

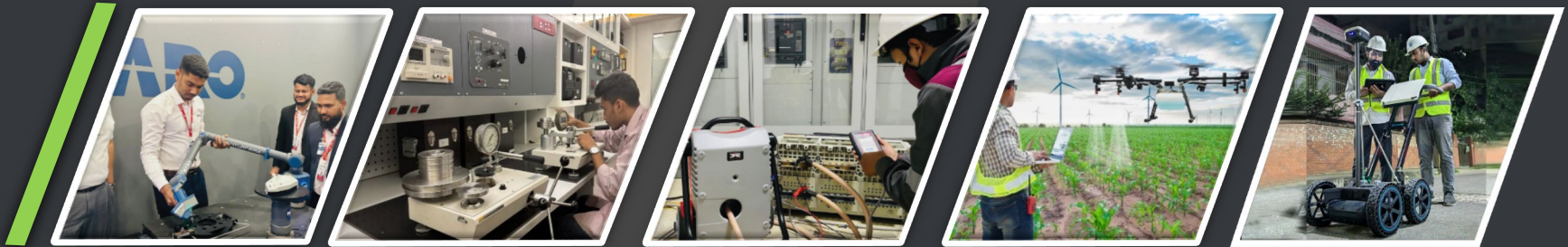
# GROUP\_ICONIC

OVER 12 YEARS OF EXCELLENCE

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# OUR MOTTO



# #GLOBAL TECHNOLOGY, LOCAL EXPERT

# OUR TRADEMARK

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ICONIC.COM.BD

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Our precision will bring your satisfaction



# CONTENTS

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- ABOUT US 07
- OUR GROWTH PATH 08 - 13
- BUSINESS WINGS 14
- SURVEY & MAPPING 25 - 29
- CALIBRATION SCOPES 32
- 3M METHODS 59
- WHOM WE SERVED FOR 69 - 70
- CONTACT US 73

# CEO MESSAGE

“

With 12 years of legacy, Group ICONIC stands as a testament to our unwavering commitment to excellence. Through our legacy and experience, we have built a highly skilled team, equipped with state-of-the-art testing instruments and accredited laboratories, ensuring we deliver the best solutions in every sector we operate. Our greatest asset is our people, and we invest heavily in 3M—Man, Machine, and Methods—to ensure they stay at the forefront of technology and innovation.

Our go-to-market strategy focuses not only on superior business operations but also on educating our customers about the latest trends, because we believe, “seeing is believing.” While our solutions may come at a premium, they are the best in the world, backed by our discipline, commitment, and a customer-first mindset. We are proud to contribute meaningfully to our nation’s progress on a global scale.

Thank you in advance for your trust and partnership.

”



**WE'RE  
CERTIFIED &  
ACCREDITED  
ORGANIZATION**

---

**ISO 9001**

**BUREAU VERITAS  
Certification**



**ISO 17025  
ACCREDITED  
LABORATORY**

# ABOUT US

ICONIC Engineering Ltd. we don't just adapt to change—we drive it. With a passion for innovation and a commitment to excellence, we bring world-class technologies to Bangladesh, revolutionizing with precision, efficiency, and sustainability.

From Survey & Inspection, Analytical Lab Solutions, and Renewable Energy to Green Manufacturing, International Sourcing, and Heavy Machinery Rental, we provide cutting-edge solutions tailored for the future. A highly skilled team that blends global technology with local expert, ensuring seamless execution and unmatched quality.

We don't just meet international standards—we exceed them. ICONIC Engineering Ltd. is your trusted partner in shaping a smarter, stronger, and more sustainable future.

Let's build that future.



# OUR GROWTH PATH

Delivering Excellence In The Field Of Reliability

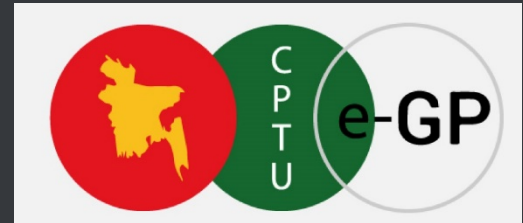


## TESTING INSTRUMENTATION

With a vision for excellence. From humble beginnings, we have grown into a trusted leader in testing solutions and inspection by promoting world renowned brands across the world.

2014

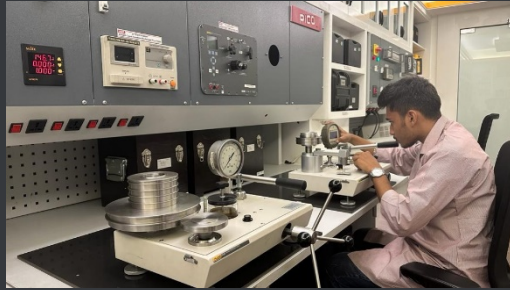
2015



## 1<sup>ST</sup> GOVT. CONTRACT AWARDED

Actively participates in government tenders, delivering high-quality engineering solutions, testing instrumentation, and turnkey projects. Our expertise ensures compliance, reliability, and excellence in public sector initiatives.





2016

## LAB ACCREDITATION ACHIEVED

Following ISO 17025, we achieved NABL Accreditation for our lab and from then we support laboratories by providing expert guidance, compliance solutions, and calibration services. We ensure adherence to international standards for reliability and excellence.

2017



## TURNKEY LAB SETUP

We provided state-of-the-art Turnkey Lab solution to different entities like BSTI, BUET, CUET, PWD, BREB etc. to serve the nation with high accurate precise solutions. These laboratory demonstrates our capability in providing the full solution for lab setup.



## DEFENSE PARTNERSHIP

Successfully partnered in Bangladesh Army, Bangladesh Navy, Air Force, DGDP for strengthening our commitment to providing high-quality engineering solutions, testing instrumentation, and precision services for national security and defense sectors.

2018

2019



## CIVIL TESTING & SURVEY

Expanded into Civil Testing & Survey in 2019, offering advanced testing, inspection, and surveying solutions to ensure structural integrity, safety, and compliance with industry standards.



## DUBAI, 1<sup>ST</sup> INTERNATIONAL OFFICE

For sourcing the world class technologies to enhance global procurement capabilities. This strategic expansion allows us to source high-quality engineering equipment, testing instruments, and industrial supplies, ensuring reliable and competitive solutions for diverse industry needs.

2020

2021



## HEAVY MACHINERIES & DREDGING

Supplying high-performance equipment for construction, industrial, and infrastructure projects. With a focus on reliability and efficiency, we provide cutting-edge machinery solutions that meet global standards, ensuring durability and optimal performance for our clients.



## RENEWABLE ENERGY

Focusing on sustainable solutions such as solar power, wind energy, and energy-efficient technologies. Our commitment to green innovation supports a cleaner future by providing reliable and cost-effective renewable energy solutions for industries and communities.

2022

2023



## R&D, CENTRE OF EXCELLENCE

Committed to innovation through our R&D and Centre of Excellence, fostering advanced research, product development, and industry-best practices. We drive technological advancements in engineering, testing, and renewable energy to deliver cutting-edge solutions.



## GREEN MANUFACTURING

Integrating sustainable processes, energy-efficient technologies, and eco-friendly concrete materials to minimize environmental impact. Our commitment to responsible production ensures high-quality, cost-effective, and sustainable industrial solutions.

2024

2025



## FRANCE, 2<sup>ND</sup> INTERNATIONAL OFFICE

Proudly waved the Flag of Bangladesh in France by expanding our global footprint with MNC Investment, strengthening international collaborations and access to advanced technologies. This strategic move enhances our capabilities in engineering, testing, and sustainable solutions on a global scale.

