

Baskin-Robbins debuting in Bangladesh

- A Monitor Report

Date: 01 December, 2025



Dhaka : Globally renowned ice cream brand Baskin-Robbins is making its entrance into Bangladesh through a partnership with Bashundhara City Development Ltd (BCDL).

The partnership was formalized between BCDL and Baskin-Robbins at ABG Tower in the capital's Bashundhara Residential Area on November 13. Among the delegates from Baskin-Robbins were the Director and CEO, and the General Manager of Business Development.

The ceremony was attended by Capt (ret'd) Shaikh Ehsan Reza, DMD of Bashundhara City Development Ltd; Ziaul Hoque Sikder, Chief Marketing Officer; and Mohammed Abdullah, Head of Business Development, Bashundhara Group.

The initial plan includes opening Baskin-Robbins outlets in the Bashundhara Residential Area and Bashundhara City Shopping Mall.

The expansion strategy will gradually cover major cities across Bangladesh, bringing the iconic Baskin-Robbins experience to ice cream lovers nationwide.

This collaboration combines Baskin-Robbins' international reputation with Bashundhara Group's strong local presence, promising high-quality products, excellent customer experiences, and innovative marketing campaigns.

Renowned for its signature "31 flavors," Baskin-Robbins offers an extensive range of premium ice creams, desserts, and beverages.