

BREAKING BOUNDARIES

15TH EDITION



STEPPING INTO



Years

ADVANCING
BANGLADESH
TRUSTED BY MILLIONS



QUARTERLY NEWSLETTER

TOP NEWS INSIDE

- Articles • Achievements • Events
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EDITORIAL

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The Editorial Team is delighted to present the 15th Issue of the MGI 'Breaking Boundaries' Quarterly Newsletter and extends heartfelt gratitude for your continued and enthusiastic support. We would like to express special gratitude 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 steadfast commitment in bringing this edition to life.

This quarter marks a historic milestone for MGI, as the company proudly steps into its 50th year. Over the past 5 decades, MGI has evolved into one of the largest conglomerates in Bangladesh. The stepping into 50 years celebration has been marked with vibrant festivities, striving new investments, and a moment of reflection on MGI's enduring impact on millions of households and the national economy.

Notable achievements this quarter include MGI's impressive performance at Commward 2024, 'Fresh Stationery Golper Khata' and 'Plastic Farming' campaigns. Fresh LP Gas also celebrated a record-breaking sales milestone. Additionally, MGI signed a USD 20 million loan agreement with ADB- another step forward in the company's commitment to sustainable development.

In this edition, like always, we also spotlight the hobbies and talents of our colleagues and invite you to participate in a quiz contest for a chance to win exciting prize. We hope you enjoy this latest edition of Breaking Boundaries.

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MGI Chairman & Managing Director Mr. Mostafa Kamal, Vice Chairman Beauty Akter, MGI Directors Tanjima Mostafa and Barrister Tasnim Mostafa, Bangladesh National Insurance Company Ltd. Director Wasikur Rahman, and Tamishna & Convince Group Executive Director Rashik Alam Chowdhury pose for a group photo with other high officials of MGI at a celebratory program organized at the MGI Head Office

MGI STEPS INTO 50 YEARS

From a humble beginning of 'Kamal Trading Company' in 1976, MGI has stepped into the 50th year of business operations in January 2025. From the first ever industrial unit (Meghna Vegetable Oil Industries Ltd.) on a small patch of land in Meghnaghat, Narayanganj in 1989, the conglomerate now has 54 industrial units. Starting from FMCG products, MGI now has large interventions in building materials, shipping, basic & petrochemicals, pulp & paper, economic zones, energy & power, stationeries, printing & packaging, health & hygiene, fiber, feeds, seeds crushing, aviation, financial institutions, capital market, hospitality, health care, information technology, real estate, sports etc. The conglomerate exports in 52 countries around the world. MGI's flagship brand 'Fresh' has now become synonymous to quality and is loved by the millions of Bangladeshis. Other MGI brands such as No. 1, Actifit, Pure, Meghnacem Super Deluxe and Dhalai Special has also won hearts of the Bangladeshi people. Currently, 1 in every 2 households in Bangladesh uses any of MGI products every day. Over the course of 5 decades, MGI has become a big family of more than 50,000 employment, 6,650 distributors and 15,000 suppliers. The yearly turnover of MGI is now approximately USD 3 billion.



MGI Chairman & Managing Director Mr. Mostafa Kamal delivering his speech at the program



MGI Director Tanveer Mostafa delivering his speech via video conference at the program



MGI Directors Tahmina Mostafa, Tanjima Mostafa, Barrister Tasnim Mostafa and Sr. Executive Director Taif Bin Yousuf - delivering their speeches



Gate branding of the MGI Head Office in Gulshan

To commemorate this significant milestone, a program was organized at MGI head office in Gulshan, Dhaka on January 05, 2025. MGI Chairman & Managing Director Mr. Mostafa Kamal, was present as the chief guest of the ceremony. MGI Vice Chairman Beauty Akhter, Directors Tanjima Mostafa and Barrister Tasnim Mostafa, and senior officials of the organization were also present. The other two directors, Tahmina Mostafa and Tanveer Mostafa, along with Senior Executive Director Taif Bin Yousuf and Executive Director (Head of Export) Sameera Rahman joined the celebration via video conference.

Speaking as the chief guest of the ceremony, Mr. Mostafa Kamal reflected on MGI's 50-year journey saying, "My journey as a businessman began in 1976 with the establishment of Kamal Trading Company. I had to overcome many obstacles and dangers with hard work & courage. From a country that started with a fragile economy & infrastructure, our path to a new Bangladesh over the past 50 years has been truly unimaginable. MGI began with a simple philosophy- to provide quality products that are affordable to Bangladeshi consumers. We remain steadfast in this philosophy ever since."

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Reception branding of the MGI Head Office in Gulshan

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Mr. Mostafa Kamal also spoke about the MGI's new investment plans at the ceremony, along with the announcement of establishing steel and glass factories. There are also major investment initiatives in the paper and petrochemical sectors.

In her speech, MGI Director Tanjima Mostafa said, "Reaching this milestone was made possible by the collective efforts of everyone in the organization. With approximately 50,000 employees, MGI has now become not only an economic powerhouse but also a symbol of great responsibility."

MGI Director Barrister Tasnim Mostafa asked everyone in the organization to keep the future prospect of the company in mind in her speech. She noted, "The current position was achieved through the tireless work of all employees. Therefore, along with celebrating its stepping into 50 years, we should also focus on shaping the organization's future."



Arch branding of the MGI Head Office in Gulshan





MGI employees celebrating the event in the factory premises

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Different MGI factory complexes were also connected via video conference to the ceremony held at the head office, as the officials from there also participated. The entire event was also live streamed on MGI official social media page. As part of the celebration, all of the MGI employees wore special tshirts and were given special diaries marking the occasion at their respective workplaces. Special decorations, arches, and photobooths were set up at offices, factories, and depots across the country. Special commemorative banners were displayed in the distributor points. Special meals were served for the employees of the Dhaka offices.



MGI employees celebrating the event in the MIEZ premises



MGI employees celebrating the occasion with commemorative banners

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Campaign communication visuals in Gulshan 1 circle



As mass communication, a commemorative TVC was aired in different channels and social media platforms under the theme 'Advancing Bangladesh, Trusted by Millions'. A special four-page print ad was also published in leading newspapers of Bangladesh highlighting the campaign and different aspects & achievements of MGI. Campaign communication visual was displayed in key locations around Dhaka City and on billboards nationwide. All of the MGI officials' phone had the campaign theme song as caller tune.

To watch the campaign TVC, scan -



Rebranded 'Gulshan Chaka' buses



Campaign communication visuals in various locations

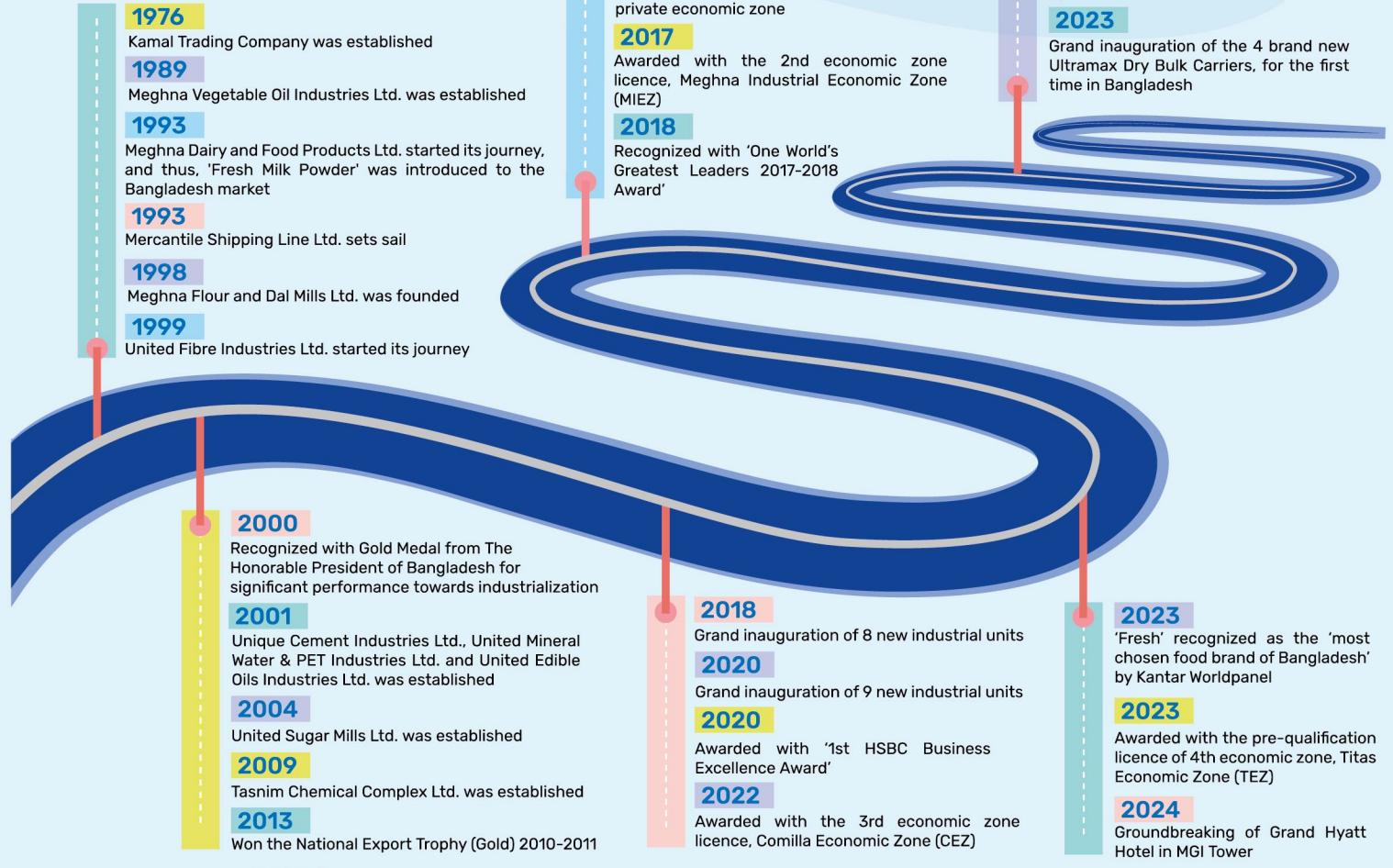


Campaign communication visuals in various locations

Take a look at the special press Ad published on this occasion from the next page -



50 Years' Journey of MGI



MGI Business Verticals

FMCG



Daily Essentials

MGI's flagship brand 'Fresh' is a name loved by the Bangladeshi, with daily essentials such as Super Fresh Fortified Soybean Oil, Fresh Rice Bran Oil, Fresh Mustard Oil, Fresh Refined Sugar, Fresh Super Premium Salt, Fresh Atta-Maida-Suji, Fresh Instant Full Cream Milk Powder, Fresh Chinigura Aromatic Rice, Fresh Boiled Rice, Fresh Lentil, Fresh Premium Tea, Fresh Spices, No.1 Condensed Milk and many more. Currently, 1 in every 2 households in Bangladesh uses MGI products.

