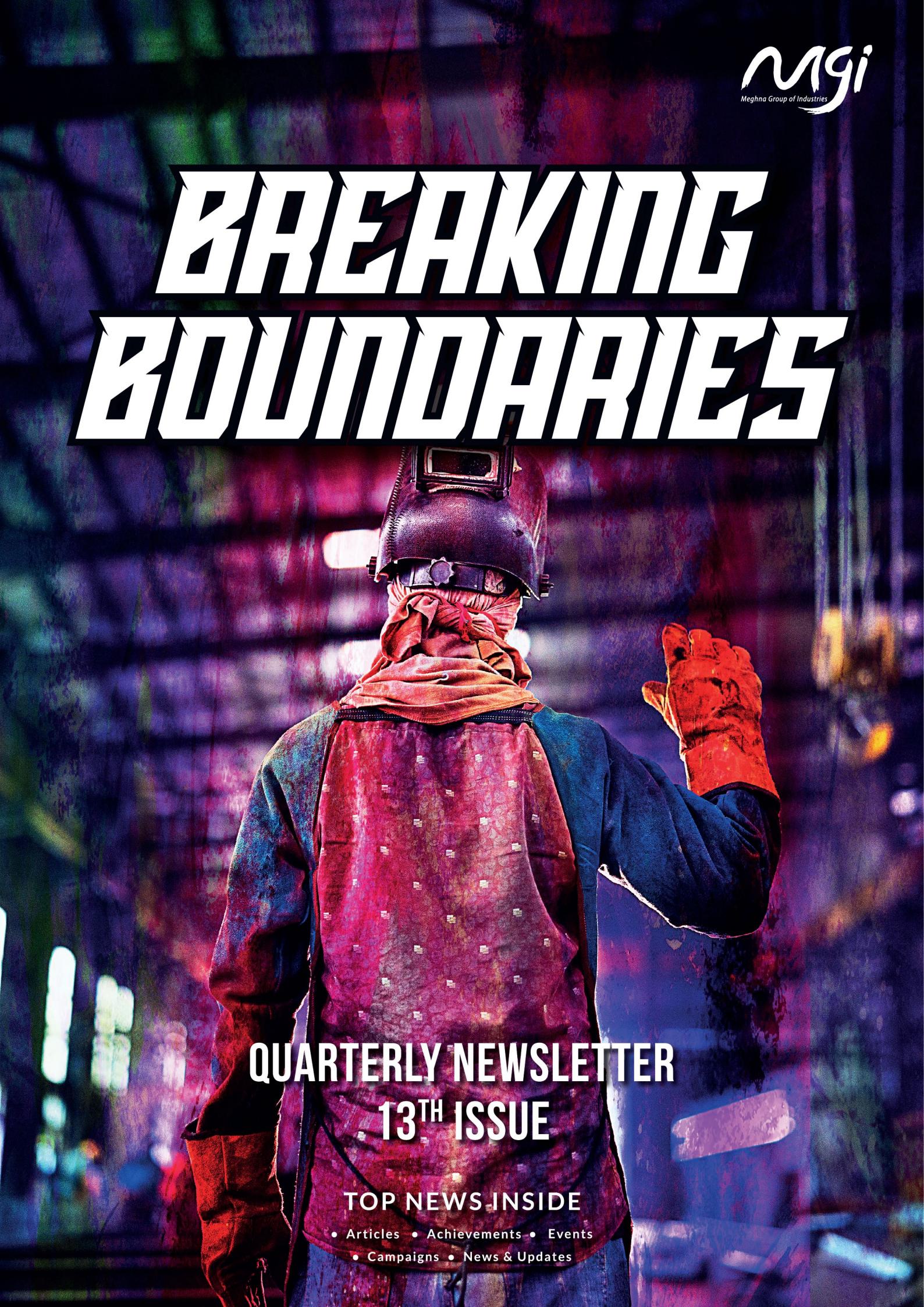


BREAKING BOUNDARIES



QUARTERLY NEWSLETTER
13TH ISSUE

TOP NEWS INSIDE

- Articles • Achievements • Events
- Campaigns • News & Updates

EDITORIAL

EDITORS' NOTE

The Editorial Team proudly welcomes you to the 13th Issue of the MGI 'Breaking Boundaries' Quarterly Newsletter, and extends heartfelt gratitude for the overwhelming support. Special acknowledgments go to MGI Director Mr. Tanveer Mostafa and Sr. GM (Brand) Mr. Kazi Md. Mohiuddin, as well as the Brand Team, In-house Design Team, and Admin Department for their unwavering dedication in producing this edition.

In the 2nd quarter of 2024, MGI has made remarkable strides. Meghna Bulk Bag Industries Ltd. (MBBIL) achieved a significant milestone by exporting 1,000 containers of jumbo bags to Europe and North America. Internationally acclaimed Sun Pharmaceuticals (EZ) Limited inaugurated its factory in Meghna Industrial Economic Zone (MIEZ). Additionally, MGI's 'Plastic Farming' initiative earned nominations in two categories at the prestigious Cannes Lions International Festival of Creativity.

This edition also highlights the hobbies and talents of our colleagues, along with a quiz section where participants can win an exciting gift. Hope you enjoy this latest issue of 'Breaking Boundaries'.

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Q&A AND
WINNER OF LAST EDITION

ARTICLES

MR. MOSTAFA KAMAL HIGHLIGHTS THE IMPORTANCE OF CONTEMPORARY EDUCATION FOR TODAY'S ENTREPRENEURS

On the 2nd day of the holy Eid-ul-Adha on June 18, 2024, MGI Chairman & Managing Director Mr. Mostafa Kamal was invited to an episode of Channel 24 special program- 'Talk with Billionaires'. In this interview, he discussed about the ups and downs of his life and how he became successful despite business obstacles. He also gave some advices to the new entrepreneurs.

Here is an excerpt from the interview-

MGI Chairman Mr. Mostafa Kamal advised the new generation of entrepreneurs to work hard and help Bangladesh progress. He encouraged them to stay up-to-date in their studies, saying, "Hard work brings wealth, and virtue brings happiness. You must work hard. However, there is a significant difference between the hard work of our era and that of today. We used to buy old books from the library, but now you can access Harvard, Oxford, and MIT through the internet. The world is much easier for you now, and you must advance significantly, especially as Bangladeshis. We entrepreneurs have a long journey ahead because, unfortunately, we were absorbed by Pakistan and gained independence much later. Despite being a small country with 180 million people, you must work hard with that in mind. Contemporary education is essential."

To watch the full interview, scan:



"NEED TO INTRODUCE TARIFF SYSTEM"

- MOHAMMED KHURSHED ALAM

By the end of 2024, 53 lac 20 thousand tons of production capacity will be added to the country's cement sector. An interview with MGI Executive Director (UCIL) Mohammad Khurshed Alam was published in 'Banik Barta' regarding the expectations from the cement sector in the Budget 2024-25.

