



PROJECT PROFILE · DIGITAL NEWSPAPER

The Daily Akash

Trusted journalism for a modern Bangladesh.

International English Edition · v1.0 · 24 August 2026

Parent group	Yess Bangla Private Limited
Category	Digital Newspaper
Founded	2020
Reach	Millions of monthly readers
Audience	Readers, advertisers and PR partners who value credible journalism.
Web	www.akash.news

01 THE VENTURE Overview

The Daily Akash is an independent, digital-first newsroom. Our reporters cover politics, business, sports, technology and culture with an editorial code that puts accuracy and accountability ahead of speed.

02 WHAT WE DELIVER Highlights

- Breaking news and investigative reporting
- Business, politics, sports and lifestyle coverage
- Multimedia storytelling — video, audio, long-reads
- Mobile-first digital experience

Yess Bangla Private Limited

Office: Block-A, Road-3, House-127 (Green View) (1st Floor), Mirpur-12, Dhaka-1216

Corporate Office: Section-11, Block-A, Main Road-3, Plot-10, Mirpur, Pallabi, Dhaka - 1216

Cell : +88 01916211111 **E-mail :** yessbangla.bd@gmail.com **Web :** www.yessbd.com

03

OFFERINGS

Services

News Reporting · Editorial & Opinion · Display & Native Ads · Sponsored Content

04

WHY CLIENTS CHOOSE US

Signature strengths

Independent newsroom

Editorial firewall, source protection and a published corrections policy.

Long-form & investigations

A dedicated desk for multi-week investigations and data journalism.

Native ad studio

Brand storytelling that respects readers — clearly labelled, beautifully crafted.

05

CASE STUDY

In practice

Challenge

Readers were drowning in unverified social posts and clickbait — credible journalism existed, but it was buried under slow sites and intrusive ads.

Our solution

We launched a mobile-first newsroom on a fast headless CMS, with a published code of ethics, structured beats, and a native ad studio that funds independent reporting.

Delivery phases

1. Discover

Reader interviews, beat mapping and an ethics charter co-written with senior editors.

2. Design

Reader-first article template, dark mode, distraction-free reading and rich media embeds.

3. Build

Headless CMS, edge caching, AMP/Web Stories, push subs and a sponsored-content workflow.

4. Launch & grow

Beat-by-beat rollout, newsletter loops and a weekly editorial scorecard.

06 TOOLING

Capabilities & stack

Next.js, Sanity CMS, Algolia, Cloudflare, OneSignal, Plausible

07 RESULTS

Measured outcomes

Monthly readers	5M+
Median load time	0.9s
Newsletter open rate	42%
Investigations / yr	30+

08 TESTIMONIAL

Client voice

“The Daily Akash is one of the few Bangla newsrooms we trust to fact-check before publishing. Their corrections policy and source protection are genuinely best-in-class for the region.”

— Dr. Asif Saleh · Senior Fellow, Media Integrity, South Asia Press Institute

09 NEXT STEPS

Talk to us

Reach out to our enterprise desk for a tailored proposal, references on request, and NDA-ready discovery.

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