSR and to utilise the resources at our disposal to make our community a better place to live in.

DIRD Group undertakes various CSR initiatives to extend a helping hand to the employees of DIRD GROUP as well as to the poor people and minorities of society who are lagging behind. Some of the notable initiatives include scholarships for children, Art and Music School for workers’ children, winter clothes distributions to the poor and those in need as well as contributions to various religious and educational institutions and hospitals.

Dird also works in association with the Center for the Rehabilitation of the Paralyzed (CRP) to provide employment opportunities in its factories for persons with physical disabilities.



KIRON: AN ART SCHOOL TO DEVELOP CHILDREN’S SKILLS

Kiron is a place where all workers’ children aged 8-12 years can learn about art and music. The school is absolutely free of charge and all costs, including uniforms, art supplies and instruments, are borne by DIRD. Expert teachers from leading art and music institutions in Bangladesh have been brought on board to provide the children with proper guidance so that they learn effectively. DIRD GROUP believes that “Kiron” will play an exemplary role in the development of our society.

» CERTIFICATIONS

Our facilities are certified by the most demanding standards such as:

- ISO9001: Quality Management Systems
 - EMS: Environmental Management Systems
 - OEKO-TEX (Standard 100)
 - GOTS (Global Organic Textiles Standard)
 - OCS (Organic Content Standard)
 - GRS (Global Recycled Standard)
 - WRAP (Worldwide Responsible Accredited Production)
- Regarding Social Standards, we are a BSCI member and are audited by the Fairwear Foundation.