Beverage

MGI's Super Fresh Packaged Drinking Water is recognized as the no.1 packaged drinking water brand in Bangladesh. Besides, MGI also has well accepted beverage brands including Gear, Fresh Cola, Fresh Up, Fresh Googly, Fresh Mojito, Fresh Mejanda etc.

Noodles, Snacks & Confectionery

MGI's noodles, snacks and confectionery category items are also popular to the Bangladeshi consumers. Some of the products in this category include Fresh Instant Noodles, Fresh Noodles in Cup, Fresh Biscuits & Cookies, Fresh Bread & Bun, Fresh Cake, Fresh Chanachur, Fresh Jhal Muri, Fresh Puffed Rice, Fresh Crispee Wafer, Fresh Candy etc.

Building Materials



Cement

MGI's Fresh Cement is one of the leading brands in the cement sector of Bangladesh, with the daily production capacity of approximately 25,000 metric tons. Currently, MGI is marketing cement under 3 brands- Fresh Ultra Strong, Meghnacem Super Deluxe and Dhalai Special.

Ceramics

Launched in 2021, Fresh Ceramics has become the highest selling tiles brand in Bangladesh in just 3 years' time. Fresh Ceramics has the largest kiln in Bangladesh under one shed. The 2nd unit has already started its operations.

Steel Fabrication

MGI's sister concern Sonargaon Steel Fabricate Ltd. (SSFL) is operating with modern and high precision equipment to produce best quality steel based building materials at the daily capacity of approximately 105 metric ton.

Aviation



MGI operates one of the largest private aviation fleets in Bangladesh with 6 state of the art helicopters. Meghna Aviation Ltd. is the first & only aviation corporation in Bangladesh to conduct night-flying mode. Apart from commercial requirements, these helicopters are also being used to provide emergency air ambulance services and delivering necessary supplies during national emergencies.

Energy & Power

LP Gas

Starting its journey in 2019, Fresh LP Gas has already established itself as one of the leading players in the sector with its nationwide distribution network and quality product. Besides providing gas in cylinder, Fresh LP Gas is also providing quality product and service through Reticulation System at both commercial & household level. Eco-friendly Fresh Autogas service for the vehicles is also expanding over time throughout the country.

Power Generation

Currently MGI has 5 power plant units to meet the demand of its different units. The combined capacity of the units is 200 Megawatt/hour.

Solar Energy

Specializing in On-Grid Rooftop solar systems, MGI's sister concern Sonargaon Solar Energy Ltd. has become a prominent player in the renewable energy sector of Bangladesh. Currently, approximately 50 MWp of rooftop solar power is successfully operating at multiple MGI factories. As of December 2024, MGI has replaced approximately 30,000 MWh of grid electricity with solar power, reducing approximately 20,000 metric tons of CO₂ emissions.

Basic & Petrochemical



PVC & PET

MGI has established Meghna PVC Ltd., the first ever PVC & PET resin production factory in Bangladesh by investing approximately USD 400 million. This is the largest ever private investment in Bangladesh. Meghna PVC Ltd. is playing the role of PVC (commonly used in making pipes) & PET Resin (commonly used in making bottles) import substitute as well as an export oriented industry.

Basic Chemicals

MGI's sister concern Tasnim Chemical Complex Ltd. (TCCL), has been fulfilling a large portion of the local industrial chemical demand such as Caustic Soda, Hydrochloric Acid, Hydrogen Peroxide, Chlorine etc. and has also been exporting chemicals in large scale at different Asian, African, North & South American and the Middle Eastern countries.

Shipping & Shipbuilding



Currently, MGI has 23 bulk carriers & 2 oil tankers in its oceangoing vessel (OGV) fleet. Besides, MGI's sister concern Sonargaon Ship Builders and Dockyard Ltd. is working relentlessly round the year and now has more than 100 inland/lighter vessels in its fleet.

Fiber



Established in 2018, Meghna Bulk Bag Industries Ltd. (MBBIL) has achieved a significant milestone by exporting 1,000 containers of Jumbo Bags to European and North American markets in 2024.

Seeds Crushing



MGI has one of the largest seeds crushing plants in Bangladesh, contributing as a backward integration initiative and extending MGI's value chain for greater efficiency. This Soybean & Rapeseed processing plant is committed to produce high-quality Soya Meal, Rapeseed Cake, Extruded Full Fat (Soya), Soya Hulls, Liquid Lecithin, Powder Lecithin and Lecithin Oil for feed mills across the country.

Pulp & Paper



Tissue Paper

MGI has one of the largest tissue paper manufacturing factories in Bangladesh- producing facial tissue, paper napkin, toilet tissue, hand towel, kitchen towel, wallet tissue from 100% virgin pulp using completely automated machines. Fresh Tissue has become a very popular name in every household.

Commercial Paper

MGI is a leading Liner & Medium Paper producer & seller in Bangladesh. The group is also producing different types of paper in GSM control machine including A4, Demy Paper, PaperSheet etc. for commercial use from world's finest imported raw materials.

Stationery



MGI is contributing to the education sector by ensuring affordable stationeries including balpen, exercise book, eraser, sharpener, pencil box, scale, clipboard etc. New items are being included in its stationeries range to meet the demands of the growing education sector.

Steel

MGI's upcoming steel project is projected to have an investment of approximately USD 400 million to establish a steel industry with the latest Electric Arc Furnace (EAF) technology in Comilla Economic Zone (CEZ). The expected annual production capacity of the project will be approximately 1.5 million metric ton billet and approximately 1 million metric ton of rebar from the billet.

Glass

The upcoming Meghna Glass Industries Limited (MGIL) will produce various types of float glasses. Additionally, an Aluminum Extrusion Process plant will be established to produce a wide range of aluminum profiles. These aluminum profiles will be used in doors, windows, partition walls, and in combination with glass sheets.

Private Economic Zone



MGI is the first ever conglomerate in Bangladesh to be awarded with the license of a private economic zone. Currently, MGI has 3 economic zones- Meghna Economic Zone (MEZ), Meghna Industrial Economic Zone (MIEZ) and Cumilla Economic Zone (CEZ). MGI has also received the pre-qualification license for the 4th, Titas Economic Zone (TEZ).

Printing & Packaging

MGI's printing & packaging factory produces a diverse range of packaging solutions, including corrugated and foil options such as cartons and boxes, to meet the growing demand. It uses the most advanced technology available today. Packaging produced by MGI is used in different industries including food products, cosmetics & toiletries, pharmaceuticals, insecticides & pesticides, spices, dairy products, frozen food products, detergent etc.

Health & Hygiene

For the wellbeing of the people, MGI is ensuring health & hygiene products at an affordable price. With the existing products like Fresh Happy Nappy Diaper, baby wipes, Fresh Anonna Sanitary Napkin- the product line is expanding over the course of time.

Feeds

MGI's sister concern United Feeds Ltd. is contributing to the economy by providing quality feeds to the Poultry, Fisheries and Cattle Farms of the country.



Paper Unit Expansion

MGI will be investing approximately USD 200 million for making Swedish Board, Art Card, Duplex Board, and Kraft Liner. This first of its kind investment in Bangladesh will have the daily production capacity of approximately 400 metric tons. This investment will reduce the import dependency of these products in Bangladesh. Besides, MGI has already invested approximately USD 3 million in producing thermal and sublimation paper.

Investment in Petrochemical

MGI is also working for further investments in Petrochemical sector at a larger scale.

TOUCHING THE LIVES
OF MILLIONS

mgi
Meghna Group of Industries



"We always strive to contribute to the economy of Bangladesh and create employment at every step. As a symbol of trust and quality, we are committed to empowering people to improve their lives and lifestyles."

Mostafa Kamal

Chairman & Managing Director
Meghna Group of Industries (MGI)



1 Family

50 Years of Experience

54 Industrial Units

Yearly Turnover approximately USD 3 Billion

Exporting in more than 52 Countries

50,000+ Employees

6,650 Distributors

15,000 Suppliers

1 in every 2 households in Bangladesh uses MGI products

Sustainability

MGI is committed to eco-friendly initiatives to promote sustainable development of our environment and economy. The group's unique 'Plastic Farming' program has been recognized both locally and internationally. Major efforts, such as green energy projects and effluent treatment plants (ETP) in MGI industries, highlight the group's commitment. MGI has planted more than 1 lac trees in different factory premises. The company supports community-based cleanliness initiatives like 'My Green Initiative' and has installed sea-bins for waste management. Furthermore, approximately 70-75 kg per hour capacity incinerator has already been installed for waste management.



Mother & Child Care

MGI is involved in community works that enhanced the convenience of common people. As a part of the group's Corporate Social Responsibility (CSR), MGI has established the first ever baby care zone in Bangladesh at Hazrat Shahjalal International Airport (HSIA) in both domestic & international terminals and has been taking different initiatives to spread awareness against breast cancer. Additionally, MGI regularly contributes to orphans, the needy, and the other helpless groups in society.



MGI's Corporate Social Responsibility Initiatives

Community Development

MGI actively engages in social awareness and community development initiatives. MGI's 'Am I Driving Safely?' campaign addresses critical road safety issues. MGI also supports both government and non-government programs through donations. During national crises and natural disasters, MGI contributes through distributing donations and reliefs.



Healthcare

MGI has undertaken several initiatives to improve healthcare access. MGI contributes regularly to Central Hospital and The Barakah General Hospital Ltd. as directorial body member. The group has also contributed significantly to national efforts during the COVID-19 pandemic by supplying funds, oxygen cylinders, and essential medical equipment. MGI has also established a community clinic at Kankapait Union of Chaudhogram Upazila of Cumilla, with the cooperation of Community Based Health Care Programme of Government. Primary health care and 27 types of medicines are being provided to the people from the clinic.



Education

MGI's education initiatives extend beyond urban areas to rural communities. MGI has provided the largest single scholarships to Dhaka University Marketing Department, and donated to BUET Chemical Engineering Department for research and education. The group has established educational institutions such as Alhaj Noor Miah Degree College, Alhaj Ayesha Khaton Polytechnic Institute, Mostafa Kamal High School, Kankapait Primary School, Buddin Primary School, Alhaj Ayesha Noor Welfare Foundation, and Alhaj Ayesha Noor Mohila Dakhil Madrasah. MGI also offers regular financial assistance to underprivileged and talented students.