Here's an excerpt of the interview:



MGI Executive Director (UCIL) Mohammad Khurshed Alam said, "Currently, the taxation system is inconsistent, with different companies being taxed at different rates. We proposed that if the same rate is applied for all of the companies, it would ensure fair competition."

To read the full interview, scan:



"NEW INCENTIVES ARE NEEDED"

- SUMAN CHANDRA BHOWMIK

Government economic zones will continue to receive tax holidays and duty-free benefits in the new government budget, as before. However, these benefits are no longer available for private economic zones. On June 09, 2024, 'Banik Barta' published a special report on this issue which included a statement by MGI General Manager (Accounts) Suman Chandra Bhowmik.

The statement is given below:



MGI General Manager (Accounts) Suman Chandra Bhowmik said, "We need new incentives now. We are working hard to attract investors, both domestically and internationally. We aim to bring investors in, but many are not willing to make deals with us. We don't understand why. Is it necessary to change SROs so quickly exempting facilities? The benefits for investors in BEPZA (Bangladesh Export Processing Zones Authority) are ongoing, but something different seems to be happening in their case. The government should offer more concessions in these matters."

To read the full article, scan:



ACHIEVEMENTS

PROBLEM

Bangladesh is a low-lying country. Plastic pollution and lack of agricultural land are 2 of the most prominent issues in Bangladesh. Due to rising water levels, floods and riverbank land erosion, day-by-day, agricultural lands are being lost. As a result, over 4 million farmers became climate refugees. On the other hand, as it is a Delta nation, the rivers in the nation carry 75,000 tons of plastic waste every day, even from the neighbouring nations. Harming both aquatic life and negatively affecting global warming.



IDEA

After 2 years of research with Agro-scientists, we found that Fungi eats up micro-plastic. So, since micro-plastic can be taken care of using Fungi, what if the plastic waste could be repurposed for hydroponic farming to help the climate refugees.

EXECUTION

MGI Plastic Farming in collaboration with Bidyanondo is an initiative to turn plastic into floating farms. MGI, Bidyanondo and local agriculture officers launched the initiative by educating 15,232 farmers in climate-affected areas about Plastic Farming. The initiative was extended with nationwide activations, a free website, video tutorials, and manuals accompanying MGI products. Farmers were taught how to collect plastic from water bodies, create floating farms, and release fungi to manage potential micro-plastic issues.

MGI
Meghna Group of Industries

PLASTIC FARMING
An initiative to turn plastic waste into floating farms



HOW IT WORKS

-  COLLECT PLASTIC BOTTLES
-  MAKE BAMBOO FRAMES
-  INSERT PLASTIC BOTTLES IN THE FRAME
-  COVER IT WITH A NET
-  PUT WATER HYACINTH COMPOST ON TOP
-  PLANT SEEDS
-  SPREAD MICROPLASTIC EATING FUNGI

CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY



RESULTS

Collected **125 TONS** of plastic waste
Held **117** training sessions online and offline
Trained **15,232** farmers hands-on
Distributed **100,000** flyers

1.1M+ USD Campaign PR value
2.4M+ views on video tutorials
11,573,842 Social media reach
2.5M+ Social media engagement
Enabled **2.4M+ acres** for potential farmland
Converted **7,000+** climate refugees into farmers



'Plastic Farming' nomination in Cannes Lions International Festival of Creativity

MGI'S PLASTIC FARMING INITIATIVE NOMINATED FOR TWO CANNES LIONS

In this year's Cannes Lions International Festival of Creativity, MGI's Plastic Farming Initiative has been nominated in 2 categories- 'Market Disruption' and 'Partnership for the Goals'.

The Cannes Lions International Festival of Creativity is a global event for the creative communications, advertising, and related fields. It is considered the most sought-after gathering in the advertising and creative communications world.

MGI developed 'Plastic Farming', a method that uses plastic waste to create floating farms for landless farmers. MGI taught over 500 farmers in Pirojpur and Gopalganj how to collect plastic wastes and use it for farming. The initiative expanded nationwide, providing training and resources to more than 15,000 farmers. To this date, the project has transformed approximately 2 million acres of potential farmland, collected 117 tons of plastic waste, and strengthened food security.





MBBIL CELEBRATES 1,000 CONTAINER EXPORT MILESTONE

Meghna Bulk Bag Industries Ltd. (MBBIL), a concern of MGI, has achieved a significant milestone by exporting 1,000 containers of Jumbo Bags to European and North American markets recently. Since its inception in 2018, MBBIL has emerged as the fastest-growing FIBC manufacturer in Bangladesh, achieving this feat in half the time compared to its nearest competitors.

To celebrate this milestone, an event was held on May 11, 2024 at MIEZ. MGI Chief Accounts Officer (CAO) Md. Rahmotullah Khondoker, GM (Fibre) Rafiqul Islam, GM (Factory) Mamunul Islam, Sr. Manager (Export) Md. Kazal Arifin were present at the celebration along with the other leaders from cross-functional departments. The participants expressed their gratitude to the MGI Chairman & Managing Director Mr. Mostafa Kamal and the Board of Directors for their visionary leadership and unwavering support.

MBBIL remains focused on delivering high-quality products and maintaining the strong partnerships that have been central to its achievements.



Some snippets from the celebration

INITIATIVES



World Environment Day 2024 rally at UCIL factory complex

UCIL OBSERVES WORLD ENVIRONMENT DAY 2024

Unique Cement Industries Ltd. (UCIL) arranged different activities to observe World Environment Day on June 05, 2024. As part of the World Environment Day 2024 theme 'Our land. Our future. We are #GenerationRestoration'- the arrangement focused on the collective efforts on environmental action inside the factory premise including a tree plantation program.

A special guest from the Ministry of Environment, Forest and Climate Change attended the arrangement, along with over 30 participants from the UCIL factory. Veteran management members highlighted the importance of tree plantation & environmental cleanup, recommending sustainable solutions for UCIL. Key topics included environmental management tools, risk-informed development, and adopting a circular economy. Feedback from the audience reinforced the commitment to these goals.

The program encouraged employees to engage in tree plantation & cleanup activities, creating a sense of responsibility towards the environment. UCIL aims to become a leading cement producer in Bangladesh while maintaining its surroundings and sustainability initiatives. The arrangement successfully boosted employee morale and motivation.



During the rally in Meghna Economic Zone (MEZ)

MGI OBSERVES 'WORLD DAY FOR SAFETY & HEALTH AT WORK 2024'

'World Day for Safety & Health at Work 2024' was observed across Meghna Economic Zone (MEZ), Meghna Industrial Economic Zone (MIEZ), Comilla Economic Zone (CEZ) and Auto Rice & Rice Bran Oil Mill (TFL), Bogura on April 28, 2024.