# BUSINESS WINGS

Explore Our Wings For Better Solutions



## ANALYTICAL DIVISION

Providing lab setup, accreditation & consultancy & many more to serve the nation with precise solution

## SURVEY & INSPECTION

World class survey features to enable the exact mapping & finding the object to identify the job

## GREEN MANUFACTURING

Eco friendly products to maintain the global environment & assuring the global sustainability.



## RENEWABLE ENERGY

Spreading energy & solution by utilizing renewable products to strengthening global economy & local crisis

## INFRASTRUCTURE & CONSTRUCTION ENGINEERING

Designing, building, and maintaining essential structures like roads, bridges, and shelter houses for safe and sustainable development.

## HEAVY MACHINERIES RENTAL & DREDGING SOLUTION

Bridging the gap in engineering by providing heavy machineries to minimize time and serving the quality



# ANALYTICAL DIVISION

**PICO LABS LIMITED** IS AN INDEPENDENT WING UNDER  
GROUP ICONIC WHICH IS LEADING THE ANALYTICAL  
DIVISION AS A SEPARATE ENTITY. WE ARE EXPERT AT BOTH  
**TURNKEY LABORATORY SETUP SOLUTION &  
ACCREDITATION CONSULTANCY**

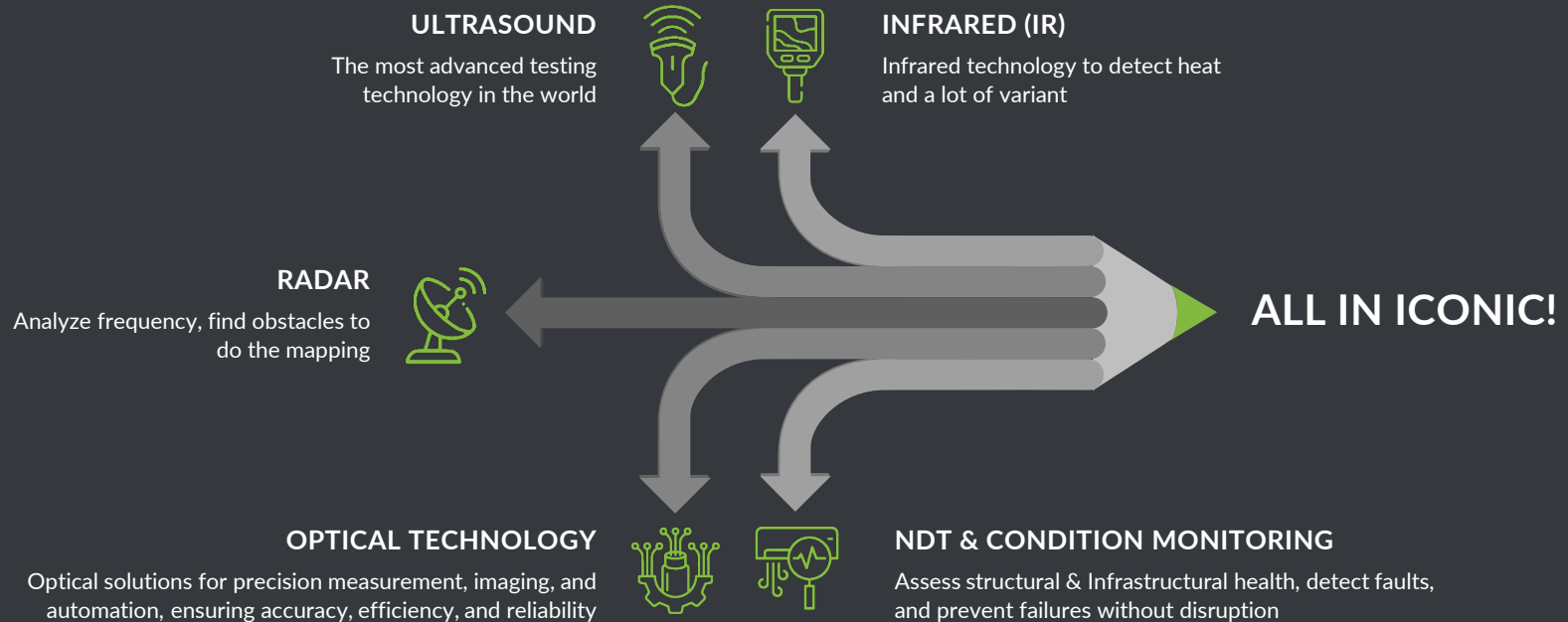


[PICO.COM.BD](http://PICO.COM.BD)



# TECHNOLOGY WE USE

Worlds most latest and update technologies in Bangladesh will be found only in Iconic Engineering only





# TURNKEY LAB SETUP

End-to-End Laboratory Setup Solutions for Precision and Compliance



## MATERIAL TESTING LAB

Strength, durability, and composition of materials to ensure quality, safety



## BIOMEDICAL LAB

Advanced diagnostics, research, and testing to ensure accuracy in healthcare & pharmaceuticals



## FOOD TESTING LAB

Food Testing ensures safety, quality, and compliance through advanced analysis



## EDUCATION & R&D LAB

Delivers customized, high-tech laboratory setups for educational research and development



## CALIBRATION LAB

Measurement accuracy and reliability by comparing instruments to certified standards



## METROLOGY LAB

Precision measurement, calibration, and quality control, maintaining compliance with international standards



## SIMULATION LAB

Testing, analysis, and training using advanced modeling techniques to enhance research, innovation, and real-world problem-solving

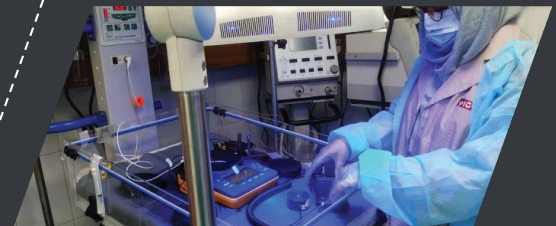
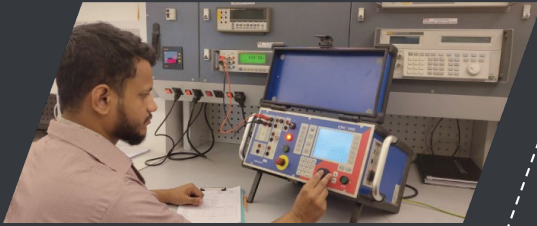


## IT & CYBER-SECURITY LAB

Secure, efficient, and innovative digital solutions, protecting data, from evolving cyber threats

# TURNKEY LAB SETUP

Different Model Labs Setup for Different Segments to Bring the Precision



# MATERIAL TESTING

Our expertise covers a wide range of materials, including **concrete**, steel, asphalt, **soil**, aggregates, polymers, and composites. Whether it's **mechanical testing**, chemical analysis, or **non-destructive evaluation (NDT)**, our precision-driven approach guarantees accurate and reliable results.





# BIOMEDICAL & HEALTHCARE

We are the First **ISO 17025:2017 Accredited** Laboratory In Bangladesh to have the Scope of Accreditation from NABL for BIOMEDICAL Testing & Calibration. We provide both **Turnkey Laboratory setup solution** & also **Accreditation Consultancy** to emphasize and upgrading the Infrastructure in the field of Biomedical & Healthcare to provide undoubtable service to the nation.



# FOOD TESTING

We are committed to **food safety** and quality assurance through comprehensive food testing solutions. Our advanced laboratory facilities and expert team ensure that food products meet **global safety standards**, regulatory compliance, and consumer expectations. Our testing adheres to international food safety standards such as **ISO, HACCP, FDA, and BSTI**, ensuring products are safe, pure, and high-quality.





