



Yeasha Sobhan

Vice Chairman of Safwan Bashundhara Global (SBG)

Yeasha Sobhan is the vice chairman of Safwan Bashundhara Global (SBG) and Bashundhara Paper Mills Ltd., one of the fastest-growing market sectors within the group's portfolio. Yeasha has relentlessly expanded the division's product offerings to include a broader range of paper, tissue, and hygiene products. As an executive team member of the largest business conglomerate in Bangladesh, Yeasha has become a well-recognized female industrial leader.

Her commitment to diversity and inclusion characterizes Yeasha's leadership style. She has been a positive driving force within the group's organization, consistently demonstrating resilience and empathy in her strategic business decisions. She is notable for navigating challenges with exceptional communication skills and emotional intelligence, demonstrating her authenticity as an industry change-maker.

During her career in managing and directing the group's eco-sustainable paper-based solutions, Yeasha successfully guided the marketing and business operations of several key strategic business units (SBUs) to expand the Group's customer base and increase revenue.

In 2018, Yeasha received the Bangladesh Women Leadership Excellence Award, which celebrates women leaders with a strong vision and strategic thinking in business. Yeasha was recognized for her excellent marketing and management skills, which are crucial to the success of a consumer-facing industry.

An Accomplished Female Executive

Yeasha Sobhan demonstrates all the traits of an exceptional leader and has overcome many of the challenges that women executives face. Her strong ambition to succeed has likely been a catalyst for her success. However, more than that, Yeasha is a results-oriented leader who has achieved measurable outcomes that exceed corporate expectations. Her commanding presence is admirable and a testament to her confidence, inspiring the next generation of women in business.

As a successful female executive, Yeasha has been instrumental in adding value to the country's economy by increasing its gross domestic product (GDP) and retaining the money within the country.

A Visionary Business Leader

Through Yeasha Sobhan's tireless efforts, her leadership ensures that the company meets production and resource goals while continuously improving operational efficiency.

In addition to her work at Safwan Bashundra Global, Yeasha Sobhan plays a key role in the success of Toggi Real Estate and Construction Limited and The Food Hall. At Toggi, she guides the development of residential, commercial, and mixed-use properties, fostering innovation and sustainability. Under her direction, Toggi has become a key player in Bangladesh's real estate market, offering luxurious, eco-friendly spaces.

With The Food Hall, Yeasha Sobhan has redefined dining experiences in Bangladesh, creating a premium restaurant chain that offers a range of gourmet dishes and exceptional culinary experiences. Her forward-thinking approach and attention to detail have been instrumental in

elevating the Group's presence in the restaurant, real estate, and paper industries, ensuring continued success and growth.

A Voice for Eco-Friendly Manufacturing

Yeasha's management of Bashundhara Paper Mills Limited (BPML) has guided the operations into state-of-the-art facilities, using modern Effluent Treatment Plants (ETPs) to treat and purify industrial wastewater before its safe discharge into the environment. It is the only company in Bangladesh with ISO 9001:2015 and FSC-CoC certifications. Under her direction, process innovations have included various eco-friendly initiatives. The company has also become a trusted source for meeting the voluminous paper needs of the Bangladesh government.

Innovative Marketing Expert

Yeasha Sobhan has used deft skill to increase brand awareness for the Group's paper product lines. She has been directly involved in planning, budgeting, and analyzing the performance of the company's marketing goals, including social media and press relations. She has successfully built the paper, tissue, and hygiene portfolio into top consumer brands, including Bashundhara Baby Diaper, Bashundhara Tissue and Paper, and Monalisa Sanitary Napkins. The company also prints a series of Exercise Books that teach mathematics, Bangla, and English at both student and adult levels.

Yeasha was honored with the 'Bangladesh Women Leadership Excellence Award 2018' during an awards ceremony held in the capital of Bangladesh. Yeasha was one of twelve women out of 64 who received this prestigious honor in recognition of her executive leadership and commitment to the community.

Leadership and Philanthropic Initiatives

The Bashundhara Special Children Foundation, under the visionary leadership of Yeasha Sobhan, is a profound initiative by Bashundhara Group dedicated to supporting children with special needs and raising awareness about autism. As a passionate advocate for inclusivity and social responsibility, Yeasha Sobhan has been instrumental in driving initiatives such as the Bashundhara Tissue Autism Awareness Campaign, which aims to foster understanding, acceptance, and support for individuals with autism in society.

Yeasha Sobhan emphasizes the importance of providing comprehensive care, education, and therapeutic support to empower children with unique challenges, enabling them to reach their full potential through her leadership and unwavering commitment to building a more compassionate and inclusive community.