From Left to Right: MGI Sr. GM (Brand) Kazi Md. Mohiuddin, GM (Accounts) Rajib Kumar Saha, Fresh Ceramics GM (Sales & Marketing) Iftakhar Alam, MGI Executive Director (Admin) Syed Toufiq Uddin Ahmed, PPM, NDC, MGI CHRO Atiq uz Zaman Khan, MGI Directors Barrister Tasnim Mostafa and Tanjima Mostafa, MGI Executive Director & Head of Export Sameera Rahman, MGI Director Tanveer Mostafa, Fresh Ceramics COO A.K.M. Ziaul Islam, Fresh Ceramics AGM (Sales & Marketing) Md. Shaberuzzaman and MGI GM (Audit) Sazzad Hossain at the inauguration ceremony of 'House of Aesthetics'



FIRST EXCLUSIVE DISPLAY CENTRE OF FRESH CERAMICS 'HOUSE OF AESTHETICS' INAUGURATED

Fresh Ceramics unveiled its first exclusive display center, the 'Fresh Ceramics - House of Aesthetics', at the heart of the tiles market of Banglamotor-Hatirpool in Dhaka on November 26, 2024. The 2,000 square-feet exclusive display center encapsulates the brand's commitment to transforming living spaces through innovative tiles design.

The inauguration drew key figures from Meghna Group of Industries (MGI), including Directors Tanjima Mostafa, Tanveer Mostafa, Barrister Tasnim Mostafa alongside Executive Director & Head of Export Sameera Rahman and Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam.

Fresh Ceramics already operates through approximately 50 exclusive dealer showrooms nationwide. 'House of Aesthetics' is the first self-operated display center, marking a strategic shift towards direct customer engagement and personalized service excellence. As the tiles industry in Bangladesh evolves, the 'House of Aesthetics' stands as the new benchmark for design, quality, and customer experience for Fresh Ceramics.



MGI Directors Tanjima Mostafa, Tanveer Mostafa, Barrister Tasnim Mostafa, Executive Director & Head of Export Sameera Rahman with other MGI officials during the cake cutting ceremony



Interior of 'House of Aesthetics'



Gift Handover Ceremony Pink Photo Share Campaign 2024



MGI GM (Sales, MPPML and MBPAL) Md. Yeasin Mollah, handing over the gift to the winner of the 'Pink Day Photo Share Campaign' MGI Assistant Manager (Accounts) Didar Hossain Patwary, in the presence of Sr. Executive (Brand) Marjuk Al Haque, Executive (Brand) Khondoker Rifat Anjum Raka, Manager (Brand) Irsat Jahan, Sr. Manager (Brand) Md. Abidur Rahman, Executive (Brand) Joshua Quiah



FRESH ANONNA SANITARY NAPKIN CELEBRATES 'PINK DAY'



MGI MPPML-Brand Team sharing a moment of Pink Day Celebration with MGI Director Barrister Tasnim Mostafa



MGI Brand Team celebrating the Pink Day

Fresh Anonna Sanitary Napkin celebrated 'Pink Day' on October 27, 2024, to promote breast cancer awareness. The motto of the Pink Day was, 'Ekti checkup ar deri noy, Breast Cancer e ashbe bijoy'. MGI employees and social media influencers participated in this campaign to show their solidarity to the cause. They wore the pink t-shirt as part of raising awareness on breast cancer and shared pictures in social media platforms. This created a visual impact across social media platforms and encouraged others to participate.

This social media campaign focused mostly on educating people about the importance of early detection and building compassionate networks for individuals & families affected by breast cancer. By encouraging participation from multiple organizations, Pink Day tapped into a wide range of audience, spreading its message across diverse groups and inviting them to show support, learn about preventive measures, and promote overall health and wellbeing of women.

Among the social media participations, MGI Assistant Manager (Accounts) Didar Hossain Patwary stood out by receiving the highest number of reactions, comments, and shares by following the contest guidelines.





From Left to Right: MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, PPM, NDC, Sr. Executive Director Taif Bin Yousuf, United Hospital Limited General Manager & Head of CRD Md. Rezaul Hossain Manik, Manager (Corporate Marketing) Syed Ashraf-Ul Masum, Assistant Manager (Corporate Marketing) Tanvir Ahmmmed Arif after the MoU signing

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MGI PARTNERS WITH UNITED HOSPITAL TO OFFER HEALTHCARE SERVICES FOR EMPLOYEES

MGI has signed a Memorandum of Understanding (MoU) with United Hospital Limited (UHL) to provide medical services to its employees and their dependents.

As part of the agreement, UHL will offer round-the-clock outpatient, diagnostic, and hospital services. The package includes 20% discounts on all pathological tests, 10% on radiology and imaging services, and 5% on cabin rates for in-patient care. Ambulance support will also be provided, subject to availability.

The agreement signing ceremony was held on November 07, 2024 and was attended by MGI Sr. Executive Director Taif Bin Yousuf, Executive Director (Admin) Syed Towfique Uddin Ahmed, PPM, NDC, United Hospital Limited General Manager & Head of CRD Md. Rezaul Hossain Manik, Manager (Corporate Marketing) Syed Ashraf-Ul Masum, Assistant Manager (Corporate Marketing) Tanvir Ahmmmed Arif and others.





Standup comedian Shajeeb along with the MGI officials

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NO.1 HOSTS RETAILER MEET IN CUMILLA

With the aim of strengthening our business relationships with tea stall owners and retailers, the No.1 Brand organized a retailer meet program on October 03, 2024, exclusively for 300 tea stall owners and retailers in the Cumilla Metro area.

The program was attended by several MGI officials, including MGI GM (Sales) Akterul Alam Shah, GM (TCML) Md. Saiful Islam, DGM (Accounts) Md. Mahbubul Alom, Sr. AGM (Brand) Muhammad Mahbubur Rahman, Sr. AGM (Accounts) Md. Emran Hussain Chowdhury, AGM (Sales) Arjun Chandra Nath and Sr. Manager (Accounts) S.M. Anamul Haque. During the event, the speakers shared insights on future plans, discussed business opportunities, and provided valuable guidance to their retail partners.

To add vibrancy to the event, a variety of activities were organized, including raffle draw, photo booth & frames, cultural program featuring stand-up comedy by Mr. Sajal, musical performances, and game engagements. Prizes were awarded by MGI officials to the champions and winners of the sports and games.

Marginal tea stall owners and retailers were overjoyed by the engaging activities and the complimentary gifts provided by MGI.



Different moments of the game engagement activities



Different moments of the game engagement activities



Some of the attending tea stall owners & retailers at the event





Some of the invited guests at the event



FRESH PREMIUM TEA AND FRESH COLA PROUDLY SPONSORS 'RISE ABOVE ALL 2024'

Fresh Premium Tea as the Refreshment Partner, and Fresh Cola as the Beverage Partner, proudly sponsored 'Rise Above All 2024'. The event was organized by Don Sumdany Facilitation & Consultancy on November 16, 2024. The event brought together thought leaders, entrepreneurs, and industry experts to inspire individuals to overcome challenges and embrace new opportunities.

With an impressive lineup of speakers, the event featured inspirational keynotes, career sessions, and exclusive performances. Industry leaders and changemakers shared their powerful stories of perseverance, leadership, and success, leaving a lasting impact on all attendees. The lineup included Mutual Trust Bank Limited Managing Director & CEO Syed Mahbubur Rahman, Grameen Danone Managing Director Dipesh Nag, 10 Minute School Founder & CEO Ayman Sadiq, Berger Paints Bangladesh Limited Group CFO & Director Sazzad Rahim Chowdhury, Grameenphone Head of Communication Sharfuddin Ahmed Chowdhury, Grameenphone Chief Human Resources Officer Sayeda Tahya Hossain, Mastercard Bangladesh Country Manager Syed Mohammad Kamal, Shwapno Managing Director Sabbir Nasir, United Commercial Bank PLC Chairman and Ananta Group of Companies Managing Director Sharif Zahir and Grameenphone CEO Yasir Azman.



Some participants with Fresh Cola in front of the stall





Photosession of MGI top officials and top sales performers in Sylhet



FRESH IFCMP REWARDS TOP SALES PERFORMERS

To inspire and encourage its sales team, MGI hosted the 'Fresh Milk Star Award' at the Palace Luxury Resort on November 19, 2024. The event was designed to recognize the record-breaking sales achievements of the Sylhet wing team while providing them a joyful & engaging experience.

The event was attended by MGI CAO Md. Rahmotullah Khondoker, GM (Sales) Md. Akterul Alam Shah, GM (Accounts) SK. Bellal Hossain, Sr. AGM (Brand) Muhammad Mahbubur Rahman, and other head office officials. The highlight of the evening was the award ceremony, where sales leaders, starting from Wing Managers to Sales Representatives, were recognized for their outstanding contributions.

Beyond the awards, participants enjoyed a one-night stay at the luxury resort, a vibrant cultural program, and access to different recreational amenities. The event not only reinforced the company's commitment to its sales force but also strengthened team spirit and motivation.



From Left to Right: MGI CAO Md. Rahmotullah Khondoker, GM (Accounts) SK. Bellal Hossain, GM (Sales) Md. Akterul Alam Shah, Sr. AGM (Brand) Muhammad Mahbubur Rahman during their speeches





Mr. Marc Hardy during the site visit with MPVCL management



CES CONSULTANT REVIEWS E&S COMPLIANCE AT MEGHNA PVC LTD.

A consultant from ING Bank's firm (representing CES) Mr. Marc Hardy visited Meghna PVC Ltd. on October 08-09, 2024. The agenda of this visit was to update the operational phase Environmental & Social (E&S) monitoring framework in line with International Finance Corporation (IFC) requirements.

During his visit, Mr. Hardy reviewed and verified all of the items listed in the lender's Monitoring & Evaluation (M&E) Framework. His activities included a facility tour, review of on-site implementations, and assessment of relevant documentation. He reviewed IFC PS2 compliance, labor audit findings, worker interviews, emergency preparedness & response readiness (including training and computer simulations). Mr. Hardy also visited the ETP sludge-controlled landfilling zone at the ceramic plant and surrounding industries such as Sonargaon Seeds Crushing Mills Ltd., Meghna Edible Oil Ltd., and Fresh Super Mart facilities. He was further briefed on the GHG Reduction strategy and given a demonstration of the waste management system, showcasing the plant's commitment to sustainability.

MGI GM (Plant, Chemical Complex) Lutful Hasan, Plant Head (MPVCL) Prakash Chandra Ratha, GM (HSE&S) Mostofa Abu Hasan, AGM (Admin, MPVCL) Md. Mosarraf Hossain Mollah, Deputy Manager (HSE&S, MPVCL) Md. Maruf Shaikh, along with other officials from MPVCL and the MGI central team, provided support and coordination throughout this important scheduled audit.



Mr. Marc Hardy during MPVCL unit 2 visit





MGI SBU Head (MNBFL) Quazi Touhiduzzaman, GM (Sales, PL-D) Md. Abdul Halim, DGM (Production) Md. Emran Ali, AGM (Brand) Syed Sogir Mahmood, along with other MGI personnel in the meeting



PRODUCT LINE D DISTRIBUTORS UNITE IN COX'S BAZAR

On October 26, 2024, the National Sales Meeting and Distributors Meet for Product Line D (PL-D) were held in Cox's Bazar, bringing together top-performing distributors and MGI personnel to motivate PL-D stakeholders. The event was organized to celebrate the success and to inspire commitment among key stakeholders of PL-D.

