

## **Bkash dubbed country's best brand for 4th consecutive year**

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Dhaka : Bangladesh's largest Mobile Financial Service (MFS) provider bKash remains the country's Best Brand for the fourth year in a row through a consumer survey conducted by Bangladesh Brand Forum (BBF).

Following the success of 2019 to 2021, bKash retains its position as the overall best brand among the top 15, selected from 110 local and multinational brands in the country, said a press release.

At the same time, bKash has been selected as the 'Most Loved Brand' under Mobile Financial Services (MFS) category for the sixth time in a row.

This recognition reflects that bKash has been facilitating freedom and

empowerment in the daily transactions of millions for 11 years and fostering financial inclusion as a whole.

This year, 15 brands were recognized as the overall top brands out of the top 110 in 38 categories, where bKash secured the first position as the best brand in the country.