

## ShareTrip becomes first travel brand to win Superbrands award

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Dhaka: ShareTrip has become the first and only travel tech brand as well as the first startup in Bangladesh to receive the Superbrands award at its 2025-26 edition, a recognition given to brands that demonstrate excellence, reliability, and strong consumer trust.

As the first complete online travel agency (OTA) in Bangladesh, this recognition highlights both the company's pioneering role in the travel industry and the promise of Bangladeshi startups in driving innovation across sectors, said a release.

Since its inception, ShareTrip has transformed travel planning through user-friendly technologies, seamless booking experiences, and transparency. It was also the first in Bangladesh to introduce AI-driven solutions for flight bookings, helping travelers find the most convenient and cost-effective options.

Building on this foundation, ShareTrip has extended the same trust, convenience, and reliability to other segments such as lifestyle and payments, with deep collaborations and a team that understands local consumer needs, creating bespoke solutions to improve everyday services.

The award ceremony took place at Le Méridien Dhaka. Prominent industry experts attended the ceremony.

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