MGI SBU Head (MNBFL) Quazi Touhiduzzaman, GM (Sales, PL-D) Md. Abdul Halim, DGM (Production) Md. Emran Ali, AGM (Brand) Syed Sogir Mahmood, along with National Sales Managers, Regional Sales Managers attended the meeting.



Top performing distributors in the meeting





UCIL Executive Director Mohammed Khurshed Alam along with the other officials at the event

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TOP RETAILERS ENJOY UCIL'S COX'S BAZAR RETREAT

Unique Cement Industries Ltd. (UCIL) organized a Cox's Bazar tour for 254 top retailers who achieved the 90-day trade offer of Fresh Ultra Strong Cement, Meghnacem Super Deluxe Cement, and Dhalai Special Cement on October 15-18, 2024. The tour included a 3-day, 2-night stay at a luxurious hotel in Cox's Bazar, along with a cultural night.

The program aimed to build a strong, sustainable relationship with our business stakeholders, who attended from every corner of the country. Additionally, the program provided an interactive platform where participants could discuss the products, business prospects, and future collaborations.



MGI Sr. GM (Sales & Marketing) Md. Nasir Ul Alam along with the other officials and top retailers

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MGI CHRO Atiq uz zaman Khan delivering his speech

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MGI PARTICIPATED AT DIU JOB UTSHOB & DU MARKETING GOLDEN JUBILEE JOB FAIR



Participants with the MGI HR representatives

MGI participated in the DIU Job Utshob 2024, held on November 29-30 at Daffodil Smart City, Savar, Dhaka as one of the 'Powered By' sponsors. MGI Chief Human Resources Officer (CHRO) Atiq uz zaman Khan inspired students and professionals with his expertise and industry insights as a guest speaker. Additionally, as a 'Powered By' sponsor, MGI had the opportunity to establish a stall for beverage promotion and branding, further enhancing brand visibility while engaging with attendees.

Not only that, MGI participated in the Golden Jubilee Job Fair organized by the Department of Marketing, University of Dhaka, on December 11, 2024. Jointly hosted with the DU Marketing Alumni Association, the event celebrated 50 years of academic excellence and industry collaboration. With the generous support of MGI Chairman & Managing Director Mr. Mostafa Kamal, MGI engaged with talented students & alumni, showcasing diverse career opportunities and our dynamic work culture as a proud sponsor.

These events strengthened MGI's talent pipeline and reinforced our reputation as a preferred destination for future leaders. MGI remains committed to fostering strong ties with academia and supporting initiatives that inspire innovation and professional growth.

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DHALAI SPECIAL CEMENT EXCLUSIVE DEALER INAUGURATED IN NOAKHALI

'Dhalai Special Cement' exclusive dealer in Noakhali 'M/S FS Marketing' was inaugurated on Sunday, November 24, 2024.

The event was attended by MGI Executive Director Mohammed Khurshed Alam, Sr. GM (Brand) Kazi Md. Mohiuddin, DGM (Sales & Marketing) Ashik Ahmed, Senior Manager (Sales & Marketing) Jakaria Siddique, M/S FS Marketing Proprietors Md. Anwar Ullah Masud & Md. Foyez Ullah, M/S JB Trade & Transport Proprietor Md. Zunayed Bhuiyan, Abul Khair & Sons Proprietor Md. Anwar Hossain Titas, M/S Sathi Trader's Proprietors Md. Alauddin along with other distinguished officials.



From Left to Right: MGI Senior Manager (Sales & Marketing) Jakaria Siddique, DGM (Sales & Marketing) Ashik Ahmed, Proprietor (M/S FS Marketing) Md. Anwar Ullah Masud, MGI Executive Director Mohammed Khurshed Alam, Proprietor (M/S FS Marketing) Md. Foyez Ullah, Sr. GM (Brand) Kazi Md. Mohiuddin, Proprietor (Abul Khair & Others) ASM Arif Hossain Tuhin in the inauguration ceremony



UCIL MEZBAN PROGRAM HELD IN MYMENSINGH

The Mezban Program organized by Unique Cement Industries Ltd. (UCIL), was held on January 09, 2025 in Mymensingh. The program brought together 1,000 retailers of Fresh Ultra Strong, Meghnacem Super Deluxe & Dhalai Special Cement.

Special guests at the Mezban program included MGI Executive Director (UCIL) Mohammed Khurshed Alam and Sr. GM (Sales & Marketing, Cement) Md. Nasir Ul Alam. The event was a valuable platform for discussing products, business prospects, and building strong relationships, fostering better communication and future collaboration among all participants.



From Left to Right: MGI DGM (S&M) Ziarul Islam, AGM (S&M) Kamal Ahmed, Executive Director (UCIL) Mohammed Khurshed Alam, Sr. GM (S&M) Nasir ul Alam, Sr. Manager (UCIL) Anindya Sarker in the ceremony





MGI HR Team receiving the token of appreciation

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MGI PARTICIPATED IN ICMAB CAREER FEST



Interested candidates at the MGI stall

MGI participated in the ICMAB Career Fest 2024 held on November 16, 2024, at the ICMAB Premise in Nilkhet. With a legacy of pioneering contributions across multiple sectors, MGI utilized this prestigious platform to engage with a dynamic community of Certified Management Accountants (CMAs) and aspiring professionals.

Currently, a number of CMA professionals are working in MGI, playing a vital role in the organization's success. MGI remains committed to supporting their growth and fostering professional excellence. Through meaningful engagements with ICMAB members and students, MGI strengthened its employer branding while expanding its talent pipeline. This participation not only fostered connections with top CMA professionals but also reinforced MGI's reputation as a preferred employer for those aiming to drive innovation and excellence.

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Group photo session at Thailand tour

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FRESH LP GAS REWARDS TOP DISTRIBUTORS WITH EXOTIC THAILAND AND VIETNAM TOURS

Fresh LP Gas arranged two memorable tours in 2024 to reward its top-performing distributors in the 12 kg cylinder sales program. The first tour took place in Thailand from November 18-21, where 16 participants, including leading distributors and sales officials, explored Bangkok and Pattaya. The trip offered a mix of shopping, cultural, and relaxation experiences, enhancing the business partnership.

Following this, another group of 16 including the key sales personnel, embarked on a luxurious five-day trip to Vietnam from December 14-19. They visited Hanoi and the UNESCO listed Ha Long Bay, enjoying the scenic views and a cruise. The Vietnam tour served not only as a reward but also as an opportunity to further strengthen the bond between Fresh LP Gas and its partners.

These back-to-back trips reflected Fresh LP Gas's commitment to recognizing distributor achievements while deepening mutual trust and collaboration.



Group photo session at Vietnam tour



FRESH CERAMICS INAUGURATES 6 NEW EXCLUSIVE DEALER SHOWROOMS



Meghna Ceramics Industries Ltd. (MCIL) has recently opened 6 new exclusive dealer showrooms of Fresh Ceramics. The inauguration events were led by Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, alongside 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, Manager (Sales) Md. Mostafizur Rahman and others during the inauguration of 'Al Amin Mosaic' in Feni



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Md. Saiful Islam and others during the inauguration of 'Ona Stone' in Mymensingh

Al Amin Mosaic (Feni)

- Inaugurated on December 05, 2024
- Proprietor name: Hazi Shamim Ahmed
- Showroom area: 2,500 sft.

Location:



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

RM Tower (Rangpur)

- Inaugurated on September 17, 2024
- Proprietor name: Razib Banik
- Showroom area: 1,800 sft.

Location:



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

Northern Corporation (Rajshahi)

- Inaugurated on November 20, 2024
- Proprietor name: Ahmed Madani
- Showroom area: 1,600 sft.

Location:



Ona Stone (Mymensingh)

- Inaugurated on October 17, 2024
- Proprietor name: Chanchal Mahmud
- Showroom area: 1,100 sft.

Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Md. Saiful Islam and others during the inauguration of 'Siam Tiles and Sanitary' in Gazipur

Siam Tiles & Sanitary (Gazipur)

- Inaugurated on October 29, 2024
- Proprietor name: Md. Razib Hossain
- Showroom area: 1,950 sft.

Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Md. Saiful Islam and others during the inauguration of 'Tanvir Traders' in Tangail

Tanvir Traders (Tangail)

- Inaugurated on October 29, 2024
- Proprietor name: Tanvir Ahmed
- Showroom area: 1,100 sft.

Location:



ACHIEVEMENTS

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Analyzen and Fresh Stationery team celebrated the success with MGI Director Barrister Tasnim Mostafa and Sr. GM (Brand) Kazi Md. Mohiuddin



MGI SCORES BIG AT COMMWARD 2024 WITH 13 AWARDS



Asiatic MCL and MGI Corporate Brand Team celebrated the success with MGI Sr. GM (Brand) Kazi Md. Mohiuddin

Commward 2024 was a major success for MGI, with two of our initiatives, 'Fresh Stationery Golper Khata- Badhahin Hok Kalpokotha' and 'MGI Plastic Farming'- winning a total of 13 awards. 'Fresh Stationery Golper Khata' led the way with 8 accolades, while 'Plastic Farming' secured 5.

The 'Fresh Stationery' campaign invited handwritten stories across genres like science fiction, thriller, and fantasy, receiving approximately 300 submissions. After a rigorous selection process by renowned writers including Anisul Hoque and Ahsan Habib, 44 stories were compiled & published in a book under Dari-koma Prokashoni at Ekushey Book Fair 2024. The initiative earned wide acclamation.

Meanwhile, 'Plastic Farming' initiative addressed plastic pollution and loss of agricultural land by training farmers to grow crops using bamboo, plastic bottles, and water hyacinth- an innovation developed over two years of research.

The achievements were celebrated at Fresh Villa, joined by MGI Director Barrister Tasnim Mostafa, Sr. GM (Brand) Kazi Md. Mohiuddin, and partner agencies Analyzen Bangladesh Ltd. and Asiatic Marketing Communications Ltd.

Commward is an initiative by Bangladesh Brand Forum (BBF) to honor creativity and effectiveness in brand communication across different sector & media.