This year's theme set by the International Labour Organization (ILO) was 'Impacts of climate change on occupational Safety & Health'.

The event featured an awareness rallies at the Sugar Site, MEZ, MIEZ, CEZ, and Auto Rice & Rice Bran Oil Mill, Bogura. Approximately 400 employees from various factories participated. Before the rally commenced, MGI Chief Operating Officer (Sugar) and President of the Factory Management Committee M.A. Bakr addressed the participants, highlighting the significance of the day and urging everyone to take measures to maintain accident & injury-free factory premises. The central Health, Safety, Environmental, and Social (HSE&S) Department of MGI facilitated the entire program.

Other special guests included MGI Chief Logistics Officer (Security & Logistics) Brig. Gen. Qazi Abidus Samad (Retd.), Sr. GM (Accounts) Sarker Forhad Ahmed, Sr. GM (Plant) Emdadul Haque, Sr. GM (MBL) Samir Kumar Dutta, GM (Plant) Lutful Hasan, GM (Central Admin) Syed Hassan Jamil, GM (HSE&S) Mostofa Hasan, GM (Project, CEZ) Mohammed Moniruzzaman, Sr. DGM (AR&RBOM, Bogura) Md. Ketaur Rahman, along with the Plant Heads and other officials from different factories.



Rallies organized in CEZ, MEZ and MIEZ



An employee receiving reward in the monthly HSE&S program

MONTHLY HSE&S REWARD PROGRAM HELD AT CHEMICAL COMPLEX



Some scenes from the monthly HSE&S program

The monthly Health, Safety, Environmental & Social (HSE&S) Reward Program was held at the Chemical Complex (Meghna PVC Ltd. & Tasnim Chemical Complex Ltd.) in Meghna Economic Zone (MEZ). MGI Senior Executive Director (Chemical Complex) BM Islam, Plant Head (PET Plant) Balaji Kaliyaperumal, DGM (Plant Coordinator, TCCL & PET Plant) Md. Hemayet Uddin, General Manager (Chemical Complex) Lutful Hasan, Plant Head (MPVCL) Prakash Chandra Ratha, GM (HSE&S) Mostofa Hasan along with the department heads and employees of MPVCL & TCCL attended the program.

The monthly HSE&S Reward Program is designed to encourage safe behavior amongst the employees in the workplace. The program involves a reward system for those who consistently demonstrate safe practices. The primary goals are to promote a culture of safety within the organization, reduce the risk of accidents, encourage employee engagement, and enhance the organization's reputation.

Winners of this Program are selected based on their participation in hazard reporting, exercising 'stop work authority', contributing to Safety KAIZEN, participating in HSE&S training, and taking new HSE&S initiatives to improve the safety culture. Additional criteria include encouraging others to work safely, contributing to Emergency Preparedness & Response, participating in toolbox talks, engaging in HSE&S initiatives & suggestions, maintaining proper housekeeping, and implementing safe work systems such as PTW, LOTO, Hot Work, Confined Space, and Risk Assessment.



A moment from the tree plantation in the program

WORLD ENVIRONMENT DAY 2024 PROGRAM HELD IN CHEMICAL COMPLEX

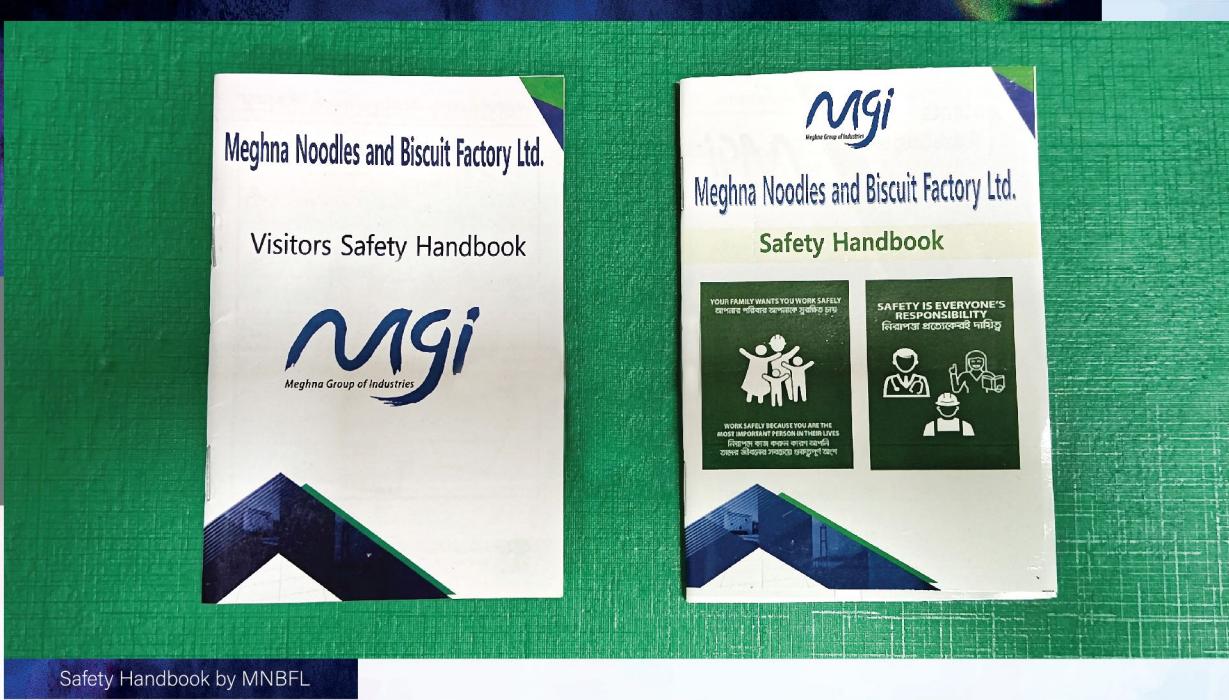
World Environment Day 2024 was celebrated at Meghna Economic Zone (MEZ) on June 05, 2024. The theme for this year's World Environment Day was 'Land Restoration, Desertification, and Drought Resilience', and the slogan, set by the United Nations Environment Programme (UNEP) was, "Our Land. Our Future. We are #GenerationRestoration."

Senior officials from Meghna PVC Ltd. (MPVCL) and Tasnim Chemical Complex Ltd. (TCCL) were present as special guests, including:

1. Senior Executive Director (Chemical Complex) BM Islam
2. General Manager (Chemical Complex) Lutful Hasan
3. Plant Head (MPVCL) Prakash Chandra Ratha
4. All Departmental Heads and other high-ranking officials

An awareness rally took place from the Chemical Complex main gate to the South Cooling Tower of MPVCL, with approximately 100 employees from MPVCL & TCCL participating. Before the rally commenced, MGI AGM (HSE&S) Kazi Ataur Rahman addressed the participants, emphasizing the purpose of World Environment Day saying, "We cannot turn back time, but we can grow forests, revive water sources, and restore soils. We are the generation that can make peace with the land."

