

NEWSLETTER

—
**Advancing Health,
Hygiene & Community
Wellbeing**

Promixco
Pharmaceuticals

Message from Management: Building a Healthier Bangladesh

February 2026 has been a month of purposeful growth for Promixco Pharmaceutical Limited (PPL). As a key healthcare arm of the PROMIXCO Group, our mission remains steadfast: to bridge the gap between world-class hygiene standards and everyday affordability for the people of Bangladesh.

Industry Pulse: February 2026 Insights

The pharmaceutical and healthcare manufacturing sector in Bangladesh continues its robust upward trajectory. With the industry now exceeding BDT 40,000 crore annually, local manufacturers satisfy nearly 98% of domestic demand.

Key Trends Shaping the Month:

- **Hygiene First:** A sustained surge in demand for professional-grade hand hygiene and sanitation solutions across clinical and domestic sectors.
- **The Herbal Shift:** Growing consumer preference for natural, chemical-free personal care and herbal formulations.
- **Empowering Women's Health:** Increased market penetration for high-quality, affordable menstrual hygiene products.
- **Regulatory Excellence:** A nationwide push for local manufacturing standards to align with global export benchmarks.

Product Spotlight: Innovation in Motion

Category	Key Products	Impact Focus
Hygiene & Home	Hand Wash, Dish Cleaner, Floor Cleaner	Professional-grade sterilization for homes and offices.
Women's Health	PINK Sanitary Napkins	Daily protection focusing on comfort, safety, and affordability.
Natural Care	Rupkotha Handmade Herbal Soap	Skin-friendly, natural ingredients for the eco-conscious consumer.

Strategic Impact

February's efforts reduced operational risk and boosted compliance confidence, creating a clear, sustainable path for Promixco to lead in Bangladesh's pharmaceutical sector.

Looking Ahead: February 2026

As we move into the next month, our strategy focuses on:

- 1. Nationwide Scaling:** Expanding our distribution network to reach the most remote corners of the country.
- 2. Brand Refresh:** Introducing updated packaging designs to enhance shelf presence and consumer trust.
- 3. R&D Excellence:** Continuing innovation within our herbal and personal care pipelines.

Built on discipline. Driven by demand. Ready for responsible growth.