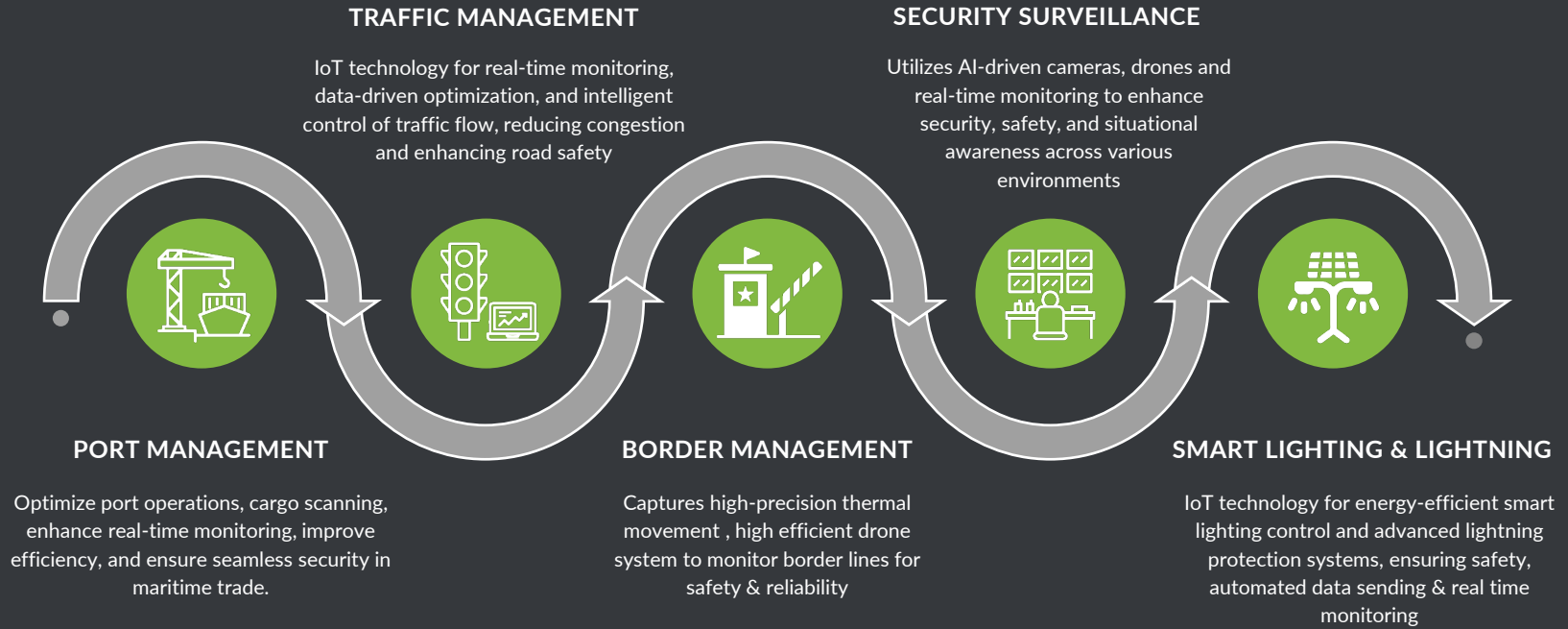
# EDUCATIONAL LABORATORY



We provide world-class educational laboratory equipment, installation, training, and ongoing support, ensuring that institutions meet **global academic and research** standards. Our solutions align with education principles, helping students and researchers develop critical skills and push the boundaries of innovation. Our Education Laboratory solutions are designed to enhance **hands-on learning**, foster innovation, and support **scientific discovery** across various disciplines.

# SMART IOT BASED SURVEILLANCE

Delivering Excellence Through Innovative & Reliable Surveillance Solution



# ACCREDITATION & CONSULTANCY

Delivering Excellence Maintaining Quality & Ensuring Compliance



## FEASIBILITY STUDY & REPORTING

In-depth analysis and data-driven insights to assess project viability, risks, and potential outcomes, ensuring informed decision-making and strategic planning.



## ISO 17025 - ACCREDITATION & CONSULTANCY

Ensures laboratories meet international standards for testing and calibration, enhancing reliability, competence, and global recognition through expert guidance and compliance support



## ISO 17020 - ACCREDITATION & CONSULTANCY

Supports inspection bodies in achieving international compliance, ensuring operational integrity, competence, and credibility through expert guidance and accreditation assistance



# SURVEY & MAPPING

**PICO LABS LIMITED** IS AN INDEPENDENT WING UNDER GROUP ICONIC WHICH IS ALSO LEADING THE SURVEY & MAPPING DIVISION AS A SEPARATE ENTITY. ASSESSING, **MAPPING**, AND EVALUATING LAND, STRUCTURES, AND **INFRASTRUCTURE**



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# SURVEY\_DRONE BASED

Advanced Survey & Mapping Solutions for Accurate Geospatial Insights



## BATHYMETRIC SURVEY

Utilizing advanced sonar and GPS technology to map underwater terrains. Supporting marine construction, dredging, and environmental projects

## RTK & GNSS BASED MAPPING

Advanced technology to accurately detect and analyze underground features, ensuring precise data

## TERRESTRIAL MAPPING

Captures high-precision geospatial data of land surfaces using advanced surveying technologies

## TOPOGRAPHIC SURVEY

Maps land features, elevations, and contours with high accuracy, aiding in planning, construction, and infrastructure development

## DIGITAL PHOTOGRAMMETRY

Drones to capture high-resolution aerial data, providing fast, accurate, and cost-effective geospatial insights for various applications

# SURVEY\_SEISMIC ANALYSIS

Ensuring Structural Safety Through Advanced Seismic Evaluation



## SEISMIC CROSS HOLE TEST (SCHT)

Evaluates the seismic wave velocity between boreholes to assess soil for seismic hazard analysis

## SEISMIC DOWN HOLE TEST (SDHT)

Measures the seismic wave velocity in soil to determine material properties of soil and seismic hazard analysis.

## SEISMIC REFRACTION TEST SET

Measures the velocity of seismic waves through the ground to determine subsurface properties.

## SEISMIC REFLECTION TEST SET

Uses seismic waves to map subsurface structures, including detecting faults and voids.

## ELECTRICAL RESISTIVITY TOMOGRAPHY (ERT)

Provides imaging of subsurface features by measuring the resistivity of the ground.

# SURVEY\_GEOTECHNICAL

Determine Geometrical Parameters Required For Design



## SEISMIC CROSS HOLE TEST (Scht)

Evaluates the seismic wave velocity between boreholes to assess soil for seismic hazard analysis



## SEISMIC DOWN HOLE TEST (SDHT)

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## SEISMIC REFRACTION TEST SET

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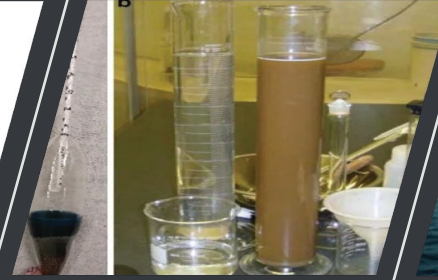


## SEISMIC REFLECTION TEST SET

Uses seismic waves to map subsurface structures, including detecting faults and voids.