Take a look at the two campaign OVCs:

Fresh Stationery Golper Khata-



MGI Plastic Farming-





Fresh LP Gas Team celebrating the success of achieving highest ever sales with CMO Abu Sayed Raza

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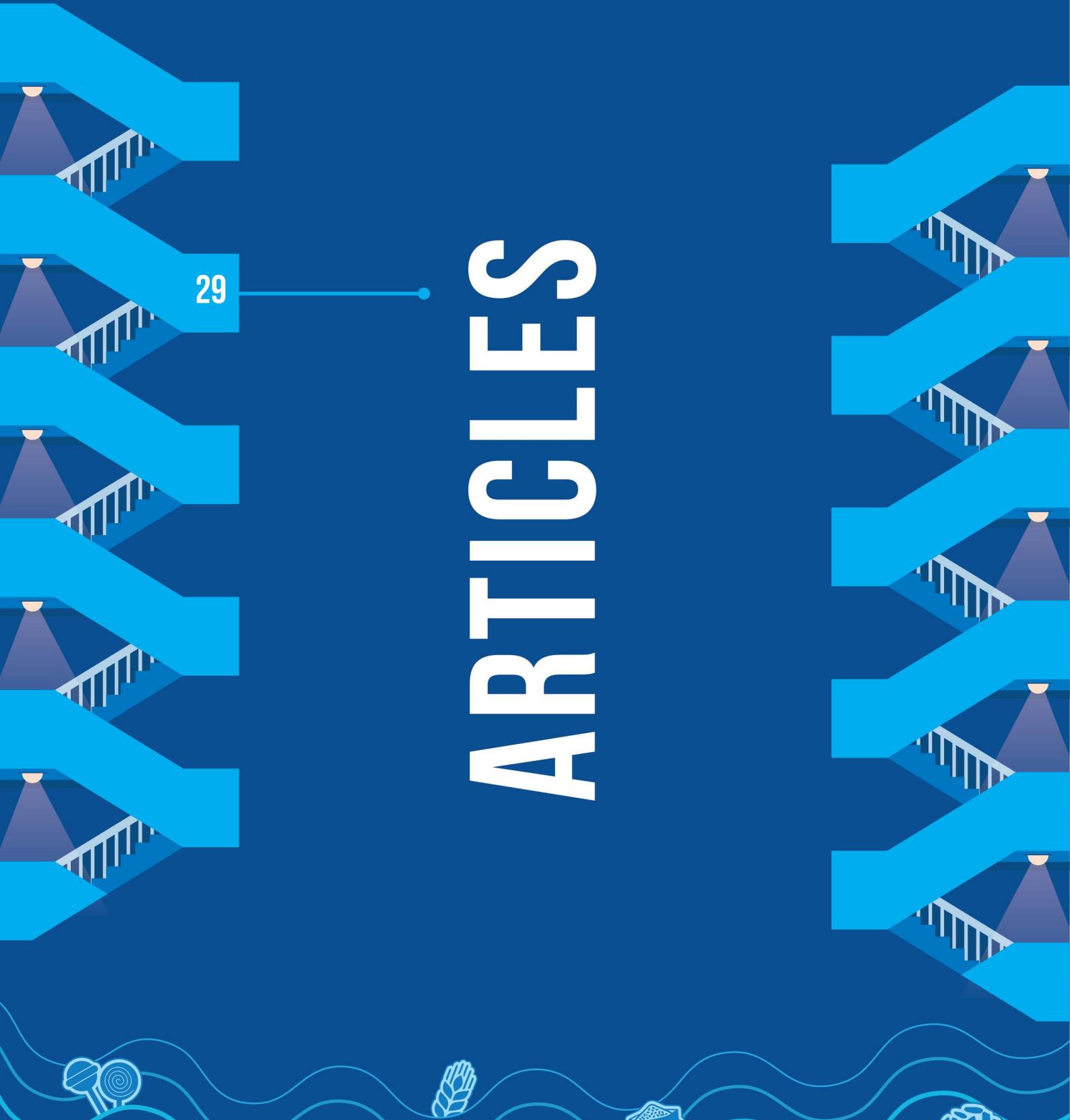
FRESH LP GAS ACHIEVES HISTORIC SALES RECORD

Fresh LP Gas made history in October 2024 by achieving the highest-ever sales record, surpassing all previous milestones with record-breaking figures and a 23% growth from the previous month.

This phenomenal success was driven by the unwavering trust and support of our valued customers and trade partners. Our extensive distribution network ensures seamless availability across Bangladesh, delivering premium-quality energy solutions to households and businesses alike.

As we celebrate this remarkable milestone, we convey our gratitude to everyone who contributed to this achievement- our loyal customers, dedicated distributors, and hardworking employees. Your trust and commitment fuel our ambition to continue breaking boundaries and redefining industry standards.





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ARTICLES



"BUREAUCRACY IS A BIG ISSUE FOR US" – MOSTAFA KAMAL

On November 11, 2024, MGI Chairman & Managing Director Mr. Mostafa Kamal participated in an open discussion at the 3rd Bangladesh Economic Conference titled 'Discrimination, Financial Crimes and Remedy of Bangladesh's Economy'. The event was organized in Dhaka by Bonik Barta, one of the leading newspaper in the country.

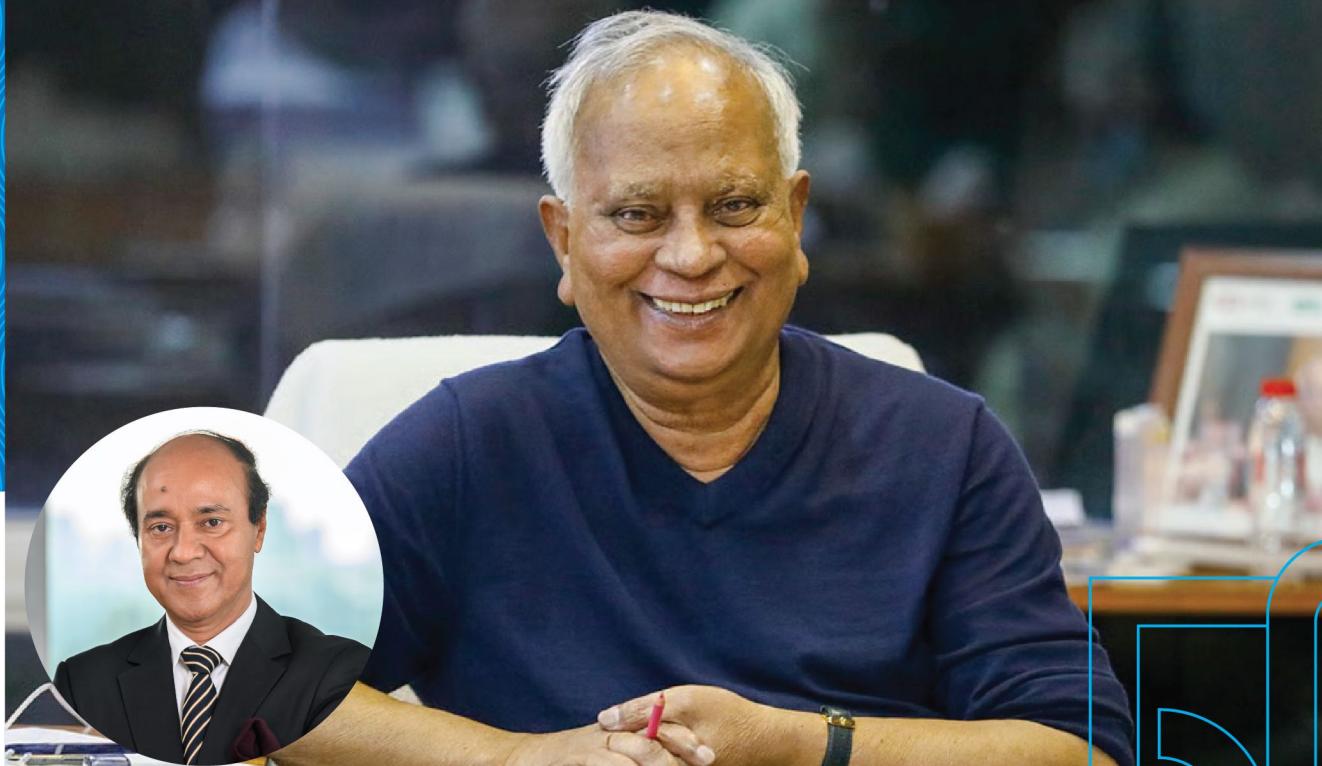
In his speech, Mr. Mostafa Kamal highlighted the challenges of bureaucratic complexity that the entrepreneurs in Bangladesh faces. "Our entrepreneurs want to move forward at a great pace. But our big problem is bureaucracy. While it takes only seven days in Vietnam to begin business operations starting from purchasing land to starting the business- it takes six to seven months in our case. When you approach the regulatory bodies across different government departments to start a business, things don't happen quickly. Yet there's no accountability for these delays. If our regulatory authorities could resolve issues promptly, it would benefit the economy. Our government agencies are more focused on showing revenue. When you go to the DC (Deputy Commissioner), you have to pay the LR Fund (Local Relations), which is approximately BDT 10-20 lac now. Previously, it was just approximately BDT 10-15 thousand. Small traders simply cannot afford such high payments. Even though BIWTA (Bangladesh Inland Water Transport Authority) has little to do with our business, we still have to pay them. These barriers must be removed. There are other issues as well, including in the banking sector. If the primary problems are addressed, the rest can be resolved too."

To read the full article, please scan -



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Late Chairman & Managing Director of City Group Fazlur Rahman, MGI Chairman Mr. Mostafa Kamal in the inset



"FAZLUR RAHMAN WORKED TIRELESSLY TO BUILD AN INDUSTRIALIZED BANGLADESH"

– MOSTAFA KAMAL

On December 25, 2024, Banik Barta published a special article in remembrance of City Group Chairman & Managing Director Mr. Fazlur Rahman. In it, MGI Chairman & Managing Director Mr. Mostafa Kamal paid homage to him along with some of the other business personalities of Bangladesh.

Below is an excerpt from his homage-

One of the leading entrepreneur in the country, who built a large industrial group from scratch through his own efforts and laid the foundation for industrialization, was the late Chairman and Managing Director of City Group, Fazlur Rahman.

Reflecting on various aspects of his business philosophy, MGI Chairman & Managing Director Mr. Mostafa Kamal said, "Since starting his business with a mustard oil mill in Gendaria shortly after the independence, Fazlur Rahman moved forward despite facing many adversities. He was one of those entrepreneurs who never gave up, even during the times of crises. He worked tirelessly throughout his life to help build an industrialized Bangladesh. Although this extraordinary person began his business journey before mine, we spent a long time together. We never considered each other as rivals. There were both competition and cooperation between us."

To read the full interview, scan -



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HAPPENING POINT

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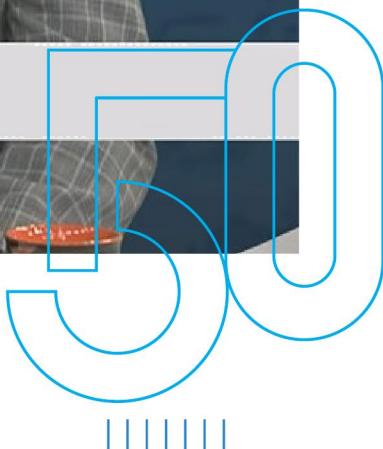
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এলপিজি খাতে চ্যালেঞ্জ



A moment from the show featuring Fresh LP Gas CMO Abu Sayed Raza



FRESH LP GAS CMO TALKS LPG GROWTH AND INNOVATION IN ATN NEWS

On November 12, 2024, Fresh LP Gas Chief Marketing Officer (CMO) Abu Sayed Raza made an appearance on 'Happening Point' in ATN News, shedding light on the evolving landscape of Bangladesh's LPG industry.