Several events were organized, including a quiz competition with 300 employees participating, environmental awareness alerts, signing an Environmental Pledge banner, leadership speeches and a prize-giving ceremony. A tree plantation program was also arranged by the Arboriculture Department which will continue throughout the year. The entire program was facilitated by the Health, Safety, Environmental and Social (HSE&S) Department.



Safety Handbook by MNBFL

MNBFL SAFETY HANDBOOK PUBLISHED & DISTRIBUTED



From up to down: MGI GM (Operations, MNBFL) Arman Mahmud handing over safety handbooks to AGM Md. Abdur Rahim and Sr. AGM Md. Emran Ali

A bilingual 'Safety Handbook' for Meghna Noodles & Biscuit Factory Ltd. (MNBFL) was published and handed over to all of the employees. This was an initiative of the Health, Safety, Environment and Social (HSE&S) Department, with the support of MGI GM (Operations, MNBFL) Arman Mahmud and the MGI management at the factory premises.

The safety handbook serves as a reference tool for employees & visitors to help them with everyday issues. This is also beneficial in helping employees settle into their new roles. The handbook helps in terms of training, and warning the employees, workers & visitors who may be exposed to different types of hazards at the workplace. The safety handbook also provides some guidelines to avoid injury.

The safety handbook also communicates important instructions, reinforce safety messages and provide instruction knowledge about the Safety Policy, Pre-Risk Assessment, Ensuring Safe working conditions, Interrupting Unsafe Act, Establishing Basic Discipline, PPE & Work Clothing Code, Site Access Procedure, Grievance Procedure, Safe Work Standard, Emergency Response & Reporting Procedure that need to be followed to avoid injury, eliminate hazards, and avoid potential accidents.

The handbook is also handed over to the new joiners on or before the first day of work during the HSE&S introduction training. This ensures that the new joiner & the visitors can adapt the company quickly.

CAMPAIGNS



The Daily Star

A scene from the OVC

DIGITAL INCLUSION FOR MOTHERS: A UNIQUE CAMPAIGN FROM FRESH

Our flagship brand 'Fresh' launched the Mother's Day campaign titled 'Maa Shob Parey' in collaboration with The Daily Star. The idea behind the campaign was to address & reduce the digital literacy gap for the mothers in Bangladesh. The campaign encouraged the younger generations to teach their mothers digital skills, thereby raising awareness and promoting social change.

The campaign kicked off on Mother's Day this year with a compelling Online Video Content (OVC). The content storyline revolved around inspiring & supporting the efforts on these aspects. A dedicated microsite was also launched as the central part of the campaign. The microsite offers resources such as tutorials and articles on digital tools and received nearly 176 user-generated content submissions. From the numerous submissions, 10 participants were rewarded with gifts for successfully teaching their mothers new digital skills. Moreover, the campaign has been shortlisted for the SDG Brand Champion Awards 2024 in the Women Empowerment category.

The campaign OVC reached a total audience of 14 million, garnered 6.78 million views, and attracted 28.4 thousand microsite visits. These results demonstrate the success of the campaign in empowering mothers and contributing to digital inclusion in Bangladesh.



Creative for campaign call-to-action

To watch the OVC, scan:





MGI Director Barrister Tasnim Mostafa with the participants of Menstrual Hygiene Day event

FRESH ANONNA OBSERVES MENSTRUAL HYGIENE DAY 2024



Two posts from the influencer campaign

Fresh Anonna Sanitary Napkin launched a social media campaign on Menstrual Hygiene Day 2024 with the aim to raise awareness in this aspect. The campaign challenged the social stigma on period issues.

The campaign was done in two phases. Several notable influencers collaborated with MGI to make the campaign a success. In the first phase, social media influencers posted a profile picture with a finger pointing at a red dot on a mirror. They also tagged a significant friend from their lives with #PartnerInComfort as caption. In the second phase, they shared videos gifting Fresh Anonna to the women they had tagged.

In addition, MGI held an event at office premises to observe Menstrual Hygiene Day on May 28, 2024. MGI Director Barrister Tasnim Mostafa, Chief Human Resources Officer (CHRO) Atiq uz zaman Khan, GM (Sales) Md. Yeasin Mollah, and Dr. Tajkiatul Islam Mohua were present at the event. The purpose of the event was to break the stigma & normalize conversations on menstrual hygiene in workplace & society. An interactive session on menstrual hygiene was conducted. MGI Sr. Executive (HR) Rumana Afroze shared her coming of age story to inspire others. Each participant was gifted with Fresh Anonna Sanitary Napkin. MGI aims to continue hosting such events to further normalize discussions about menstruation hygiene.



Some students taking a snap at the photobooth

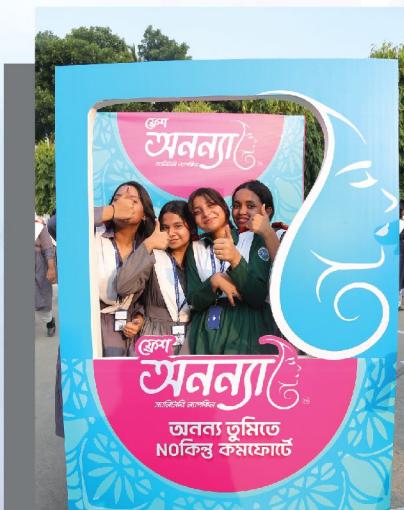
FRESH ANONNA TITLE SPONSORS RCCC CULTURAL CARNIVAL 2024

Rajuk College Cultural Club (RCCC) organized a two-day event called the 'RCCC Intra Cultural Carnival 2024' on 17-18 May, 2024. Fresh Anonna Sanitary Napkin was the title sponsor of the carnival. The objective of the sponsorship was to ensure the brand presence & create awareness for Fresh Anonna Sanitary Napkin to the students & community of a prominent college in Dhaka such as Rajuk Uttara Model College.

The first day of the carnival featured competitions in dance, music, drama, traditional arts, and more. In the afternoon, a concert took place with the performances from some prominent bands. On the second day, the winners of the competitions were awarded with mementos and certificates by the principal, vice principal, and senior teachers of the institution. Fresh Anonna Sanitary Napkin also received an award from the principal, as the title sponsor.

As part of the sponsorship, we installed a booth to make sanitary napkins more affordable and convenient for students to purchase. Additionally, to engage with the students and help break the social stigma surrounding sanitary napkins, we set up a photobooth where students took pictures & shared those on social media. Students sharing the photos on their social media received gifts.