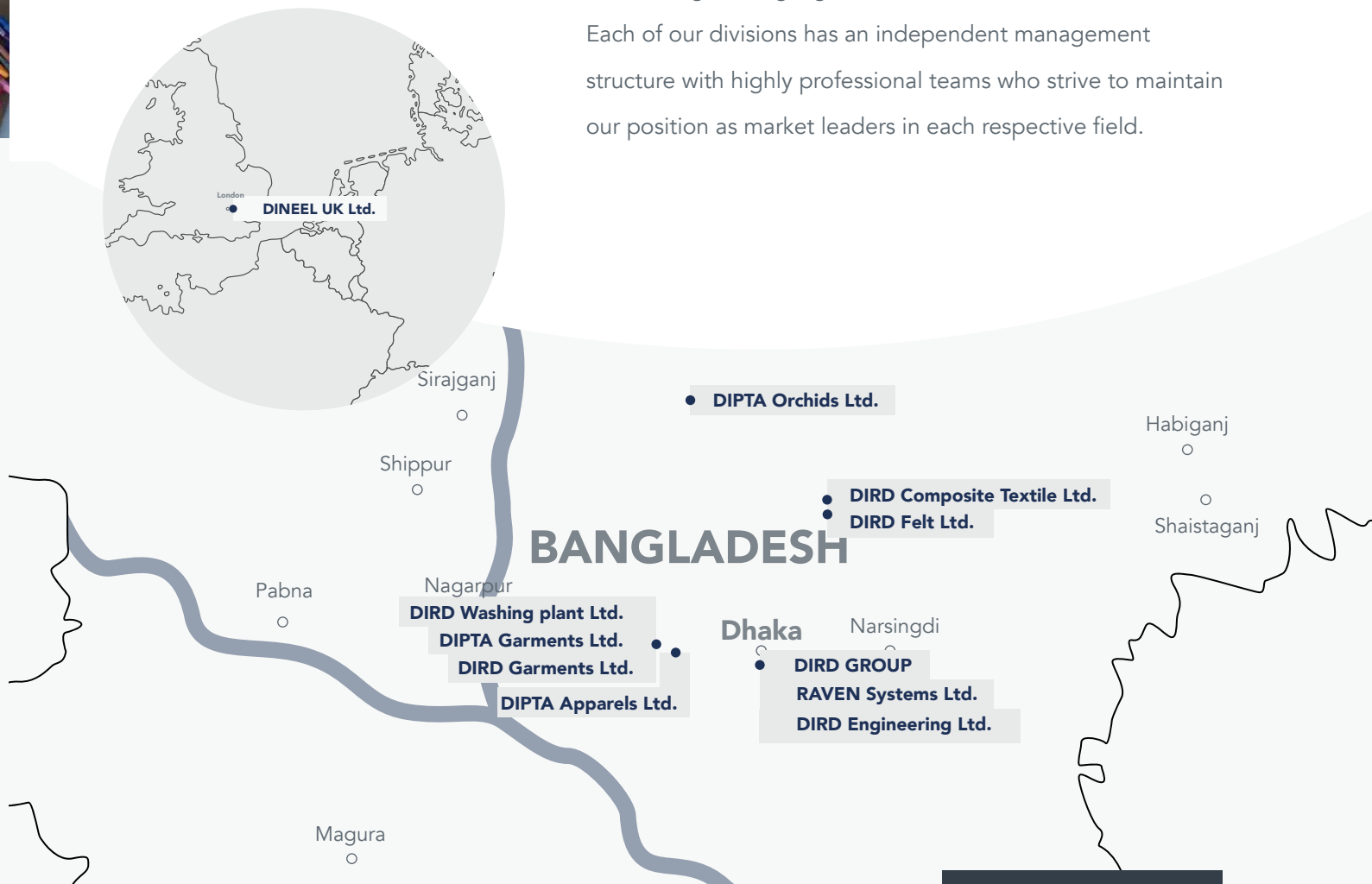


» THE GROUP

» 4 Divisions

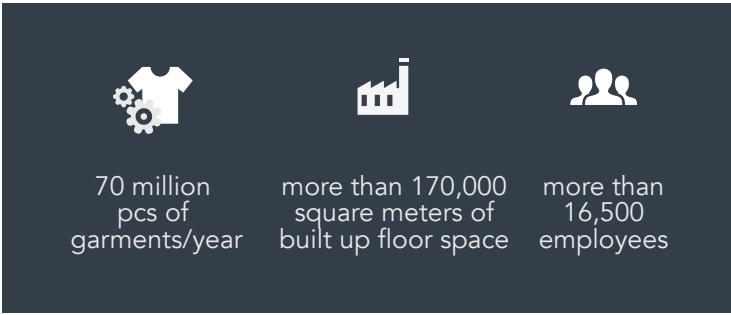
Dird Group is divided into 4 divisions across different industries: Textile, engineering, agriculture and software.

Each of our divisions has an independent management structure with highly professional teams who strive to maintain our position as market leaders in each respective field.



TEXTILE

DIRD GROUP is one of the leading manufacturers and exporters of readymade garments in Bangladesh. We have six textile units, each of them with its own specifications and product specialties.



SUSTAINABLE FASHION STARTS HERE





**THE FIRST TO
INTRODUCE
GEOTEXTILE IN
BANGLADESH**

ENGINEERING

DIRD is the pioneer of geotechnical engineering in Bangladesh and introduced the use of geosynthetics to the country. Dird's technical expertise and geotextile has been utilised in the construction of many major national structures and infrastructure projects. Dird is the market leader in geotechnical engineering with the largest manufacturing unit of geotextile and an ISO accredited material testing lab.



AGRO

PASSION FOR ORCHIDS

Dipta Orchids Ltd is the largest, and first commercial, orchid farm in Bangladesh, covering an area of over 25 acres. The farm offers a large variety of orchid species, different flowering plants and various other shrubs.

SOFTWARE

Raven Systems Ltd. is a group of young tech enthusiasts and software engineers dedicated to harnessing cutting-edge technologies to provide real world solutions. In addition to running Sheiboi – the largest ecommerce platform for Bangla E-books – the team is also involved in developing customised solutions for others.



**DEDICATED TO IT
AND BUSINESS
DEVELOPMENT
SOLUTIONS.**



**LOOKING FOR INNOVATIVE
TEXTILE SOLUTIONS,
SPECIAL FABRICS,
SUSTAINABLE OPTIONS
OR NEW PRODUCT
DEVELOPMENT?**

TEXTILE UNITS

» The textile experts

Our six business units offer endless solutions for knits, wovens, colours, embellishing and finishings.

» DINEEL UK Ltd.

Our design office in London works with major retailers across national and international markets. DINEEL UK / DIRD Design keep abreast of global lifestyle and fashion trends within the apparel manufacturing industry.

Based in London, our dynamic and specialist design team offers comprehensive bespoke services for men's, women's and children's products.

We have a deep understanding of our customer's needs, as well as their market and retail requirements, and work closely with marketing and product development teams in Bangladesh to provide end-to-end design support. In addition to this, we provide monthly market intelligence reports, seasonal catwalk analysis, fabric and trend direction whilst creating exclusive and tailor-made designs for each retailer.

» Dird Composite Textiles Ltd.

A one-stop solution factory which integrates a knit composite facility with knitting, dyeing, washing, all-over print, yarn-dyeing, embroidery and sewing in one location.

DIRD Composite Textiles Ltd. is one of the biggest and most advanced one-stop vertically integrated composite textile set-ups in Bangladesh, like a textile city nestled between the forest and the green rice fields, away from the crowded city. The Composite unit also has a high-end in-house lab accredited by the most demanding customers to test most of the quality parameters.

