



Mr Hafiz Alam Bakhsh

Place of Residence: **London**

Sector: **Media (Electronic)**

Having had a thriving property and restaurant business, idea of business diversification propelled to make a timely move to bid for a better future investments, which was realized during the tenure of Head of Channel S Sales and Marketing Department in 2005. An astute business venture opened an avenue for a new challenge: ATN Bangla UK, which has over the year proven to be a challenge worth while. This was, of course, owing to previous entrepreneurial skills and experience of different nature, particularly wealth of experience achieved during Channel S days became very useful to establish ATN Bangla UK as one of the most profitable and viewed satellite television throughout the UK and Europe within a very short span of time.

Sales and Marketing of ATN Bangla UK is strategically dynamic and has been proven to be all-inclusive business oriented that is keeping the organization ahead

of its competitors both in the UK and beyond. Sales and Marketing being an organizational membrane, a strong correlation has been developed between the Sales and Marketing Department and Editorials of ATN Bangla UK. This is consistent with what the viewers want to see and what the ATN Bangla UK management promises to show.

ATN Bangla UK has evidently made a permanent imprint in the heart and mind of the viewers both from popularity and revenue viewpoints; every indicator is suggesting that ATN Bangla UK is growing from strength to strength and this is attributed to diligence and determination of Hafiz Alam Bakhsh, who has set an example of accomplishment for other Bangladeshi people both in the UK and elsewhere.

In spite of his busy schedule, he is a passionate producer and actor with vision and glamour; despite limitations, working without com-

promise on a professional front, earned reputation for persistence owing to relentless stage practice, improvisation and determination to promote Bangladeshi films globally and is now a chiselled actor as well as producer of distinct calibre. He has firsthand experience of freelance filmmaking, producing and acting; produced for many televisions and private sector media companies, driven by intense enthusiasm and passion for creative work.

Hafiz Alam Bakhsh is undoubtedly one of the youngest British-Bangladeshi entrepreneurs, who precipitated and maximised the Bangladeshi diasporic presence in the UK and European electronic media, particularly by promoting the Bangladeshi social, cultural and economic contributions through his satellite television channel on BSkyB platform.