

Turkish Airlines wins Superbrands award

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Dhaka: Turkish Airlines has been recognized as a Superbrands Bangladesh 2025-26, reflecting its strong brand perception and position in the country.

İslam Güre, Country Manager of Turkish Airlines in Bangladesh, accepted the award on behalf of the airline at the gala ceremony held at Le Meridien Dhaka on September 20.

As the flag carrier of Türkiye, Turkish Airlines is globally renowned for its extensive flight network, award-winning service quality, and commitment to excellence.

In the 2025-26 edition, 49 brands across different sectors in Bangladesh received the Superbrands title.

For the first time, the airline category was evaluated, and Turkish Airlines became the first and only airline to be awarded in this category,

said a release.

This recognition is a reflection of the trust and loyalty of the airline's passengers, and the dedication of its team, added the release.

As the only European airline flying directly to and from Bangladesh, Turkish Airlines expressed gratitude in connecting people, cultures, and destinations worldwide.

"We will continue to serve Bangladesh with excellence," said Islam Gure on a social media post.

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