CERTIFICATIONS



4 SECTIONS: KNITTING – DYEING, PRINTING & EMBROIDERY, GARMENT MANUFACTURING

Knitting section:

- › Daily production: 40.000 kgs
- › Latest knitting machinery (Mayer and Cie) for single jersey, rib, pique, fleece, terry, mesh, double jersey, Interlock, waffle / thermal, etc.
- › Fancy fabrics: loose knit jersey, designs based on double jersey, diagonal fleece; herringbone fleece, drop needle and semi – jacquard structure.

Dyeing section:

- › High-tech machinery ; Sclavos (energy

and water savings) latest dyeing tanks in many different capacities.

- › Daily production:
 - › 50 tons solid dyeing
 - › 12 tons of yarn dyeing
- › Dedicated R&D to ensure parameters for bulk production handling of delicate fabrics like fine cottons, viscose, modal & cotton / tencel blends.
- As well as a brand new state-of-the-art yarn dyeing unit.

Printing & embroidery

- › Highly-configured printing machines including sublimation print (flat bed, rotary and digital) and skilled manpower. Latest technology carousel screen printing. We have also invested in a

state-of-the-art in-house All Over Print (AOP) with rotary, flat-bed and digital printing along with sanforizing facility for serving all of our customers’ needs.

- › Daily production:
 - › AOP 10 tons
 - › Embroidery 8,000 to 10,000 pieces

Garment manufacturing section

- › Production capacity of 40 million pieces annually
- › 125 sewing lines in operation (in expansion).
- › LEAN practices to reduce waste and to optimise efficiency to compete on the global market. All products are metal detector passed to ensure users safety.

Dhaka 2006 11,000

100% export-oriented knitting, dyeing, yarn dyeing, screen print, all-over print, embroidery and sewing.

Jersey, elastane jersey, auto stripe and feeder stripe jersey, 3 thread fleece (with or without elastane), pique, back pique, elastane pique, auto stripe and feeder stripe pique, rib, rib with elastane, interlock, terry, terry with elastane, flat knit collar and cuff and other CAM design fabrics.

T-shirt, polo shirt, tank top, cut and sewn t-shirts and polo shirts, sweat shirt, jackets, hoody, turtle neck, strap tee, shorts, trouser and dresses.

50.000 kg/day 140.000 pieces / day

» DIPTA Garments Ltd.

Specialising in both knits and wovens with modern facilities and a highly skilled workforce.

DIPTA Garments Ltd. is a very modern apparel factory and ranks among the best in this sector.

CERTIFICATIONS



Dhaka 100% export-oriented readymade woven garments

1984 12,00 pieces / day All kinds of casual bottom – long & shorts, chinos in denim & non-denim for men, ladies & kids.

Dhaka 1993 2,800

100% export-oriented readymade woven garments Knit products T-shirt, polo shirt, tank top, cut and sewn t-shirts and polo shirts, sweat shirt, jackets, turtle neck, strap tee, shorts, trouser and dresses.

40,000 pieces / day (woven 10,000 knit 30,000) Woven products All kinds of casual bottoms – long & short, chinos in denim & non-denim for men, ladies & kids

» DIRD Garments Ltd.

Woven factory with in-house washing plant producing a variety of casual bottom items for men, ladies and kids.

DIRD Garments Ltd is a 100% export-oriented factory for woven casual bottoms with an in-house washing plant.

CERTIFICATIONS



» DIPTA Apparels. Ltd.

Dipta Apparels Ltd. is the newest and greenest addition to the Dird group of factories. The factory has been designed to be the most modern woven garments factory in Bangladesh. Our strong R&D team together with our Sourcing team of experts foresee all the newest trends, and thanks to evolved market analyses are able to propose innovative, strong fabrics and trims as well as develop advanced processes for new clothing pieces.

The building itself and other facilities have been planned to comply with the requirements of all major retailers. They are equipped with the most up-to-date and modern machinery.

Sustainability and the protection of the environment being one of our major concerns, the factory will be fully compliant with LEED certifications.

FEATURES

The total capacity of the project will be more than 1.5 million pcs / month.

PRODUCTS

Woven products: All kinds of mens, ladies, boys, girls – basic 5 pocket long pant, trouser, shorts, skirts, chino trouser in fabrics denim, twill, canvas, corduroy.

Knit products: T-shirt, polo shirt, tank top, cut and sewn t-shirts and polo shirts, sweatshirt, jackets, turtle neck, strap tee, shorts, trouser and dresses.

CERTIFICATIONS



» Dird Washing Plant Ltd.

A highly rated washing plant with a full range of washing capabilities catering to top factories in Bangladesh.

DIRD Washing Plant Ltd. was established in 2000. It is a pioneering washing plant that caters to top garment factories and has a full range of washing facilities.

CERTIFICATIONS



» ENGINEERING

The three units fulfil different roles, from civil engineering services, to the production of geotextile material, to an accredited testing material lab.