During the discussion, Abu Sayed Raza highlighted the rapid growth of the LPG sector, driven by increasing household and industrial demand. He emphasized the need for innovation and sustainable practices to ensure energy security while addressing challenges such as fluctuating global prices, supply chain complexities, and regulatory shifts. He highlighted the company's commitment to safety, affordability, and technological advancements, ensuring customers receive the best LPG solutions.

The interview provided valuable insights into how strategic planning and customer-centric approaches can drive industry growth despite market uncertainties. As Bangladesh moves towards greater energy diversification, Fresh LP Gas remains at the forefront, ready to meet future demands with confidence.

To watch the full interview, scan -

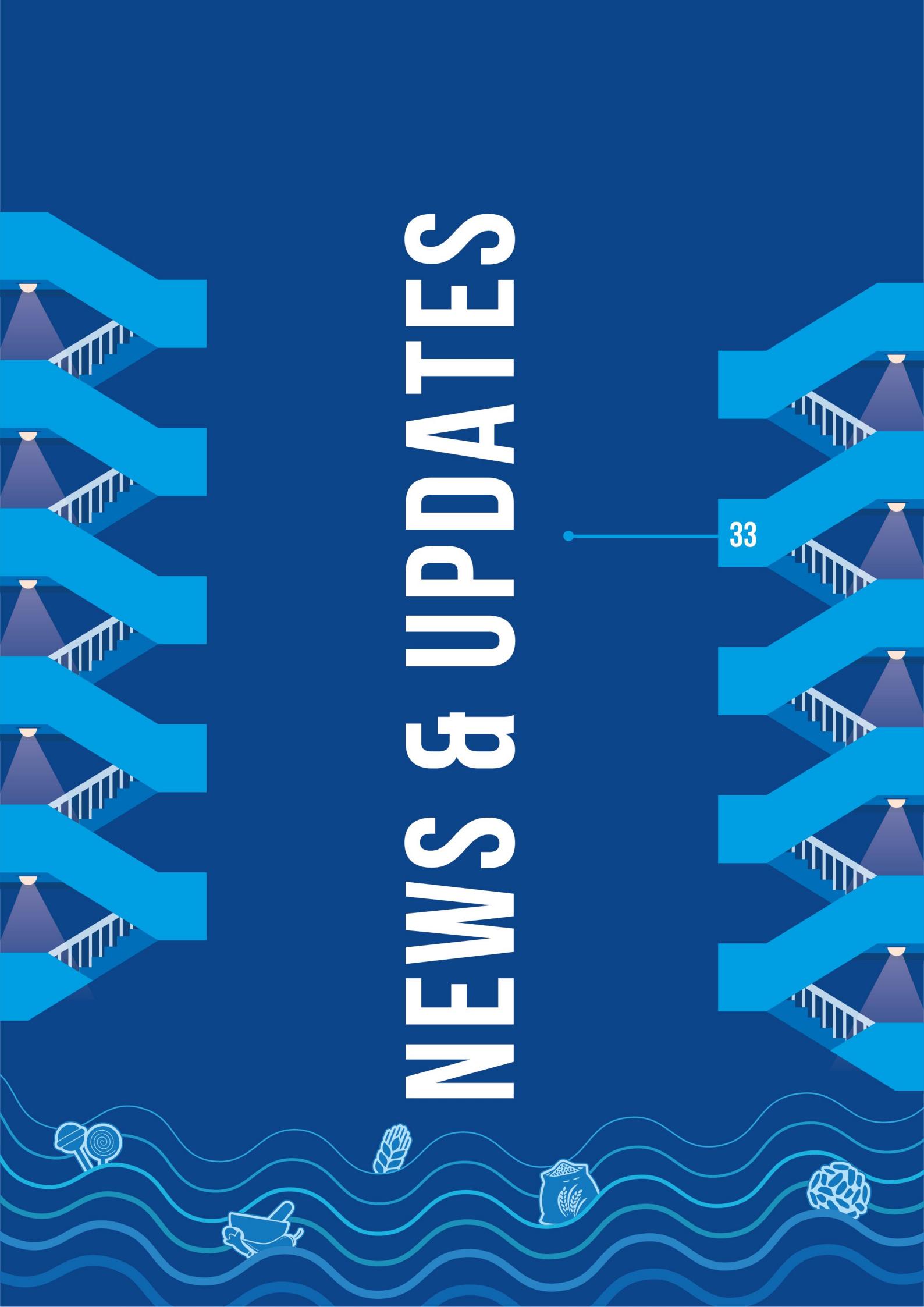


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NEWS & UPDATES

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Cumilla Economic Zone (CEZ)

50



USD 700M INVESTMENT IN CEZ STUCK IN ENERGY CRISIS

On November 25, 2024, The Daily Star reported that three production units of MGI have been sitting idle inside the Cumilla Economic Zone (CEZ) despite two years having passed since construction works were completed due to a shortage of gas and electricity.

MGI Chairman & Managing Director Mr. Mostafa Kamal has told The Daily Star that the conglomerate has already invested USD 700 million in the three units. USD 400 million going towards a steel mill, USD 200 million for a glass factory and USD 100 million for a paperboard manufacturing unit.

To read the full report, scan -

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Tanveer Dal Mill & Flour Mills Ltd, adjacent to the Meghna river

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ADB & MGI PARTNER ON USD 20 MILLION GREEN FLOUR MILL

The Asian Development Bank (ADB) and Tanveer Dal Mill and Flour Mills Ltd., a concern of MGI, announced on December 04, 2024 that they have signed a USD 20 million loan agreement to support the construction of a greenfield state-of-the-art and energy-efficient flour mill in Bangladesh.

The new facility will double MGI's wheat flour output while consuming 37% less electricity than the existing plants. This improved energy efficiency is expected to lower operational costs and reduce Carbon Dioxide emissions by approximately 8,200 tons annually. The mill will process 660,000 tons of wheat per year, contributing to the domestic agriculture production and ensuring food security further.

To read the full article, scan -



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One of the supershops in UAE where Fresh products are being displayed inside

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MG EXPORTS CONSUMER GOODS IN UAE FOR THE FIRST TIME

On October 04, 2024, MG loaded its first shipment of FMCG for UAE at Chittagong Port, which successfully arrived at Sharjah Port, on November 05, 2024. This marks a significant milestone, as it was the first ever MG FMCG export to the UAE market. The shipment included a range of products such as Fresh Basic & Readymix Spices, Fresh Instant Noodles, Fresh Snacks (Chanachur, Fried Daal), Fresh Actifit Mustard Oil, Fresh Premium Tea, and Gear.

This shipment represents our initial entry into the UAE market with FMCG products, paving the way for placement in supershops and Bakala outlets. We are delighted that this endeavor has been successful, as our products were well-received in the UAE market.



A portion of exported products to UAE

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Mohammad Shamsuzzaman Arafat, after the completion of the race

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IRONMAN ARAFAT REPRESENTS SOUTH ASIA IN BHUTAN'S SNOWMAN RACE



Some moments of Ironman Arafat, during and after the race

The second edition of Snowman Race, Initiated by the King of Bhutan concluded on October 28, 2024. This high-altitude ultra-marathon held in the Himalayas aims to raise global awareness about climate change in fragile mountain ecosystems.

Spanning for 5 days from October 24-28, 2025, the marathon covered a total distance of 186 kilometers, with runners traversing altitudes between 4,000 and 5,470 meters. Each day, participants ran from 6 am to 10 pm, covering 29 to 43 kilometers through rugged mountain trails.

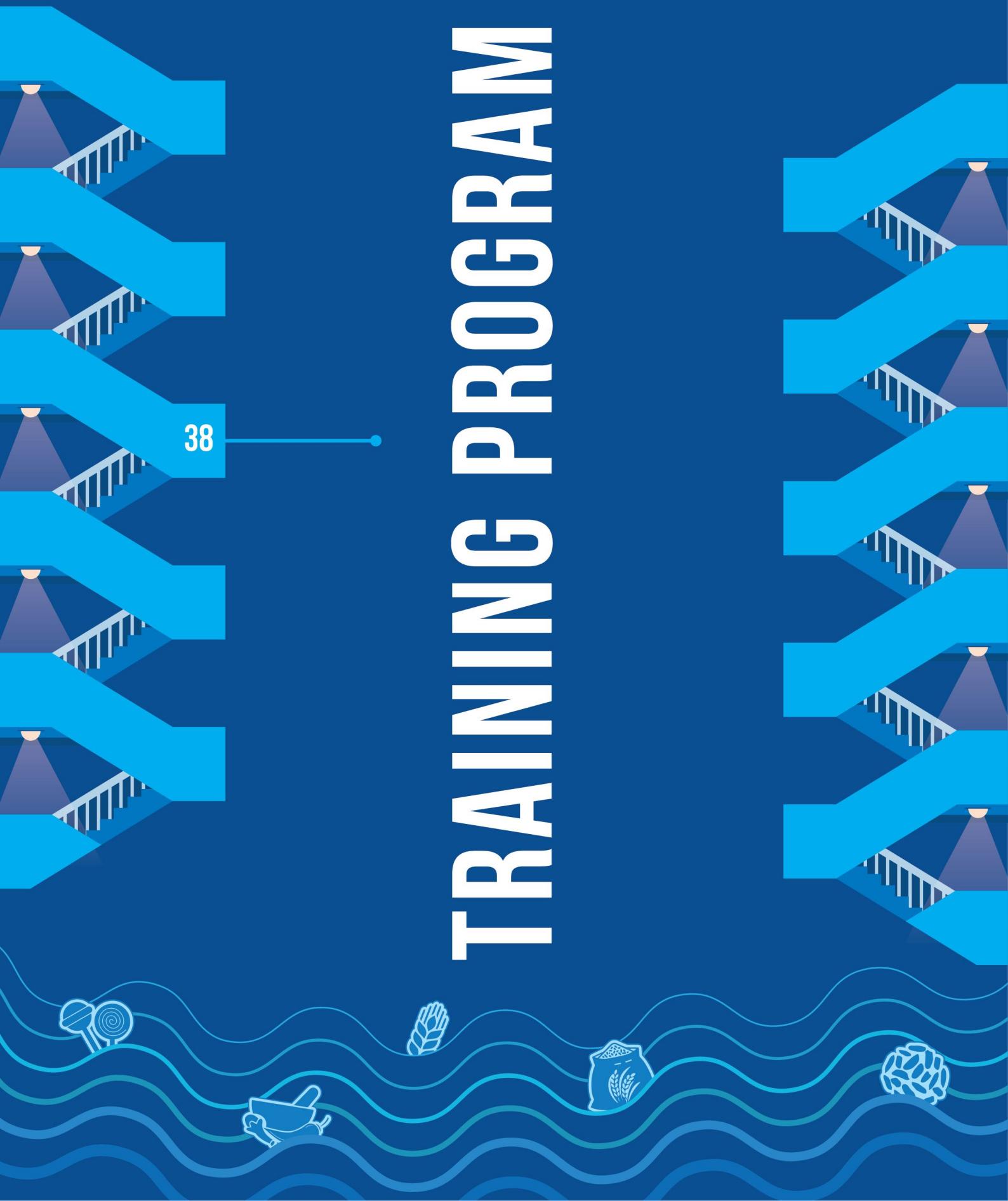
16 elite runners (8 men and 8 women) were invited from around the world, including the USA, Germany, Switzerland, Japan, Tanzania, and Bhutan. Bangladesh's own Ironman Mohammad Shamsuzzaman Arafat was the region's sole participant representing South Asia.