Many students attended the carnival, leading to an increase in sales of Fresh Anonna Sanitary Napkins. Fresh Anonna Sanitary Napkin plans to sponsor several notable events in the future.



Some students taking a snap at the photobooth



A student receiving gift



Author Anisul Hoque with the participants

PROMOTING MENSTRUAL HYGIENE: FRESH ANONNA'S INITIATIVES IN NARAYANGANJ



Author Anisul Hoque during his speech

Fresh Anonna Sanitary Napkin organized two school activations in Narayanganj, in collaboration with Prothom Alo Kishore Alo titled 'Agamir Anonna'. For the past six months, these activations have been conducted in prominent schools with the aim to raise awareness on proper menstrual hygiene amongst young girls living outside Dhaka.

The activations took place at Narayanganj Govt. Girls' High School and Bandar Girls' School & College, Narayanganj. Approximately 600 students attended from both schools. The activities included a doctor-led session, a Q&A session, a brief session on menstrual hygiene, and an interactive segment where students were given gifts. Additionally, free sanitary napkins were distributed to the participating female students. A 'Surakkha Box' was also set up at both schools, helping the female students to purchase Fresh Anonna Sanitary Napkins at affordable prices.

Renowned author Anisul Hoque, principals from both schools and MGI officials were present at the sessions and shared their valuable insights. Fresh Anonna Sanitary Napkin aims to continue this initiative to promote proper menstrual hygiene awareness in the upcoming days.



Brand promoters for customer communication

FRESH INSTANT FULL CREAM MILK POWDER BAZAR ACTIVATION IN DHAKA

Fresh Instant Full Cream Milk Powder Bazar Activation was done in Dhaka during June 01, 2024 - June 14, 2024. The primary objective of the activation was customer engagement through product benefits communication (28% milk fat & creamy taste) and trial generation.

Below are some key aspects of the campaign-

Duration	15 days
Coverage	30 bazars (3 days each)
Sales Volume	4,445 kg (approx.)
Customers Communicated	45,000 (approx.)
Guaranteed Gifts	Opal & Crystal bowls
Communication Materials	Leaflet, bunting, festoons, t-shirt



Brand visibility for bazar activation



Campaign call-to-action post



Winners of the campaign

FRESH LP GAS ARRANGES 'ROMJAN JHOTPOT RECIPE' CAMPAIGN

As the holy month of Ramadan unfolded in 2024, Fresh LP Gas launched an exciting digital campaign to celebrate both culinary creativity and the spirit of togetherness. Titled 'Romjan Jhotpot Recipe,' this contest invited food enthusiasts from across the nation to share their best fast-cooked Ramadan meals.

Participants were tasked with presenting their best 'jhotpot' recipes—dishes that could be prepared quickly without sacrificing taste or nutritional value. From mouthwatering kebabs and refreshing sherbets to wholesome soups and rich curries—the variety of entries reflected the diverse culinary landscape of our country.

The response was overwhelming, with around 2,000 contestants submitting recipes that showcased their culinary flair and love for tradition. The contest encouraged participants to think creatively about how they could prepare quick yet delicious meals for Iftar and Suhur, catering to the needs of a busy lifestyle during the holy month.

Out of around 2,000 entries, 20 contestants were shortlisted based on the uniqueness of their recipes and the excellence of their presentation. Each of the 20 winners received an exclusive gift hamper from Fresh LP Gas, packed with goodies to further inspire their culinary adventures.



Campaign Billboard

FRESH CERAMICS BECOMES THE HIGHEST SELLING TILES BRAND IN BANGLADESH

Fresh Ceramics, the flagship brand of Meghna Ceramic Industries Ltd. (MCIL), became the highest selling tiles brand in Bangladesh. Having been established in August 2021, the brand quickly rose to the top of the market and has maintained its position for over a year. With the aim to mark the achievement & communicate it with the target audience, a comprehensive campaign plan was devised that started in May 2024.

The campaign included ad placements in print (magazine), outdoor (billboards) and digital media platforms (Google Display Network and Facebook). Apart from these, brand communication covered 250 dealers and 2,000 retailer outlets. The brand distributed 2,000 branded T-shirts to laborers and 3,700 umbrellas to retailers. Corporate clients were sent gift boxes as a token of appreciation for being with Fresh Ceramics, reinforcing the business partnerships. There were testimonial videos from the tiles fitters, customers and renowned architects, wishing the success to Fresh Ceramics. These testimonial videos were posted on Fresh Ceramics social media platforms as contents, generating over 33 million views.

Fresh Ceramics aims to further solidify its market position as the top tiles brand in Bangladesh with best in class product, top notch service and strategic communication.

Campaign branded T-shirt

EVENTS



Mr. Mostafa Kamal receiving the token of appreciation at the inauguration ceremony

SUN PHARMACEUTICALS (EZ) LTD. NEW FACTORY INAUGURATED IN MIEZ



Mr. Mostafa Kamal during his speech at the inauguration ceremony



Sun Pharma's factory inside MIEZ



Inauguration ceremony stage

Sun Pharmaceuticals (EZ) Limited, a subsidiary of Sun Pharma, the fourth largest global specialty generic pharmaceutical company in the world, has inaugurated its factory in Meghna Industrial Economic Zone (MIEZ) on May 25, 2024. The state-of-the-art facility is equipped with latest technology and conforms to cGMP standards.

Former Adviser to the former Prime Minister of People's Republic of Bangladesh on Private Industry and Investment Mr. Salman Fazlur Rahman, inaugurated the factory as chief guest. Honorable High Commissioner of India to Bangladesh Mr. Pranay Kumar Varma, Bangladesh Economic Zones Authority (BEZA) former Executive Chairman (Senior Secretary) Mr. Shaikh Yusuf Harun, Meghna Group of Industries (MGI) Chairman & Managing Director Mr. Mostafa Kamal, Directorate General of Drug Administration (DGDA) former Director General Major General Mohammad Yousuf, Bangladesh Association of Pharmaceuticals Industries President and Incepta Pharmaceuticals Ltd. Chairman & Managing Director Dr. Abdul Muktadir, University of Dhaka Faculty of Pharmacy former Dean (Acting) Prof. Dr. Firoj Ahmed were present as special guests in the inauguration ceremony. MENA/Bangladesh Regional Head Indranil Sen, Sun Pharma Country Head (Bangladesh) Sanjay Basu along with the local leadership team were also present at the inauguration ceremony.



MGFI CFO YUSUF ALI ATTENDS HSBC INNOVATION FORUM

The Hongkong and Shanghai Banking Corporation Limited organized an event titled 'HSBC Innovation Forum- Statutory Payments Landscape in Bangladesh and Way Forward' on February 06, 2024.