» DIRD Engineering Ltd.

A comprehensive range of services in geotechnical, environmental and civil engineering. DIRD Engineering is the pioneer of geotechnical engineering in Bangladesh and introduced the use of geosynthetics in the country. DEL technical expertise and geotextile have been utilised in the construction of many major national structures and infrastructure projects.

THE PIONEER OF GEOTECHNICAL ENGINEERING WHO INTRODUCED THE USE OF GEOSYNTHETICS IN BANGLADESH.

MAJOR CLIENTS

Bangladesh Bridge Authority, Bangladesh army, Bangladesh railway, Bangladesh Water Development Board, Chittagong Development Authority, Local Government Engineering division, Roads and Highways Department.



» DIRD Felt Ltd.

DIRD Felt Ltd. is the largest non-woven geotextile manufacturer and exporter in Bangladesh. DIRD Felt Ltd (ISO Certified) manufactures both polypropylene (PP) and polyethylene terephthalate (PET) non-woven geotextiles. It serves both the domestic and international market with a daily production capacity of 83 tons of non-woven geotextile fabric and a stitching capacity of 130,000 geo-bags per day.

 Dhaka	 Washing plant	 garments wash 25,000 pieces/day
 2000		enzyme wash 20,000 pieces/day
 366	All kinds of wet & dry process & real garment dye.	garment dye 14,400 pieces /day

Dird Felt in association with Dird Engineering provides a one-stop solution including engineering design, material supply and execution for services such as:

Softsoil stabilisation, embankment construction, vertical wall with geosynthetics, supply and installation of PVD, riverbank and coastal erosion protection, slope protection, in addition to non woven, geotextile supply, DFL is also the sole distributor of Huesker high strength / reinforced geotextiles, woven geotubes, geogrids, geo membranes and clayliners.

» Bangladesh Material Testing Laboratory Ltd.

ISO accredited material testing laboratory specialised in testing construction materials. Dird introduced the use of geosynthetics in Bangladesh back in 1989 and was instrumental in the nationwide acceptance of this technology. BMTL provides the most advanced laboratory facilities in Bangladesh for testing geosynthetics.

Our goal is to safeguard the integrity of structures by utilising our state-of-the-art testing facilities to provide independent, accurate and cost-effective testing services.

Ensuring the quality of construction material is imperative for the functionality, safety and durability of these structures.

Wide range of testing solutions in the field of Civil Engineering

<http://materialtestinglab.org>

PRODUCTS OFFERED

- geo-textile
- geobag
- geotube
- geocontainer.
- PP and PET staple fibre

CERTIFICATION



▸ AGRO

» Dipta Orchids

Dipta Orchids was launched in 2002 as a passion project by the Dird Group Chairman in a corner of his country house in Bhaluka, Mymensingh.

Over the years, the project has grown into the largest orchid farm in Bangladesh covering an area of over 25 acres and growing a variety of orchid species along with different flowering plants and other shrubs.

DIPTA Orchids Ltd. cultivates different types of orchids, gerberas and other ornamental plants.

**AN ICONIC BUSINESS
WITH 25 ACRES
OF BEAUTIFUL
FLOWERS GENERATING
RURAL EMPLOYMENT
AND ECONOMIC
DEVELOPMENT.**

It has evolved into a beautiful eco-park and also generates rural employment and economic development in the area. Specialists are continuously working on tissue culture and researching new and innovative ways to improve the quality of our flowers.

At present, 40-50% of the orchids available on the Bangladesh market are supplied by DIPTA Orchids Ltd. Furthermore, the majority of the high-end hotels in Bangladesh are decorated with Dipta Orchid flowers and plants.

CERTIFICATION



A GROUP OF YOUNG
TECH ENTHUSIASTS
AND SOFTWARE
ENGINEERS
DEDICATED TO
HARNESSING
CUTTING-EDGE
TECHNOLOGIES TO
PROVIDE REAL
WORLD SOLUTIONS.

• SOFTWARE

» Raven Systems Ltd.

Raven Systems is one of the leaders in the software business industry. We provide a wide range of IT services and solutions to enhance enterprises in structured and simple ways. We strive to serve our clients effectively using the latest technologies.

Our activities range from running an e-commerce platform, to developing personalized solutions for others, to creating proprietary applications and personalized software.

SERVICES

- » ERP solutions
- » Customised web development
- » Mobile app development
- » Project management
- » Software testing
- » Application support & maintenance

We have in our portfolio: Sheiboi – the largest and most popular e-commerce platform in Bangladesh for Bangla E-books. <https://sheiboi.com>

Our unique insight into the intricacies of the RMG and textile industries have empowered us to create specialised software solutions for the garment and textile industry.

Website: www.ravensystemsltd.com

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