

Faria Yasmin becomes first Bangladeshi MD to lead Bata Bangladesh

- A Monitor Report

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Dhaka : Bata Shoe Company (Bangladesh) Ltd, the country's oldest footwear maker, has appointed Faria Yasmin as its Managing Director (MD), making her the first Bangladeshi to hold the post since independence.

The appointment is taking effect this month, and she is assuming office on October 20, the company said in a statement. Faria is also the first woman to lead Bata Bangladesh.

She is succeeding Debabrata Mukherjee, who will leave the company on November 20, 2025, to take up a position at a multinational company in India, according to Bata.

Faria has over 23 years of strategic leadership experience in brand marketing, portfolio management, and business operations across

Bangladesh and Sri Lanka.

Before joining Bata, she served as chief business officer at ACI PLC and held senior positions at Reckitt Benckiser, Marico, and Nestlé.

Her proven expertise in driving innovation, growth, and operational excellence is expected to further strengthen Bata's leadership in the market.