National Board of Revenue (NBR) Commissioner (Customs Risk Management Unit, iVAS Unit) Kazi Mostafizur Rahman, Bangladesh Bank Director (Payment Systems Department) Md. Sharafat Ullah Khan, Linde Bangladesh Chief Financial Officer (CFO) Suvendu Chowdhury, MGFI Chief Financial Officer (CFO) Yousuf Ali, HSBC Bangladesh Ltd. Country Head of Wholesale Banking Gerard Haughey, HSBC Regional Head of International Markets (Commercial Banking, Asia Pacific) Stuart Rogers, HSBC Regional Co-head (Global Payments Solutions, Asia Pacific) Manoj Dugar and HSBC customers.

The event was an opportunity to share knowledge and views on the advancement of the digital payments systems in the country and highlighted HSBC's continuous contribution in the development of electronic payment solutions.

To learn more, scan:





MGI dignitaries with meritorious students

NO. 1 RECOGNIZES TEA STALL OWNERS AND THEIR MERITORIOUS KIDS



Chief Accounts Officer Md. Rahmotullah Khondoker during his speech

Behind the success of every child lies the sacrifice and struggle of the father. MGI's condensed milk, milk powder, tea & sugar brand 'No. 1' has organized an event titled 'No. 1 Baba-r Kriti Shikkharrthi Shangbardhana' on June 03, 2024. The objective of the event was to celebrate the hard working fathers who own a tea stall and their children's success, by recognizing their academic merit in the 2024 SSC examination. Approximately 150 people attended the recognition event, including 50 meritorious students and their parents.

Aslam Khan, the father of Priya Khan, a student from Barisal, expressed his pride in attending such an event where his daughter was recognized. He said it felt like a dream for both him and his child. The attending students also expressed their joy & gratitude. An attending student said that they had never imagined continuing their education, yet they were being honored for their academic achievements. All thanks to their fathers' tireless work and love. The students hope to continue their studies in the future.

MGI Chief Accounts Officer Md. Rahmotullah Khondoker remarked, 'Behind the success of every child is the sacrifice and struggle of both the parents. We are proud to organize this reception for the children of these parents. No.1 as a brand has always stood by them and will continue to do so.'

MGI GM (Accounts) Sk. Bellal Hossain, GM (Sales) Md. Akterul Alam Shah, AGM (Brand) Muhammad Mahbubur Rahman, and other officials were also present at the event.



A Fresh Autogas Filling Station at Rangpur

FRESH AUTOGAS LAUNCHES 8 NEW STATIONS

Recently, Fresh Autogas has launched eight new Autogas stations in Cumilla, Bogura, Kushtia, Rangpur, Shariatpur and Dhaka City. With over 20 developed Autogas stations nationwide, including joint ventures and franchisees- Fresh Autogas is revolutionizing the way Bangladesh powers its vehicles.

Let's know more about these new stations-

Haque Petroleum

- Area: Putia, Kushtia
- Owner: Md. Ashique Mahmud
- Location:

Rangpur LPG

- Area: Rangpur
- Owner: Md. Ekbal Hosain
- Location:

Zaman LPG

- Area: Lalmai, Cumilla
- Owner: Mostufa Jaman Liton
- Location:

Doei CNG Filling Station

- Area: Bogura
- Owner: Abul Kalam Azad
- Location:

AM LP Autogas

- Area: Natherpetua, Cumilla
- Owner: Md. Ala Uddin
- Location:

Skamco CNG Ltd.

- Area: Kallyanpur, Dhaka
- Owner: Mohammad Mahbub Hossen Khan
- Location:

MIM LPG

- Area: Chaudhogram, Cumilla
- Owner: Mohammad Ali Mozumder
- Location:

Baraka LPG & Filling Station

- Area: Shariatpur
- Owner: Md. Aslam Mazhi
- Location:



Interior of an exclusive dealer showroom

FRESH CERAMICS INAUGURATES 6 NEW EXCLUSIVE DEALER SHOWROOMS

In line with its commitment to delivering 'A Fresh Start to an Aesthetic Life', Fresh Ceramics continues to open exclusive dealer showrooms across the country. In recent months, Meghna Ceramics Industries Ltd. (MCIL) has launched six new exclusive dealer showrooms for Fresh Ceramics.

These inauguration ceremonies were spearheaded by Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, accompanied by General Manager (Sales & Marketing) Iftakhar Alam.

Here are the key highlights of the inaugurated exclusive dealer showrooms:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Muhammad Saiful Islam and others during the inauguration of 'Ceramic Centre' in Jamalpur



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Muhammad Saiful Islam and others during the inauguration of 'Fiha-Riha Tiles & Sanitary' in Tangail

Ceramic Centre (Jamalpur)

- Inaugurated on June 08, 2024
- Proprietor name: Mahbubul Alam Shawon
- Showroom area: 2,800 sft.
- Location:

Fiha-Riha Tiles & Sanitary (Tangail)

- Inaugurated on June 09, 2024
- Proprietor name: Md. Razu Ahmed
- Showroom area: 2,250 sft.
- Location:



M/S Gazi Builders (Faridpur)

- Inaugurated on July 08, 2024
- Proprietor name(s): Gazi Abdur Rahman and Gazi Abdur Rahim (Rana)
- Showroom area: 820 sft.
- Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Assistant Manager (Sales) Md. Asadul Amin and others during the inauguration of 'M/S Gazi Builders' in Faridpur

Padma Tiles (Sirajganj)

- Inaugurated on July 04, 2024
- Proprietor name: Md. Almasur Rahman
- Showroom area: 1,850 sft.
- Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Monishankar Biswas and others during the inauguration of 'Padma Tiles' in Sirajganj

M/S Samon Enterprise (Brahmanbaria)

- Inaugurated on June 01, 2024
- Proprietor name: Sajib Khan
- Showroom area: 975 sft.
- Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Mostafizur Rahman and others during 'M/S Samon Enterprise' inauguration in Brahmanbaria

Tiles Fair (Bhola)

- Inaugurated on July 10, 2024
- Proprietor name: Md. Asaduzzaman
- Showroom area: 1,035 sft.
- Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Assistant Manager (Sales) Md. Asadul Amin and others during the inauguration of 'Tiles Fair' in Bhola



Fresh Ceramics branding in Madaripur event



Raffle Draw winner with the others in the Kishoreganj

FRESH CERAMICS NANDONIKOTAR KARIGOR HELD IN 5 DISTRICTS

Tile fitters are among the most influential Key Opinion Leaders, as end customers often seek their advice when purchasing tiles. To engage with them, Fresh Ceramics has been organizing Fitter Meets across Bangladesh titled 'Fresh Ceramics Nandonikotar Karigor'.

5 more fitter meets were arranged in recent times. Below are some key aspects of the events.