# SURVEY\_SEDIMENTATION ANALYSIS

Empowering infrastructure with Sedimentation Survey



## HYDROMETER TEST

Measures particle size distribution in fine-grained soils (silt & clay) using sedimentation principles

## SEDIMENT DENSITY TEST

Mass of sediments per unit volume of water, helping assess sedimentation rates, soil composition, and environmental impact in water bodies and construction sites

## TOTAL SUSPENDED SOLIDS (TSS) TEST

Determines the mass of sediments per unit volume of water, crucial for environmental monitoring like flood mapping

## RIVER BED MAPPING

Depth and underwater topography using LiDAR and hydrographic techniques, supporting flood control, navigation, and environmental studies



# CALIBRATION & INSPECTION

**PICO LABS LIMITED** IS AN INDEPENDENT WING UNDER GROUP ICONIC WHICH IS LEADING THE **CALIBRATION & INSPECTION** AS A SEPARATE ENTITY. WE SUPPORT THE CUSTOMER WITH **WORLD CLASS EQUIPMENT'S**

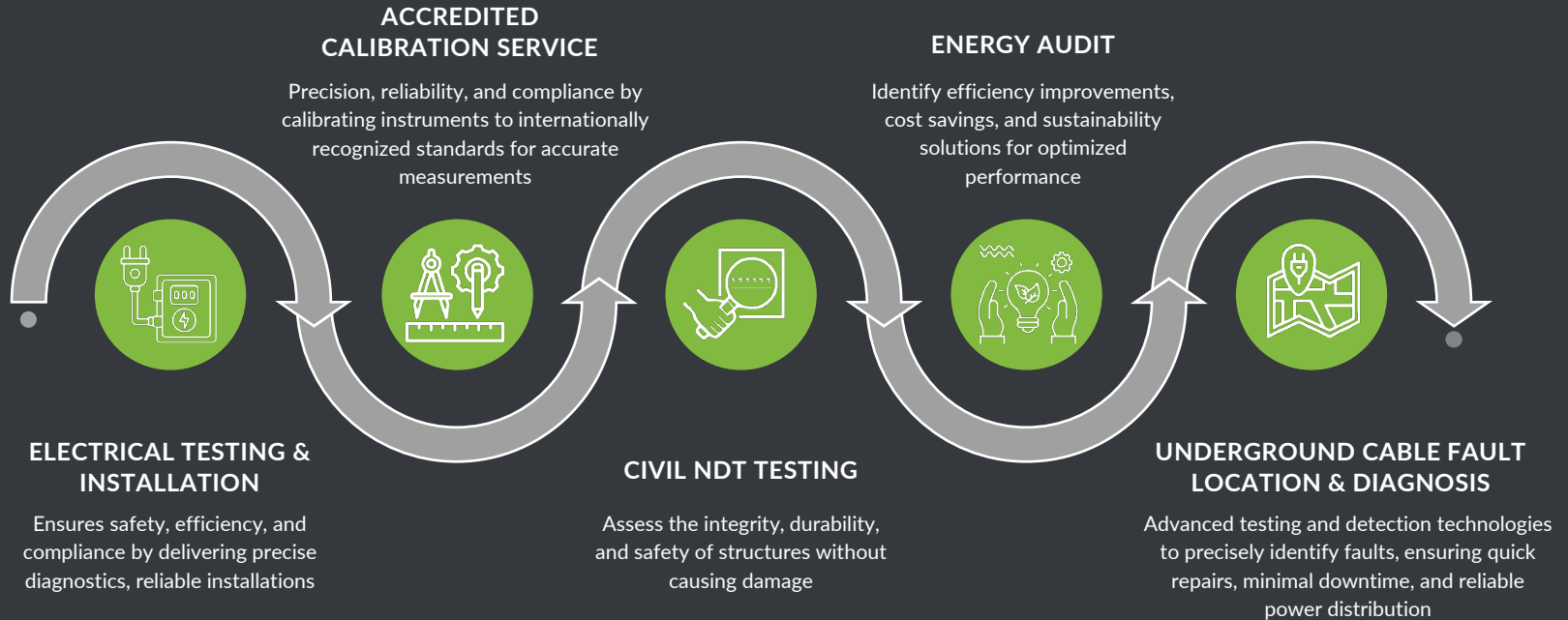


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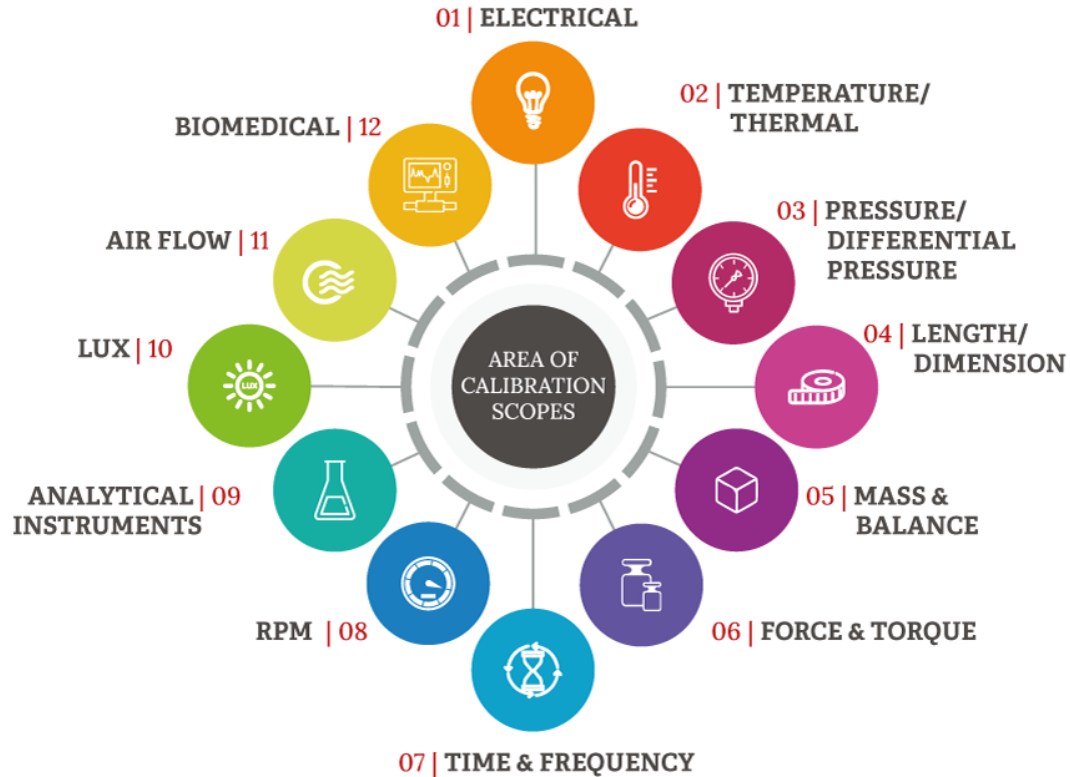
# CALIBRATION & INSPECTION

Delivering Excellence Through Innovative & Reliable Services



# OUR CALIBRATION SCOPES

The Model Laboratory and High Precision Equipment's





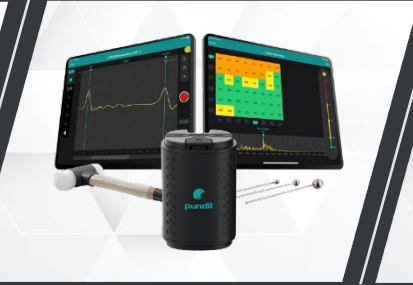
# NDT TESTING & INSPECTION

End-to-End Laboratory Setup Solutions for Precision and Compliance



## SUBSURFACE MAPPING

Visualizes underground features using Subsurface Ground Penetrating Radar



## PILE INTEGRITY TESTING

Assesses the structural soundness, length, and defects in deep foundations



## CRACK & VOID DETECTION

Prevent structural defects and hidden cavities using advanced structural Ground Penetrating Radar



## REBAR DETECTION & COVER ASSESSOR

Reinforcement location, depth and electromagnetic scanning, ensuring structural integrity and compliance

INSPECTION

# NDT TESTING & INSPECTION

End-to-End Laboratory Setup Solutions for Precision and Compliance



INSPECTION

## CONCRETE STRENGTH TEST

Compressive, tensile, and flexural strength of concrete using methods like rebound hammer

