

BREAKING BOUNDARIES



10TH
QUARTERLY
NEWSLETTER ISSUE

TOP NEWS INSIDE

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

EDITORIAL

EDITORS' NOTE

Dear Readers,

The Editorial Team warmly welcomes you to the 10th Issue of the MGI Quarterly Newsletter 'Breaking Boundaries'! We are humbled by the overwhelming support and response for this issue of the newsletter.

Firstly, we would like to thank MGI Director Mr. Tanveer Mostafa, and Senior GM (Brand) Mr. Kazi Md. Mohiuddin for their unfaltering guidance and encouragement. We would like to especially thank The Brand Team, In-house Design Team, and Admin Department for their constant effort in making 'Breaking Boundaries' materialize every time.

In the 3rd quarter of 2023, we have continued our streak of breaking boundaries and going forward at an unstoppable speed. We have achieved a lot in this quarter. Starting with the biggest achievement, MGI topping the 'Billion Dollar Club' in Bangladesh. Also, TCCL has achieved CIP status, and MGI Chairman & Managing Director Mr. Mostafa Kamal has been featured in Business America Magazine as one of Bangladesh's 100 Business Icons in this quarter. Apart from these, other significant events that occurred during the 3rd quarter have also been featured in this issue.

As always, we have kept the last section of the newsletter to exhibit the hobbies, knacks, and talents of our colleagues. We have included our quiz section once again for everyone's participation in the MGI family. Participate in the quiz and get a chance to win an amazing surprise gift!

We sincerely hope that your participation and support will remain steadfast in the future.

Enjoy 'Breaking Boundaries'.

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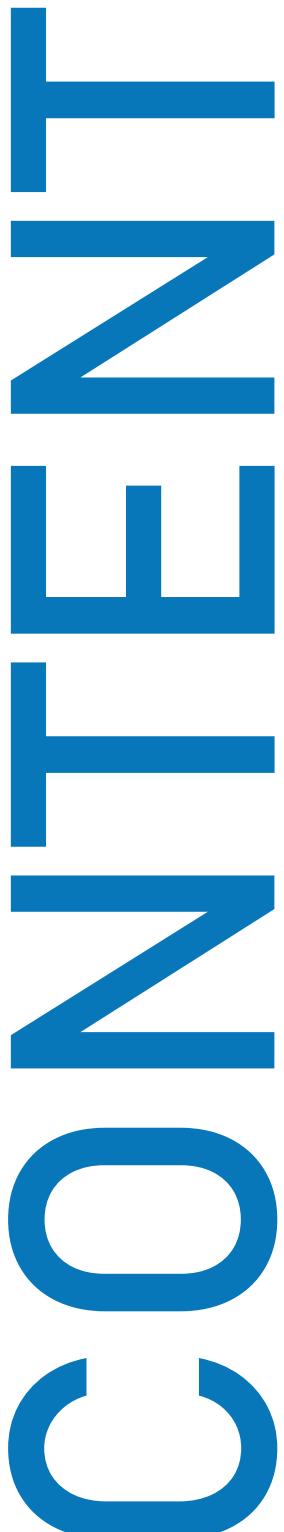
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RESULTS

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VIEW

ACHIEVE

HIGH

ACHIEVE

HIGH

MGI CHAIRMAN & MANAGING DIRECTOR MOSTAFA KAMAL BECOMES PANEL ADVISOR OF FBCCI

MGI Chairman & Managing Director Mostafa Kamal has become a Panel Advisor of The Federation of Bangladesh Chambers of Commerce & Industry (FBCCI). He has attended the 'Meet the FBCCI Panel of Advisors' chaired by FBCCI President Mahbubul Alam at FBCCI Gulshan Office on October 31, 2023.

On behalf of everyone at MGI, we congratulate our Chairman & Managing Director Sir on his new role.



MGI Chairman & Managing Director Mostafa Kamal during the Panel Advisors Meeting chaired by FBCCI President Mahbubul Alam



MGI Chairman & Managing Director Mostafa Kamal along with the FBCCI President Mahbubul Alam and the other Panel Advisors



MGI Chairman & Managing Director Mostafa Kamal along with the FBCCI President Mahbubul Alam



MGI Chairman & Managing Director Mostafa Kamal during his speech in the ceremony

MGI CHAIRMAN & MANAGING DIRECTOR MOSTAFA KAMAL ATTENDS 'BUSINESS CONFERENCE ON BUILDING SMART BANGLADESH'

The Federation of Bangladesh Chambers of Commerce & Industry (FBCCI) organized the 'Businessmen Conference on Building Smart Bangladesh' at Bangabandhu International Conference Centre (BICC) on July 16, 2023. Honourable Prime Minister Sheikh Hasina, MP, was the chief guest at the conference.