Number of Districts	5 (Kishoreganj, Sirajganj, Bagerhat, Madaripur, Feni)		
Number of Attendance	Kishoreganj	200	
	Sirajganj	220	
	Bagerhat	200	
	Madaripur	200	
	Feni	250	
Raffle Draw Gifts	1st Prize:	Refrigerator	
	2nd Prize:	Smartphone	
	3rd Prize:	Rechargeable Fan	
Raffle Draw Winners	Kishoreganj	Bagerhat	Feni
	1. Md. Nazmul	1. Hemayet Himu	1. Nishan Sen
	2. Md. Shahin	2. Abdul Kader	2. Alauddin
	3. Shipon	3. Mahedul	3. Mamun
	Sirajganj	Madaripur	
Raffle Draw Gifts	1. Jahidul Islam	1. Jihad	
	2. Abdul Mannan	2. Zilhaj	
	3. Md. Al-Amin	3. Firoz	



Tour participants with MGI Sr. GM (Marketing & Sales, UCIL) Md. Nasirul Alam Sumon

COX'S BAZAR TOUR FOR FRESH ULTRA STRONG CEMENT RETAIL ACHIEVERS

Fresh Ultra Strong Cement organized a Cox's Bazar tour for its 502 retail achievers as part of a 90-day trade offer. The tour commenced on 14-16 May and 2-5 June, 2024. The event aimed to build a promising and sustainable relationship with business stakeholders from every corner of the country. Additionally, the program created a platform for interaction, where participants could discuss the product, business prospects, and future relationships.

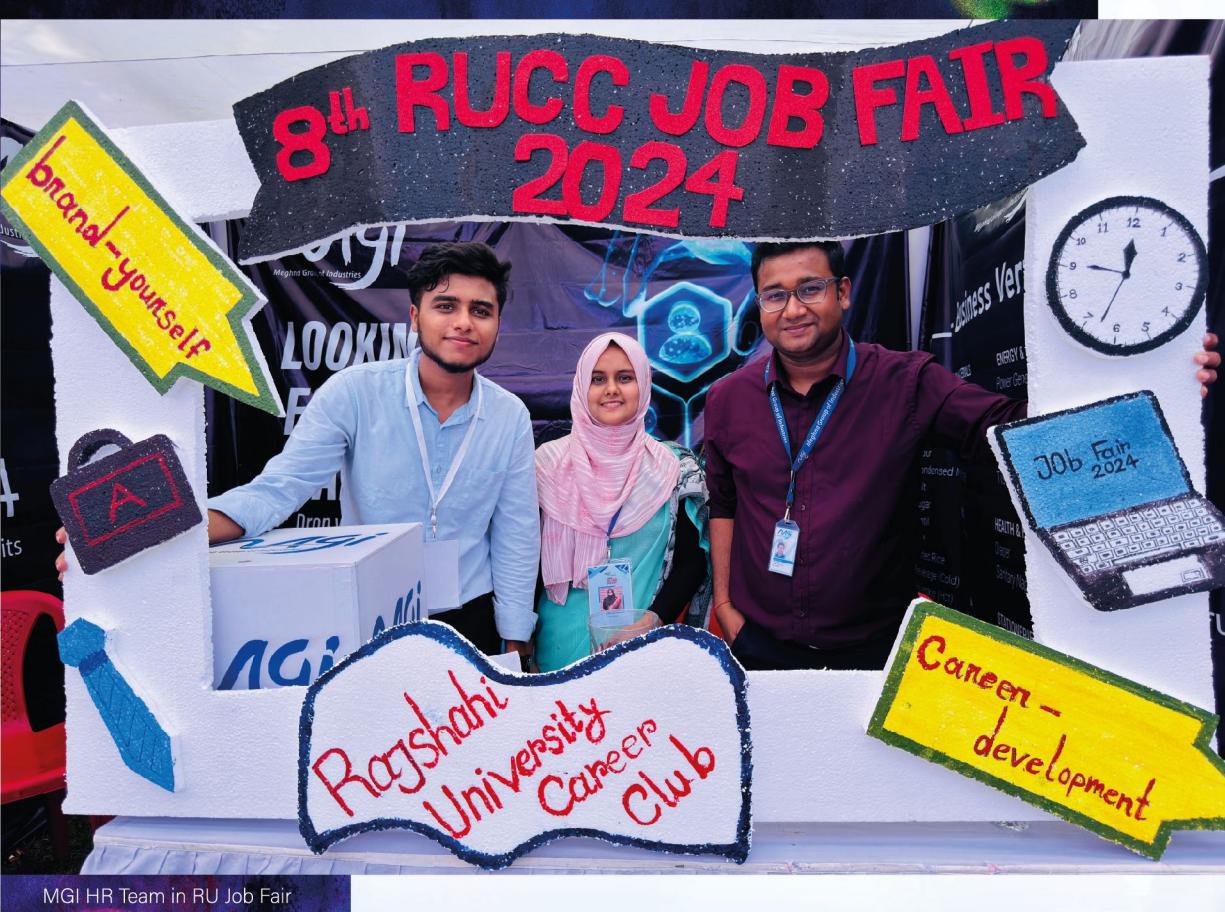
The tour included a 3-day, 2-night stay at a luxurious hotel in Cox's Bazar, along with a cultural night. The program was inaugurated by MGI Sr. GM (Marketing & Sales, UCIL) Md. Nasirul Alam Sumon.



A moment from the tour activity



MGI Sr. GM (Marketing & Sales, UCIL) Md. Nasirul Alam Sumon during his speech



MGI RECRUITS 11 TALENTS FROM RU & RUET



MGI HR Team with the organizers at the RU Job Fair



MGI HR Team communicating with the participants at RUET Job Fair

MGI - a leading conglomerate in Bangladesh, actively participated in two significant job fairs at Rajshahi University, held on May 18-19, 2024 and Rajshahi University of Engineering & Technology (RUET), held on April 26-27, 2024. These job fairs gave MGI an opportunity to connect with a diverse pool of students and graduates, emphasizing the company's commitment to attracting fresh talent for its expanding workforce.

At both the job fairs, MGI HR Team engaged with the attendees, offering insights for the company culture, values, and career opportunities. The team collected a total of 197 CVs, resulting in the recruitment of 11 talented individuals, with several more candidates in the recruitment pipeline.

The participation not only enhanced MGI's brand presence as the official snacks and beverage partner at the events, but also underscored the company's dedication to nurturing the next generation of leaders. MGI's involvement in these fairs, combined with extensive media coverage, has significantly bolstered its employer branding amongst the youth, particularly within the engineering community.

NEWS & UPDATES



MGI Sr. GM (Brand) Kazi Md. Mohiuddin with the guests in the event

MGI PARTNERS WITH 'YOUTHFUL ROOTS'

MGI is proud to be the partner of 'Youthful Roots: Planting Harmony for Tomorrow'- which is an initiative by the Women's Federation for World Peace Bangladesh (WFWP-BD) to inspire the youth community towards a more sustainable Bangladesh related to SDG 13 (Climate Action) by planting trees in different areas.