## CORROSION ANALYSIS

Metal deterioration in structures using techniques like half-cell potential, electrochemical impedance

## ADHESIVE STRENGTH TEST

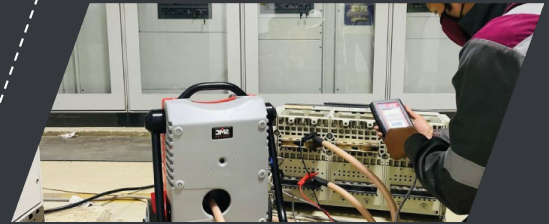
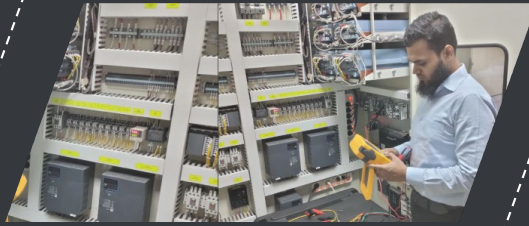
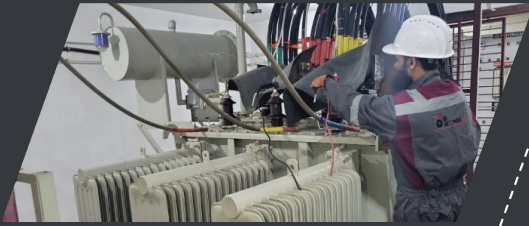
Evaluates the bonding strength and durability of adhesives using pull-off ensuring reliability in construction

## CONCRETE RESISTIVITY TEST

Electrical resistance of concrete to assess moisture content, corrosion potential, and durability

# TESTING & INSPECTION

In-house & Onsite Testing Facility to Support the Customer Anytime Anywhere



INSPECTION



# TESTING EQUIPMENT'S RENTAL SERVICE

Providing industries with high-quality, calibrated instruments for Energy Audit, Flue Gas Analysis, Power Quality Analysis, Environmental Impact Assessment, Thermal Imaging, Leak Detection etc. Our cost-effective solutions ensure access to advanced testing technology without heavy capital investment

# GREEN MANUFACTURING & SOLUTION

HELIOGRIDS SYSTEMS LIMITED IS AN INDEPENDENT WING UNDER GROUP ICONIC WHICH IS LEADING REVOLUTIONIZING MANUFACTURING WITH SUSTAINABLE, ECO-FRIENDLY, AND INNOVATIVE GREEN SOLUTIONS

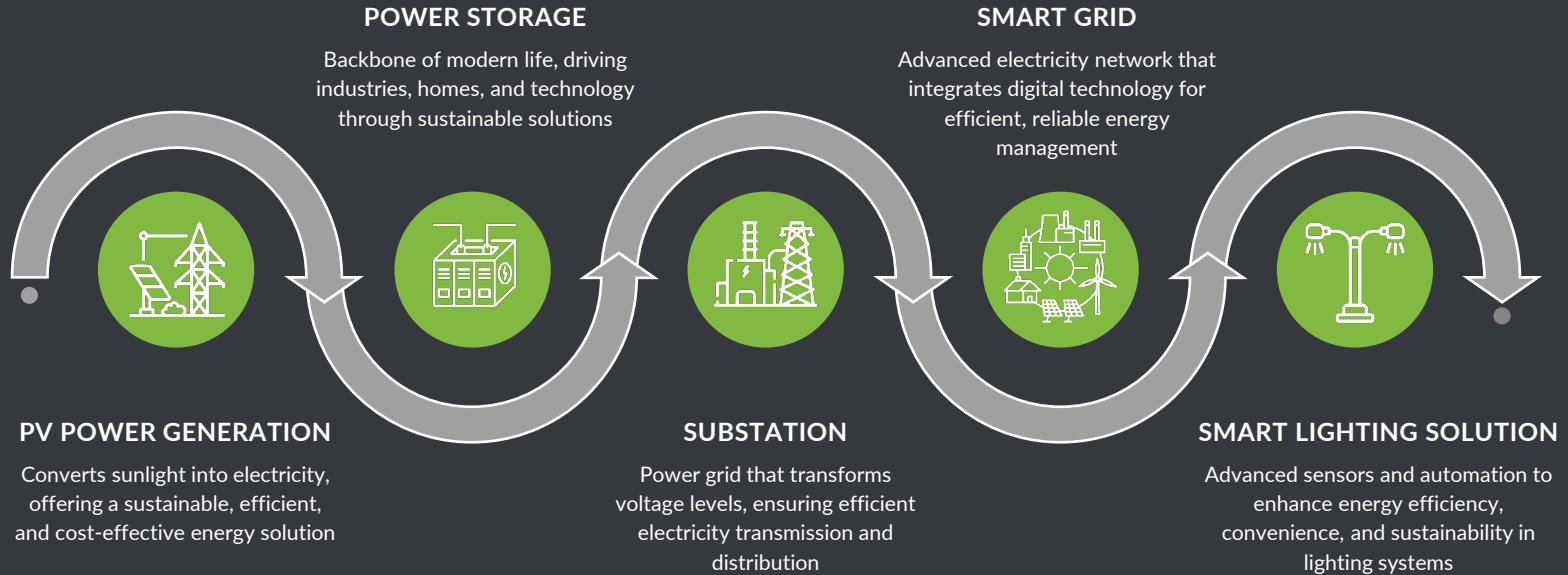


HELIOGRIDS.COM



# SOLUTION FOR GREEN MANUFACTURING

Empowering Tomorrow with Renewable Energy



MANUFACTURING

# ECO CONCRETE SEGMENTS

Revolutionizing Concrete Products with Smart Industrial Solutions



## GREEN CONCRETE

Alternative to traditional concrete, incorporating recycled fly ash materials and industrial by-products to reduce carbon emissions, conserve resources, and enhance sustainability without compromising strength and durability



## PERMEABLE CONCRETE

Designed to allow water to pass through its porous structure, reducing runoff, preventing flooding, and aiding groundwater recharge while maintaining durability and strength.



## CARBON-CURE CONCRETE

Eco-friendly concrete solution that injects captured CO<sub>2</sub> into the mix, permanently storing carbon while enhancing strength and reducing cement usage, making construction more sustainable.



## SELF-HEALING CONCRETE

Innovative material embedded with bacteria or chemical agents that activate upon crack formation, automatically repairing damage, increasing durability, and extending the lifespan of structures.



# ECO CONCRETE PRODUCTS

We are offering Eco concrete products made of different statics like Green Concrete, Permeable Concrete, Carbon cure Concrete & Self-healing concrete. Where engineering meets with various methods like bacterial reagents, green concretes, CO<sub>2</sub> injects, water passing module etc.



# BATTERY STORAGE SOLUTIONS

Empowering Tomorrow with Renewable Energy



MANUFACTURING

## PORTABLE POWER STORAGE

Portable power solution to ensure the power at anytime anywhere. On-board solution for indoor & outdoor appliances, gaming, touring including Vehicle charging system for personal mobility also.

## HOME SOLAR STORAGE

Sustainable solution with higher efficient charging & discharging program to replace the means power with different size modular system for easier use. Increase/decrease the module based on your load.

## MEGA-PACK STORAGE

Provides ultimate power solution to replace the generators for both industrial and commercial sectors. Appropriate size customization benefit & also mounted solution for all users.

# SMART LIGHTING

Intelligent & Energy-Efficient Illumination



## STREET LIGHT

Enhancing safety, visibility, and urban aesthetics. Modern LED and smart street lights feature energy efficiency, motion sensors, and remote control for optimized performance.



## SOLAR STREET LIGHT

Solution powered by solar energy, featuring LED technology, battery storage, and automatic sensors for efficient, off-grid illumination in urban and remote areas



## SOLAR FLOOD LIGHT

Designed for outdoor security, large-area illumination, and energy efficiency, featuring LED technology, motion sensors, and durable battery storage.