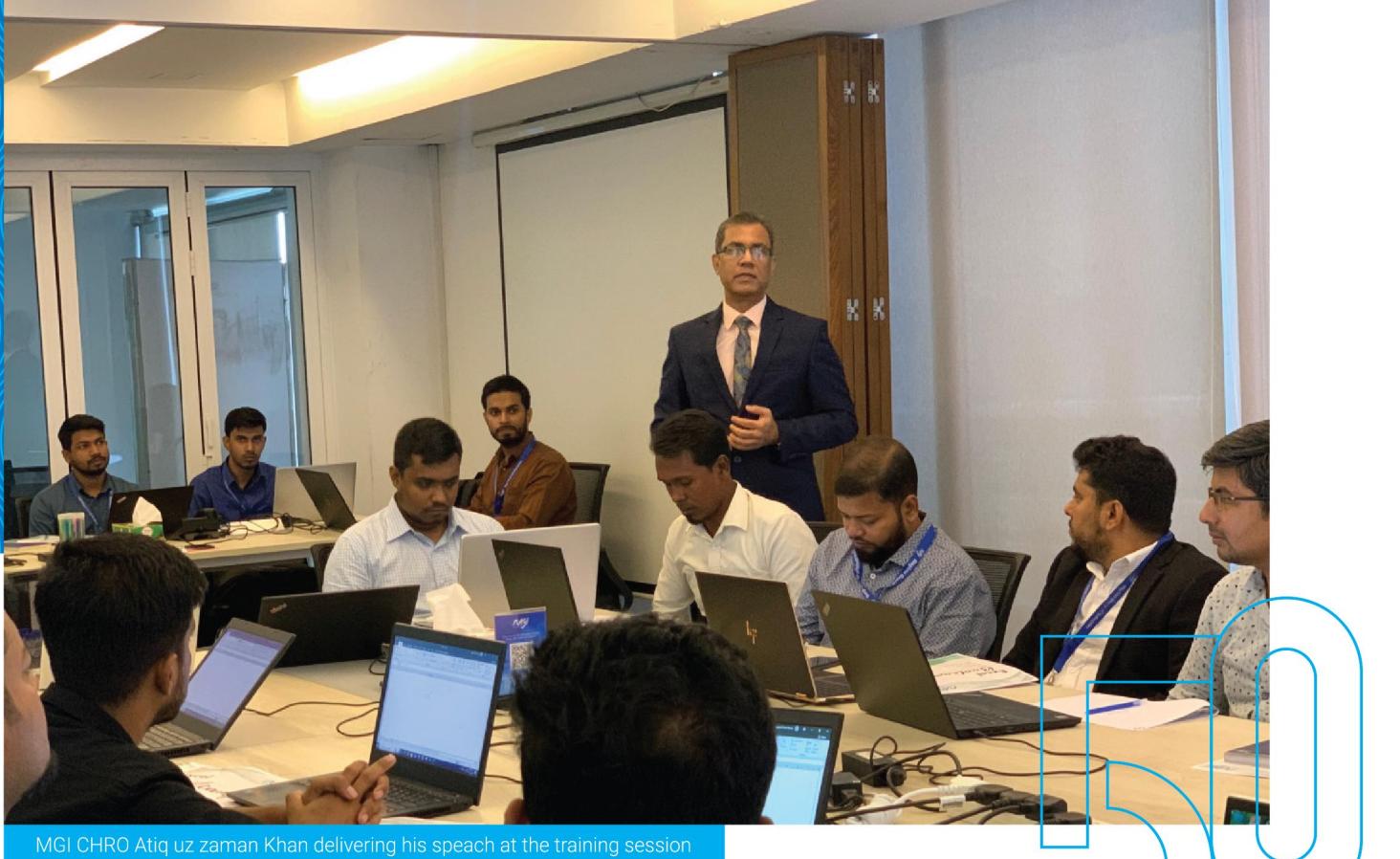
The race followed the Snowman Trail from which it takes its name. By combining extreme endurance sport with environmental advocacy, Bhutan's Snowman Race highlights the urgent impact of climate change in high-altitude regions and promotes global cooperation in addressing environmental challenges.

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TRAINING PROGRAM

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MGI CHRO Atiq uz zaman Khan delivering his speach at the training session



MGI EMPOWERS TEAMS WITH EXCEL BOOTCAMP

MGI has successfully conducted the Microsoft Excel Bootcamp Training, comprising three sessions held on separate days in November-December 2024. The program was exclusively designed for the Meghna Fresh LPG Limited Sales Team and the MGI HR Team.

The training sessions took place at Fresh House in Gulshan, with a total of 76 attendees. The initiative aimed to enhance their proficiency in Microsoft Excel, focusing on essential skills for data analysis, reporting, and operational efficacy. Facilitated by experienced instructors including MGI Sr. GM (Accounts, ERP Core Team) Anupam Barua and AGM (Accounts, ERP Core Team) Md. Uzzal Miah- the sessions featured interactive, hands-on exercises tailored to the attendees' specific roles.

As a token of appreciation for their dedication and excellence, MGI awarded crests to the trainers. Certificates of completion were presented by MGI CMO (MFLPGL) Abu Sayed Raza to all participants, recognizing their commitment and successful completion of the program.

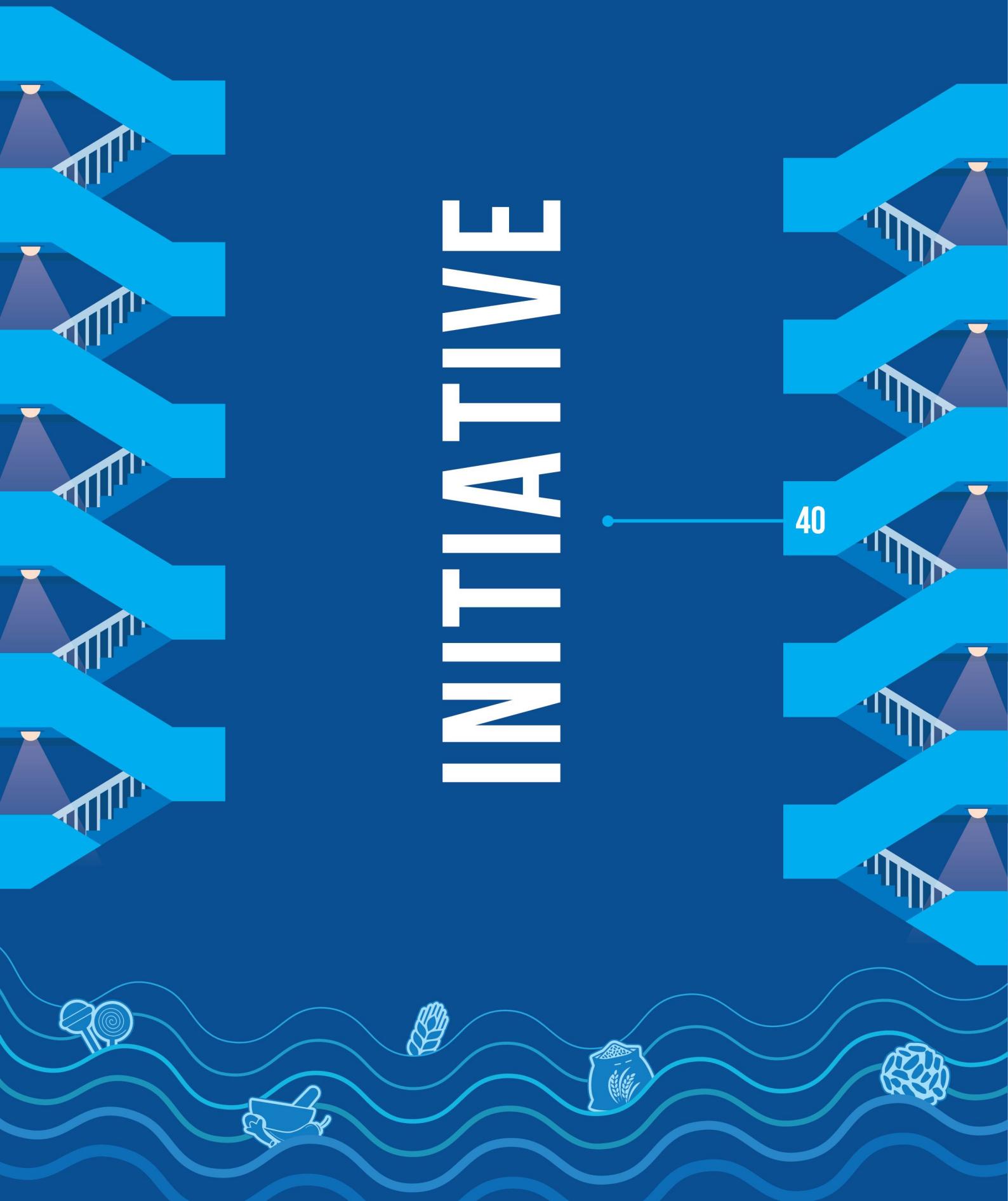


MGI CMO (MFLPGL) Abu Sayed Raza awarding crests to the trainers— MGI Sr. GM (Accounts, ERP Core Team) Anupam Barua and AGM (Accounts, ERP Core Team) Md. Uzzal Miah



INITIATIVE

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TCML Team with their shuttle machine

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TCML SAVES APPROXIMATELY BDT 18 LAC WITH HOMEGROWN SHUTTLE SYSTEM



TCML shuttle machine



Tasnim Condensed Milk Ltd. (TCML) always prioritizes cost reduction. With that in mind, the three members of TCML's Maintenance & Innovation Team thought of making a Radio Shuttle Machine for the finished product storage system on TCML's racks, as the existing radio shuttle occasionally encountered issues.

