

Bidya Sinha Saha Mim named brand ambassador of Chuti Group

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Dhaka: Bangladeshi actress and model Bidya Sinha Saha Mim has been appointed as the brand ambassador of Chuti Group, a hospitality company operating resort properties across Bangladesh.

The announcement was made at a ceremony held on April 23 in Dhaka. The event was presided over by Chuti Group Chairman and Co-founder Mostofa Mahmud Arifee, alongside Co-founder and Managing Director of Chuti Resort Purbachal Almgir Ferdous; Managing Director of Chuti Resort Pubail and Chuti Forest Eagle Resort Md. Samsul Islam Masud; and Managing Director of Chuti Beach Resort, Saltnat Tea Resort, and Saltnat Highway Village Mostafa Kamal. Senior officials and distinguished guests were also present.

Speaking at the event, Arifee expressed enthusiasm about the

partnership, saying Mim's connection with audiences and dynamic personality closely reflect the values and vision of the group.

Mim said she was honored to represent a brand that celebrates nature, hospitality, and meaningful travel experiences.

Through the collaboration, Chuti Group aims to strengthen its brand positioning by expanding engagement across tourism, entertainment, and digital platforms, while showcasing its upcoming developments and long-term investment roadmap.

Chuti Group currently operates several resort properties, including Chuti Resort Gazipur, Chuti Resort Purbachal, Chuti Resort Pubail, and Forest Eagle Resort in Shamshernagar, Sylhet.

The company has also outlined an ambitious pipeline of upcoming projects. These include Chuti Beach Resort in Cox's Bazar, two five-star hotel developments — Chuti Harmony in Purbachal and Chuti Signature in Pubail — along with Saltanat Tea Resort in Sreemangal, Saltanat Highway Village along the Dhaka-Khulna highway, and Chuti Valley in Rajendrapur, Gazipur.

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