

Press Release

06/03/2016

A New Look for Polar Ice Cream



Photo caption: Polar Ice Cream has officially got their new look. The logo of their new look was unveiled by Khandker MD Touhiduzzaman, Director, Dhaka Ice Cream Limited. Shah Masud Imam, Chief Operating Officer and Md. Abdullah Al-Mamun, Marketing Manager were also present at the unveiling ceremony.

March 06, 2016: Today, Polar Ice Cream unveiled its new logo refreshing its intent of offering a contemporary and modern range of tasty and high quality ice creams to Bangladeshi consumers. K.M. Touhiduzzaman, Director, Dhaka Ice Cream Industries Limited, formally inaugurated the logo at an official function. The new look will be rolled out across all products and media in phases.

The function was attended by many senior officials of the company including Chief Operating Officer Shah Masud Imam, Marketing Manager Abdullah Al-Mamun, Head of Sales & Distribution Syed Johurul Alam and Group Head of HR & Corporate Affairs Golam Habib.