With the permission of MGI Chairman & Managing Director Mr. Mostafa Kamal, they began the manufacturing work in August 2024 and completed the machine by December 2024. The three innovators from the TCML Maintenance & Innovation Team were- Deputy Manager (Electrical) Shovon Chandra Das, Engineer (Electrical) Md. Raju Ahmed and Assistant Foreman (Mechanical) Md. Shakil Ahmed. They were also supported by the other members from the mechanical team.

Earlier, they had also successfully manufactured a cargo lift for the steel building and a Belt Press Machine for the ETP. With the success of these three innovative projects, the confidence of TCML's Maintenance & Innovation Team has risen.

In 2016, the import price of a Radio Shuttle Machine was BDT 19 lac. Currently, it will cost no less than BDT 25 lac. However, the TCML Maintenance & Innovation Team, has built it at the cost of only BDT 7.2 lac including both imported and local spare parts. Meaning the team has saved approximately BDT 18 lac.



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CAMPAIGNS



A moment from Fresh IFCMP Caravan Activation



FRESH IFCMP MAKES A STRONG MARK THROUGH CUMILLA & FENI ACTIVATIONS



A moment from Fresh IFCMP Bazar Activation

Fresh Instant Full Cream Milk Powder (IFCMP) executed two activation campaigns in Cumilla and Feni to boost consumer engagement and market presence.

The bazar activation ran from October 08 to November 10, 2024, targeted 15 key markets with 33 brand promoters engaging over 40,000 consumers. The campaign focused on consumers aged 25+ from SEC A, A-, and B groups and achieved 10,120 units in sales. Brand promoters wore branded uniform and distributed communication materials to enhance visibility. A free Opal bowl with each purchase incentivized buyers. The communication message highlighted Fresh IFCMP's 28% milk fat and creamy texture to drive product appeal.

The caravan activation titled 'Fresh Milk Obak Khushir Ayojon' ran from October 08 to November 7, 2024, across 150 locations. Through live demos, interactive promotions, and gift incentives, the caravan reached 45,000 individuals and generated 1,760 trials. This approach deepened consumer trust and product familiarity.

Together, these activations reinforced Fresh IFCMP's quality image, increased consumer trials & sales, and laid the groundwork for stronger brand preference in key regions.





Some of the female colleagues from MGI who participated in the campaign held at Bangladesh Cancer Society Hospital & Welfare Home



FRESH ANONNA ORGANIZES FREE BREAST SCREENING CAMPAIGN

Fresh Anonna Sanitary Napkin have taken a significant initiative in supporting women's health by organizing free breast screening campaign during the breast cancer awareness month of October. The initiative aimed to create awareness through early detection and prevention, reinforcing Fresh Anonna's commitment to women's wellbeing.

The campaign was conducted in collaboration with Bangladesh Cancer Society Hospital & Welfare Home, where free breast check-ups and expert consultations were provided to those who have registered. The female employees in MGI also received this free check-up. Women from all walks of life participated in this initiative, gaining valuable insights on self-examinations, risk factors, and preventive measures. Many attendees expressed their gratitude, emphasizing the importance of such awareness-driven initiatives. Fresh Anonna Sanitary Napkin aims to organize such impactful campaigns in the coming year.





Key visual of the OVC



UMANATHPUR ER GOLPO: A TESTAMENT TO FRESH LP GAS' UNWAVERING COMMITMENT

Fresh LP Gas released an OVC titled 'Umanathpur er Golpo' during December 2024, showcasing the brand's unwavering commitment of breaking boundaries through a strong nationwide distribution network. The OVC portrayed Umanathpur, a remote village in Ishwarganj, Mymensingh. Umanathpur is a distinctive village, as it contains only one home & one family, which is a very unique phenomena.

'Umanathpur Er Golpo' is not just a story; it's a reality that reflects Fresh LP Gas' strength & resilience for convenient & safe distribution across Bangladesh.

To watch the OVC, scan -



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NEW PRODUCT DEVELOPMENT

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Fresh Crispee Strawberry Wafer and Fresh Funfill Coffee Candy

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FRESH FUNFILL COFFEE CANDY AND FRESH CRISPEE STRAWBERRY WAFER LAUNCHED

We have recently launched Fresh Funfill Coffee Candy, a new variant under the candy portfolio. It promises the rich flavor of coffee, as it contains real coffee powder, combined with the indulging sweetness. Whether you're a candy enthusiast or a coffee lover, this delightful coffee-flavored treat is sure to blow your mind with its exceptional taste and aroma.

We have also introduced a new strawberry-flavored wafer named Fresh Crispee Strawberry Wafer. Each bite of this delivers the delectable taste of strawberry cream layered between crispy, crunchy wafers. Baked to perfection, this wafer offers a truly satisfying snacking experience.

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বেবিকে গুরুত্ব গ্রাম চল এলো



FRESH HAPPY NAPPY LAUNCHES NEW 20 PCS POUCH FOR BABY WIPES

Fresh Happy Nappy has launched its new 20 pcs baby wipes pouch as the latest addition to the product line. This new product is designed to meet the growing demand for a travel-friendly, convenient, and safe baby care solution for parents on-the-go. They can now carry a compact, pouch without the hassle of carrying a larger pack.

The wipes are free from soap, silicone, alcohol and paraben, with properly maintained pH-balance-making it gentle on babies' sensitive skin. With Hypoallergenic properties and the ability to kill 99.9% of germs, the wipes provide not only convenience but also top-tier hygiene & protection. The wipes are microbiologically tested to meet the highest safety standards, giving parents peace of mind in terms of product quality.



TALENT BEYOND WORKPLACE

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HRM MADE SIMPLE

ZAHIDUL HAQUE, SENIOR DEPUTY GENERAL MANAGER (HR)

In 'Zahid's Initiative- Applied Human Resource Management', I drew on years of experience conducting interviews to address common weaknesses observed in HR candidates, students, and job seekers. The book simplifies core HR functions, making them accessible to both those preparing for job interviews and professionals already working in the field. Published by Rodela Publications and launched at the 2025 Book Fair, it has been well-received, earning appreciation from readers and encouraging me to continue writing. Whether someone is just beginning their journey or looking to refine their operational skills, this book serves as a valuable guide to building competence in HRM.

The book cover features a yellow and red design. On the left, there is a photo of the author, Zahidul Haque, sitting outdoors. The title 'Applied Human Resource Management' is prominently displayed in the center. Below the title, it says 'Designed for Job Seekers, HR professionals & Students Studying HRM'. The author's name, 'Zahidul Haque', is also mentioned. At the bottom, there is a QR code and some small text.

Z@hid's Initiative

Applied Human Resource Management

About the book : This book has been written considering the weaknesses of those who want to build career as a human resource professional as well as who are searching job and preparing for job interviews. This book is also for those who are already employed as HR professional, I have initiated to present all the Common HR functions in a simple and uncomplicated manner, so that the job applicants can explain the functions of HR very confidently in the interview board and those who are already working can do the HR operational work smoothly. This book covers all the functions of human resource management with a detail understanding of the concepts in a practical manner. I believe that if every topic of this book is studied well, there will be no weakness in the basic of HRM. After standing on this basic ground, an HR professional can take himself to greater heights by acquiring more knowledge.

About the writer : Mr. Zahidul Haque, father- Late Zahirul Haque & mother- Mrs. Hajaera Haque. He is the oldest son of his parents. He was born in Tangail. He received his master's degree from the public administration department of Jahangir Nagar University. He also received various professional degrees in the country and abroad. He participated in various professional events and workshops in Europe, America, UK and India. He has acquired Professional certificate from IBA, University of Dhaka. He has obtained his MBA in HRM, PGD in HRM from BIHRM. He obtained professional certificate in "Challenges and trends in international human resource management" from British awarding Association (BAA), UK. He has been recognized as a Certified Human Resource Professional from ISMF, USA.

In his working life he was employed with Noman Group, Apex Group and in various reputed organizations in responsible positions. Currently, he is working as Deputy General Manager-Human Resource Management at Meghna Group of Industry, a reputed group of industry in Bangladesh.

Writer:
Zahidul Haque, CHRP (ISMF-USA)
Email: www.zahidul.com/zahid.haque@meghnagroup.com

ISBN : 978-964-99515-0-8

QR code

Applied Human Resource Management | Zahidul Haque

Zahidul Haque
A Certified HR Professional



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LENS MEETS LIFE

FIROZ SHA ALAM, SR. EXECUTIVE (TECHNICAL, MSLL)

Mobile photography has been a long-standing passion of mine, driven by a fascination of capturing everyday moments. Inspired by the beauty found in both landscapes and candid expressions, I've spent years refining my skills and exploring creative compositions. Winning a photography contest stands out as a major milestone in this journey. For me, photography is more than just a hobby- it's a powerful storytelling tool. This practice has also deepened my appreciation for light, color, and the world around me.





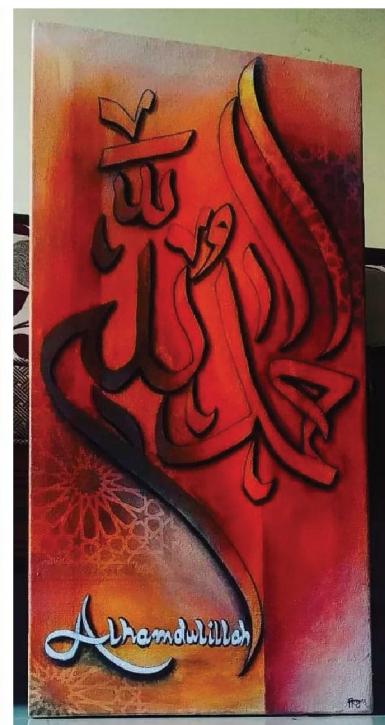
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STORIES THROUGH STROKES

KAMRUL HASAN RONY, EXECUTIVE (C&F)

My journey with art began in early childhood, around the age of 5, with simple color pencils and paper. Thanks to my family's encouragement, I have been involved in art for nearly 20 years now. Along with my academic studies, I completed a 3-year course in fine arts at the Chattogram Zila Shilpakala Academy to enhance my skills. I have also achieved recognitions by participating in different art exhibitions. This talent has helped me become more confident, self-reliant, and has enriched both my personal and professional life.



QUIZ

53



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



MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and Fresh LP Gas CMO Abu Sayed Raza handed over a brand-new Fastrack Smartwatch-SingleSync BT & a JBL Bluetooth Headphone-710 BT Wireless to the winner of the Breaking Boundaries Newsletter Edition 14 Quiz Contest Md. Faruque Hossain (Manager - ERP Core Team)

Visit the link



<https://tinyurl.com/vxwxkmvt>

**Participate in the quiz
from your official e-mail ID
by July 20, 2025.
Get a chance to win a surprise!**

Or scan the QR code



Scan Here



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BREAKING BOUNDARIES

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