## SMART POLE

Smart street pole integrating smart lighting, surveillance cameras, environmental sensors, enhancing urban infrastructure and smart city development.



# HEAVY MACHINERIES & DREDGING

**REGENERATIVE AGROTECH LIMITED** IS AN  
INDEPENDENT WING UNDER GROUP ICONIC WHICH IS  
LEADING THE FUTURE WITH **SUSTAINABLE**  
INFRASTRUCTURE TO ASSURE THE HEAVY  
MACHINERIES & DREDGING FOR  
**CONSTRUCTION ENGINEERING**



# HEAVY MACHINERIES RENTAL SERVICE

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Offering reliable, high-performance equipment for construction, industrial, and infrastructure projects. Our flexible rental solutions ensure cost efficiency and operational excellence without long-term investment burdens



# DREDGING

Enhancing Waterways & Infrastructure to Improves Navigation, Prevent Flooding, Increasing Water Depth, Environmental Restoration, Preventing Coastal Erosion, Enhancing Water Storage and Removing Pollutants.. We use specialized equipment to remove sediments, debris and pollutants from water bodies to make the riverbed allows to flow by it's natural way.

# INFRASTRUCTURE & CONSTRUCTION ENGINEERING

**PICO LABS LIMITED** IS AN INDEPENDENT WING UNDER  
GROUP ICONIC WHICH IS ALSO LEADING THE FUTURE  
WITH **SUSTAINABLE** INFRASTRUCTURE TO ASSURE  
THE **CONSTRUCTION** ENGINEERING





OPPO P21 Pro  
Rajshahi District, Rajshahi Division | 2022.08.30 12:51



# SMART LIGHTNING (ESE)

We are the one who were eligible to own the project of Smart Lightning Arrester worth of 1.5 Million US Dollar financed by World Bank. The technology is Early Streamer Emission manufactured by INDELEC, which is enable to give you the protection on 97 meter radius and will seamlessly send you the regular maintenance data without having a physical sim based network.

# LOCAL CONSTRUCTION

Revolutionizing Local Construction with Smart Low Cost Engineering Solutions



## LOCAL BRIDGE CONSTRUCTION

Safe, durable, and cost-effective bridges to improve connectivity and transportation in communities, using modern engineering techniques and sustainable materials.



## EMBANKMENT CONSTRUCTION

Raised earthen or structural barriers to support roads, railways, and flood control systems, ensuring stability, erosion resistance, and long-term durability



## SHELTER HOUSE DEVELOPMENT

Safe, durable, and sustainable housing solutions for disaster relief, temporary housing, and community resilience, using cost-effective and eco-friendly materials.



## HBB ROAD CONSTRUCTION

Durable and cost-effective roads to enhance rural connectivity, transportation, and economic growth, using sustainable materials and modern engineering techniques.



# ENGINEERING & CONSTRUCTION

Developing The Infrastructure with Established Engineering & Expertise



CONSTRUCTION



# RENEWABLE ENERGY

**HELIOGRIDS SYSTEMS LIMITED** IS AN INDEPENDENT WING UNDER GROUP ICONIC WHICH IS LEADING THE **RENEWABLE ENERGY SECTOR** FOR A GREENER, SUSTAINABLE, AND BRIGHTER **TOMORROW**



[HELIOGRIDS.COM](https://www.heliogrids.com)



# RENEWABLE SOLUTIONS

Empowering Tomorrow with Renewable Energy



## SOLAR SYSTEM

Sustainable solution with higher efficient charging & discharging solar system to replace the means power with different size modular system for easier use. Increase/decrease the module based on your load.



## SOLAR STREET LIGHT

Solution powered by solar energy, featuring LED technology, battery storage, and automatic sensors for efficient, off-grid illumination in urban and remote areas



## SOLAR POLES

Smart street pole integrating smart lighting, surveillance cameras, environmental sensors, enhancing urban infrastructure and smart city development.



# INDUSTRIAL AGRO

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**REGENERATIVE AGROTECH LIMITED** IS AN  
INDEPENDENT WING UNDER GROUP **ICONIC** WHICH IS  
LEADING INNOVATING **INDUSTRIAL AGRO** SOLUTIONS  
FOR A SUSTAINABLE, EFFICIENT, AND  
TECHNOLOGICALLY **ADVANCED FUTURE**



**FARM.COM.BD**

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# INDUSTRIAL AGRO

Revolutionizing Agriculture with Smart Industrial Solutions



## PRECISION AGRICULTURE 4.0

Integrates AI, IoT, automation, and data analytics to optimize farming efficiency, maximize yields, and promote sustainable agriculture



## SMART IRRIGATION

Sensors and automation to optimize water usage, ensuring efficient, sustainable, and cost-effective crop irrigation



## SMART STORAGE

Smart Storage integrates IoT and automation for efficient, secure, and scalable management of energy, inventory, and resources



## AUTONOMOUS AGRI EQUIPMENT

AI, robotics, and automation to enhance efficiency, precision, and productivity in modern farming, reducing labor dependency

An aerial view of a large port facility filled with stacks of colorful shipping containers (red, blue, white, green). In the background, a dense city skyline with various skyscrapers is visible under a blue sky with scattered clouds. A green diagonal graphic element is overlaid on the right side of the image.

# SOURCING & TRADING

**WATAKH ALKHATA** IS AN INDEPENDENT WING UNDER  
GROUP ICONIC WHICH IS LEADING **SOURCING &  
TRADING** SOLUTIONS FOR A SUSTAINABLE AND  
**GLOBALY CONNECTED FUTURE**