- An event was held on June 13, 2024 - at the American International University- Bangladesh (AIUB) with support from GO Girl Limited. Three trees, named after three guests of the event, were planted inside the campus premise at the event, which will be nurtured by the students. More of such events will be held in different educational institutes in the future.

Honorable Ambassador of Royal Bhutanese Embassy in Bangladesh H.E. Mr. Rinchen Kuentsyl was invited at the event as chief guest. Smart Bangladesh Network (SBN) Executive Member & Innovation a2i Programme Specialist Manik Mahmud and MGI Sr. GM (Brand) Kazi Md. Mohiuddin were invited as special guests. AIUB Board of Trustees Dr. Carmen Z. Lamagna and AIUB Vice Chancellor Prof. Dr. Saiful Islam were invited as guests of honor. As an integral part of the action plan for 'Green Fest', MGI will collaborate with more Universities for this initiative for a greener future.



MGI Sr. GM (Brand) Kazi Md. Mohiuddin with the guests in the event



Honorable Ambassador of Royal Bhutanese Embassy in Bangladesh H.E. Mr. Rinchen Kuentsyl and the president of Women's Federation for World Peace Bangladesh (WFWP-BD) Mehreen Bhuiyan Mahmud planting trees at the event



Eid combos are being handed over to the distributors

FRESH LP GAS SPREADS EID JOY TO DISTRIBUTORS NATIONWIDE

Fresh LP Gas embraced the spirit of the season with a heartfelt initiative during Eid-ul-Adha 2024. Embracing the spirit of the season, Fresh LP Gas took a heartfelt initiative to share the joy of this blessed occasion with the distributors nationwide. Over 300 distributors, who are the lifeblood of the brand, were surprised with meticulously crafted gift combos. The initiative reflected Fresh LP Gas's commitment to building strong & supportive relationships with its partners while contributing to their happiness during this religious celebration.

The combo included essential items such as cooking oil, milk powder, sugar, aromatic rice, and other ingredients needed to prepare a traditional Eid-ul-Adha family feast. All of these items were from our Fresh FMCG product line, ensuring the quality of the combo and the commitment of spreading happiness from the flagship brand of MGI.

The combos were distributed during June 06-12, 2024. Therefore, the distributors had ample time to prepare for the Eid festivities. Fresh LP Gas thoroughly coordinated this nationwide effort to ensure that the distributors spread to every corner of the country received their combos in time. This made the distributors feel appreciated & included.



Eid combos are being handed over to the distributors



Triathlete Arafat in Ironman Philippines

ARAFAT SHINES AT IRONMAN PHILIPPINES

Mohammad Shamsuzzaman Arafat completed the Ironman Philippines on June 09, 2024, at Subic Bay. This marked Arafat's 14th participation in an Ironman event, including 2 Ironman World Championships and 2 Ironman 70.3 World Championships.

He finished his 8th full-distance Ironman at the Ironman Philippines with a time of 12 hours, 20 minutes, and 45 seconds. Arafat ranked 19th out of 30 in the 30-34 age group and 100th overall.



Triathlete Arafat in Ironman Philippines

NEW PRODUCT DEVELOPMENT

SNACK TIME JUST GOT BETTER WITH FRESH MILK BREAD AND FRESH JELLY BUN



Fresh Milk Bread

Fresh Milk Bread (120g):

Introducing Fresh Milk Bread, the newest addition to our Fresh Bread line!

This mini-sized, milk-flavored sliced bread is perfect for those who are always on the go. Filled with nutritious milk flavor, it offers a delightful and nourishing option for quick bites. With 8 perfectly sliced pieces, this bread is designed to be a convenient, single-serving snack, making it an ideal choice for tea stalls, tongs, and small shops. Whether you're in a rush, need a quick breakfast, or simply want a light, wholesome snack, Fresh Milk Bread is your perfect companion. Enjoy the soft, flavorful slices that bring both comfort and convenience to your daily routine.



Fresh Jelly Bun

Fresh Jelly Bun (38g):

Say hello to Fresh Jelly Bun- the sweet treat you've been waiting for!

This new addition to our Fresh Bun line is filled with tasty orange jelly that delivers a burst of sweetness in every bite. Designed for ease and convenience, it's perfect for on-the-go snacking and makes a great alternative to less healthy options such as shingara or puri. Whether you're traveling, taking a break, or just need a quick snack- Fresh Jelly Bun is here to satisfy your cravings. Indulge in this sweet, easy-to-consume bun that adds a delightful twist to your snack time.

TALENT BEYOND WORKPLACE

32



PAINTING NATURE'S SOUL

SUMAN BANIK

MANAGER, BRAND (AD & CREATIVE)

I have always harbored a strong passion for painting from my childhood. Later on, I completed Honors (Printmaking) from the Fine Arts Department of Rajshahi University as a result of my parents' decision and my own desire. Nature is a part of our life. So my canvas and colors have a reflection of it. These expressions of creative practice always inspire me at work. I always try to express myself by creating something different- in almost every field of art or workplace.



HARMONIZING WITH NATURE

RUKHSANA HUSSAIN ROHINI

MANAGEMENT TRAINEE OFFICER (BRAND)

I started painting during my school days. Over the years, it has become one of my favorite hobbies. As a nature enthusiast, I always strive to capture the beauty of nature in my paintings. Whether it's the gentle pattern of rain, the serene glow of the moon, the breathtaking hues of a sunset, or the delicate charm of flowers- these elements of nature have always been my muse. Amidst the hustle & bustle of professional life, I find my exact expression through painting.



Q&A (QUIZ QUESTIONS) AND WINNER OF LAST EDITION



You can also win a surprise gift!
Participate in the quiz
get a chance to win



CONGRATULATIONS TO THE QUIZ WINNER OF BREAKING BOUNDARIES 12TH ISSUE

The Q&A segment of the 12th issue of 'Breaking Boundaries' saw active participation from a total of 53 individuals. Among them, 32 successfully answered all the questions. The Corporate Brand Team organized a raffle draw to pick the winner. MGI Executive (ERP Core Team) Md. Rashadul Islam was the winner of the raffle draw.

A gift handover ceremony took place at Fresh Villa on September 10, 2024. MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and GM (Sales) Md. Yeasin Mollah handed over a brand-new '**OnePlus Nord N30 SE 5G**' to the winner. The winner expressed great joy & gratitude upon receiving the prize.



Visit the link



<https://tinyurl.com/4xn8ss65>

Participate in the quiz
from your official e-mail ID
by November 15, 2024.
Get a chance to win a surprise!

Or scan the QR code



Scan Here





mgi
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BREAKING BOUNDARIES

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