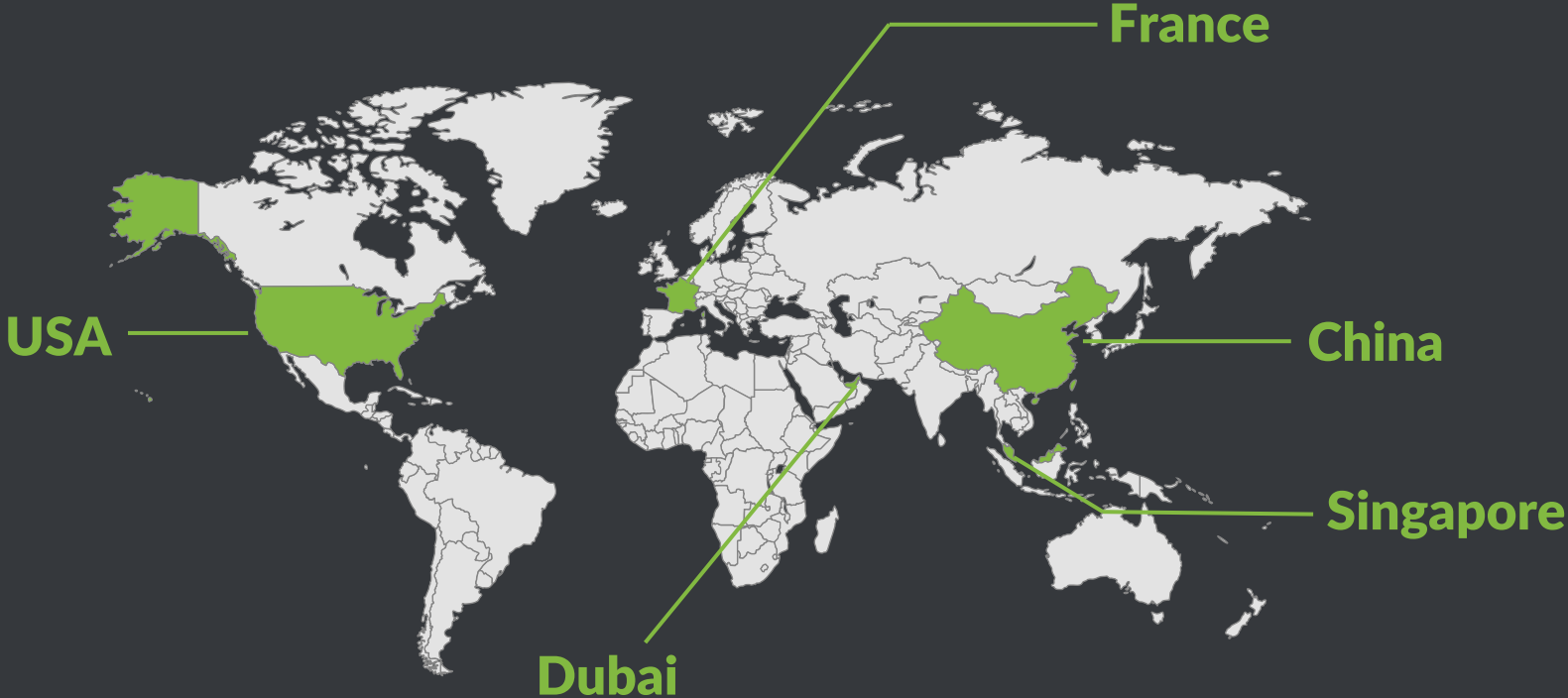


**ALKHATA.COM**



**WATHQ ALKHATA**

# OUR SOURCING HUB



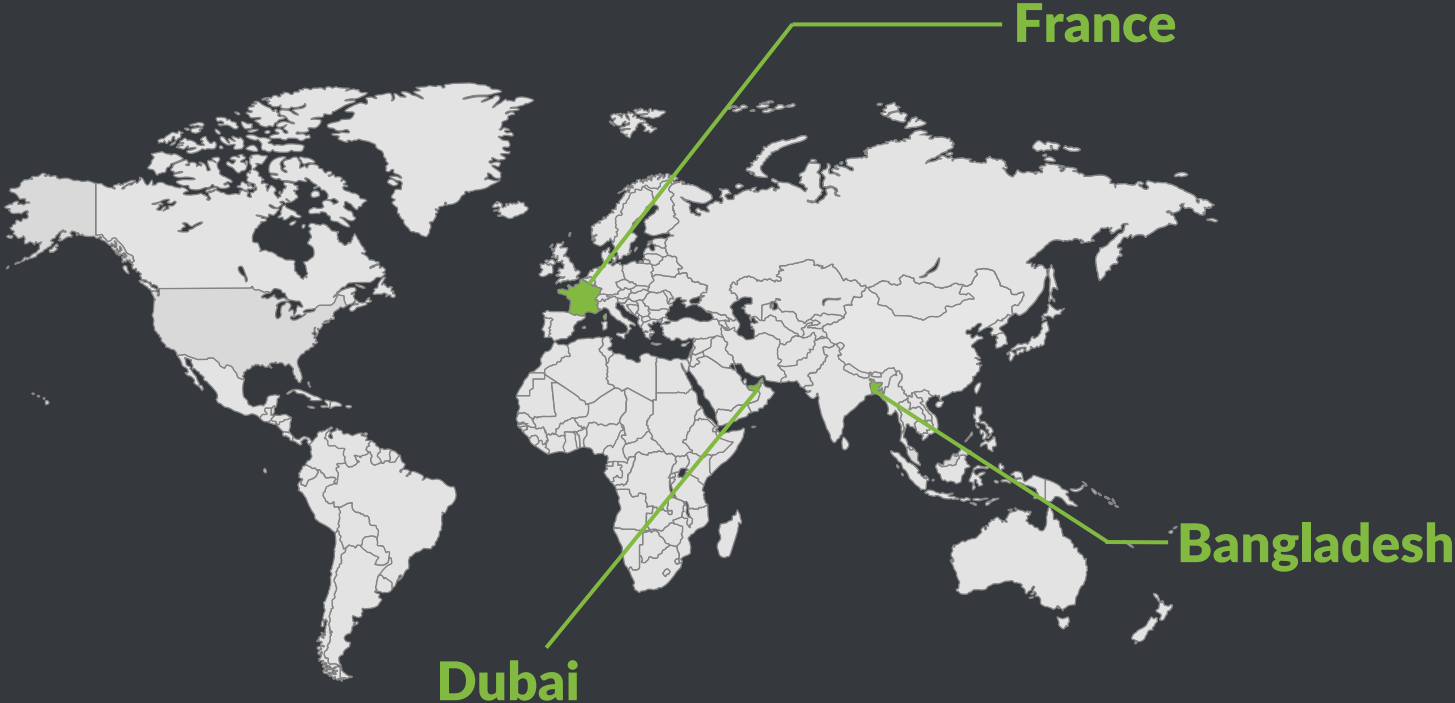
# OUR GLOBAL PARTNER



And Many MORE !

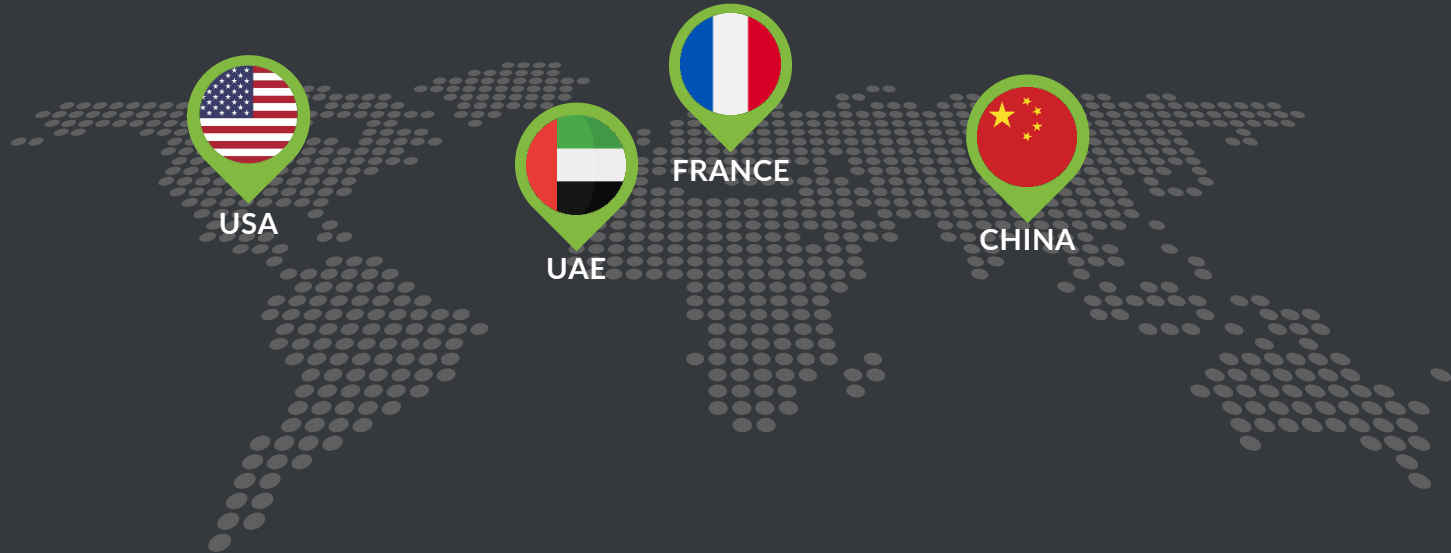


# OUR GLOBAL OFFICES



# OUR GLOBAL SOURCING HUB

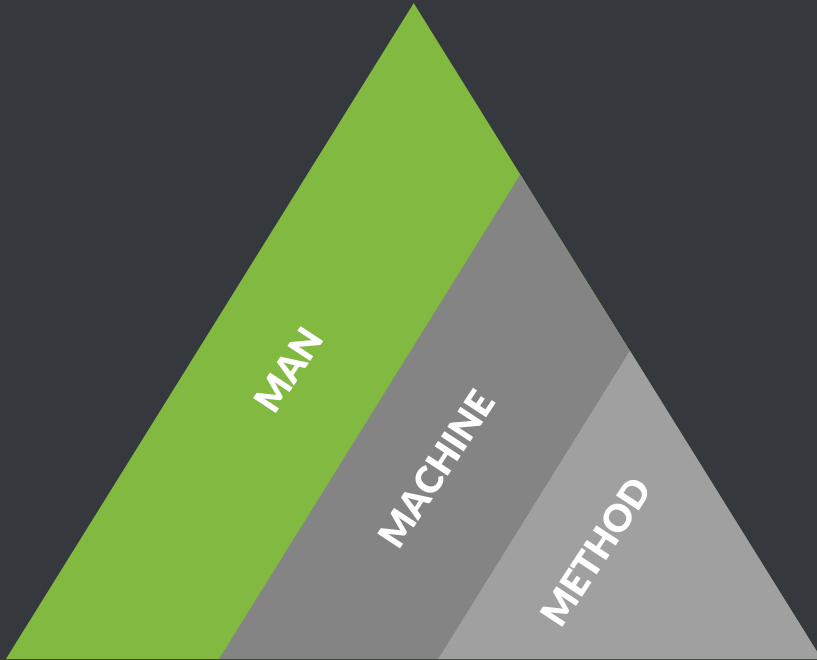
Expanding Horizons with Global Reach & Innovation



Our management has the ability to fly any country through our global access to the Manufacturers for any kind of Sourcing & Trading

# OUR 3M METHODS

Man, Machine, Method to Develop The Nation For Sustainable Growth



## MAN

Our team of highly skilled professionals brings industry-leading knowledge, ensuring precision, quality, and excellence in every project. We love to introduce global technology with local expert.



## MACHINE

ICONIC is equipped with precious testing laboratories, advanced inspection tools, and automation. We invest in the latest technologies to enhance accuracy, efficiency, and reliability in our services.



## METHOD

We follow internationally recognized testing methodologies, inspection standards, and quality control procedures, ensuring compliance, consistency, and superior results in every project we undertake.

# MINISTRIES & INDUSTRIES

Where Don't We Focus !!!



# GO-TO MARKET ACTIVITIES

We are always working hard to maintain the customer satisfaction & knowledge Empowerment



# TEAM TRAINING FOR KNOWLEDGE ENHANCEMENT

We do Foreign Trainings for Gathering Knowledge and to Spread Them to Serve The Nation



# CUSTOMER TRAINING FOR TECHNOLOGY SHARING

We Share Our Gathered Experience to Develop Our Customers Knowledge Barrier to Adopt the Latest Technologies



# MEET OUR LEADERS

The "A" Team

**MAHAMADUR RAHMAN**  
Chief Executive Officer



**SHEIKH HASINA AKTER**  
Business Head



**SUVRA DEB PAUL**  
Product Manager-Technical  
Operation



**MST. SHAHIN SULTANA**  
Chief Financial Officer





# OUR STRATEGY

We believe in GO TO Market Strategy

## INNOVATION & TECHNOLOGY LEADERSHIP

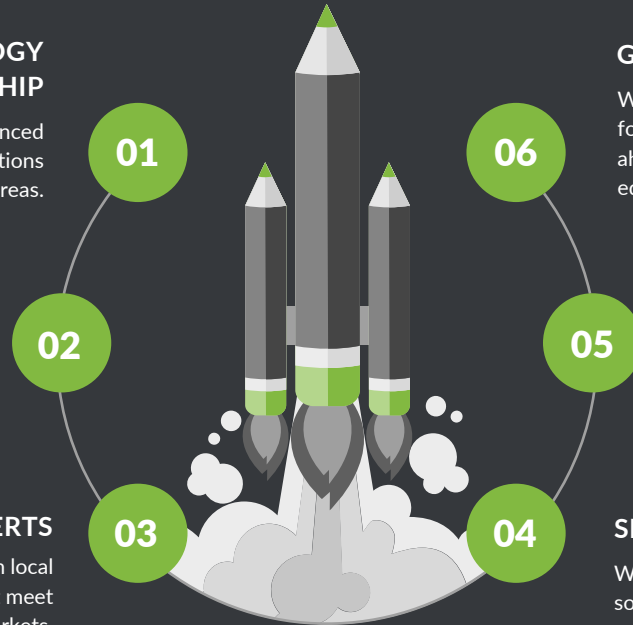
We invest in cutting-edge technologies and advanced equipment, ensuring reliable and accurate solutions across all service areas.

## CUSTOMER-FIRST APPROACH

We focus on long-term relationships, offering personalized services, after-sales support, and tailored solutions to meet specific customer needs.

## GLOBAL TECHNOLOGY, LOCAL EXPERTS

By combining global technological expertise with local knowledge, we provide innovative solutions that meet the diverse needs of global markets.



## GO-TO-MARKET STRATEGY

We believe in a proactive approach to market entry, focusing on delivering value to customers and staying ahead of industry trends through strategic outreach and education.

## THE 3M PRINCIPLE (MAN, MACHINE, METHODS)

We invest in people, technology, and processes to ensure that we consistently deliver the best solutions with optimal efficiency.

## SEEING IS BELIEVING

We believe in showcasing the real-world impact of our solutions, allowing customers to experience firsthand the quality and effectiveness of our offerings.

# SUCCESS STORIES

We Share Our Stories to Motivate Our Team & Our Well Wishers



# OUR SWOT ANALYSIS

We always love to recheck our weaknesses and threats to find opportunities and strengths

## STRENGTHS

Group CONIC excels with a skilled team, advanced testing instruments, and accredited laboratories. Our expertise in analytical labs combined with global trading capabilities and a customer-first approach, strengthens our market position.



## WEAKNESSES

Our premium pricing may limit access in cost-sensitive markets, impacting our ability to reach a wider customer base.

## THREATS

Gray market competitors and economic uncertainties pose risks to our market share, while fluctuating regulations and geopolitical factors can affect local operations.



## OPPORTUNITIES

As a developing country & the rising demand for quality assurance & global compliance; presents opportunities to expand our solutions. Additionally, emerging markets and government contracts offer growth potential.

# SEAMLESS OPERATION

“

Organizing and monitoring a team of 68 members seamlessly by world renowned ERP system called “ZOHO ONE”. We do everything from start to end to run a smooth and disciplinary management where every single module is important like Mail, CRM, Field Service Management, Supply Chain, Sales & marketing etc.

”



# WHOM WE SERVED FOR

We are always working hard to serve as much as industries we can serve



দুর্যোগ ব্যবস্থাপনা ও জাণ মন্ত্রণালয়



# WHOM WE SERVED FOR

We are always working hard to serve as much as industries we can serve



# OUR FOOTPRINT!

We are Close to You With Our Digital Access





# WHY CHOOSE US?

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- ✓ **ADVANCED TECHNOLOGY & INNOVATION**
- ✓ **COMPREHENSIVE & CUSTOMIZABLE SOLUTIONS**
- ✓ **GLOBAL PRESENCE WITH LOCAL EXPERTISE**
- ✓ **COMMITMENT TO CONTINUOUS IMPROVEMENT**
- ✓ **PROVEN TRACK RECORD OF TRUST**
- ✓ **STRICT COMPLIANCE & ETHICAL PRACTICES**



# THANK YOU FOR YOUR PATIENCE

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