Along with the other business leaders of the country, MGI Chairman & Managing Director Mostafa Kamal was also present at the conference. In his speech, he said, "We have crossed many difficulties under the leadership of the Honourable Prime Minister. We are willing to cross the rest of the path under her leadership."

For news coverage, visit: <http://tiny.cc/5jjdvz>



MGI Chairman & Managing Director Mostafa Kamal along with the chief guest, Honourable Prime Minister Sheikh Hasina, MP

TCCL RECOGNIZED WITH CIP 2021 FOR CHEMICAL EXPORT

Tasnim Chemical Complex Ltd. (TCCL) has been recognized as a CIP for the financial year of 2021 on June 25, 2023. TCCL is one of the 180 businesses to get this recognition. TCCL was awarded with the CIP recognition for the mass export of chemicals which in turn generated huge revenue for Bangladesh.

MGI Director Tanveer Mostafa received the CIP recognition on behalf of TCCL from Honourable Minister, Ministry of Commerce, People's Republic of Bangladesh, Mr. Tipu Munshi, MP. FBCCI former President Md. Jashim Uddin and Ministry of Commerce Senior Secretary Tapan Kanti Ghosh were also present during this time.



MGI Director Tanveer Mostafa receiving the CIP recognition on behalf of TCCL from the Honourable Minister, Ministry of Commerce, People's Republic of Bangladesh, Mr. Tipu Munshi, MP.

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MGI TOPS ALL BUSINESS CONGLOMERATES

Billion Dollar Club (2022-23 fiscal)

Import cost calculated based on tax rate including duty (in USD billion)



Name of Conglomerate	Import	Export	Total	Leading Industrial Sector
MGi	3.04	0.165	3.21	Consumer goods, chemicals, plastic, cement, steel, paper, shipbuilding and operations, ceramics, LPG etc.
City Group ⁱ	2.24	0.02	2.26	Consumer goods, animal feed, tea, LPG, shipbuilding etc.
Abul Khair Group	1.82	0.02	1.84	Cement, corrugated tin, rod, consumer goods, tobacco, tea, sanitary ware.
Pran Group	1.29	0.40	1.69	Food products, corrugated tin, cement, bags
S Alam Group	1.47	0	1.47	Consumer goods, corrugated tin, cement, bags.
Bashundhara Group	1.11	0.01	1.12	LPG, cement, paper, housing, consumer goods, fuel.
TK Group	1.03	0.005	1.03	Consumer goods, corrugated tin, chemical, footwear, leather, textile, cylinder, tea.
Square	6.5	3.6	10.1	Drugs, textiles, RMG, food products, cosmetics, healthcare

Exited Billion Dollar Club (in USD billion)

Name of Conglomerate	Import	Export	Total	Leading Industrial Sector (in USD billion)
BSRM	9.2	1.5	9.3	Steel

Close to Billion Dollar Club (in USD billion)

Name of Conglomerate	Import	Export	Total	Leading Industrial Sector (in USD billion)
Ha-Meem	2.7	6.3	9	Textile and RMG, tea

Top 5 tax paying companies on import (in Tk billion)

Name of Conglomerate	Import
MGi	40.06
Abul Khair	28.35
Pran Group	26.18
City Group	16.73
S Alam	15.12

Number of countries with import-export ties (2022-23 fiscal)

Name of Conglomerate	Exporting Countries	Importing Countries
MGi	52	28
Abul Khair	54	22
Pran	74	124
Bashundhara	59	24
City	45	15
TK	45	7
S Alam	29	0
Square	77	95

Source: NBR, EPB, Bangladesh Bank, business conglomerate.



On September 18, 2023, leading newspaper The Daily Prothom Alo published a special article on the 'Billion Dollar Club' industrial groups in Bangladesh, with specific descriptions. In it, they have placed MGI at the top of the list.

Here is the MGI part from the article in full-

Meghna Group of Industries (MGI) has grown into the top company by setting up factories in new sectors and expansion of investments. The business group is now operating in 20 different sectors.

The journey of MGI began from the banks of the Meghna River. However, as there is no more room for investment there, the company is moving to the Cumilla Economic Zone (CEZ) with a plan to invest in large factories. The business conglomerate has invested in three large factories of rods, paper, and glass.

The group imported 7.7 million tons of raw materials and equipment worth USD 2.64 billion in the last fiscal year. The government earned revenue of BDT 46 billion from these imports. The group also exported products and services worth USD 165 million in that period. Apart from that, the newly founded Meghna PVC factory is also in operation now and has started exporting products. Besides, the group also exports food products, chemicals, edible oil, animal feed, cement, and bags. In total, the volume of the company's transactions was USD 3.21 billion in the last fiscal year.

Entrepreneur Mostafa Kamal founded Meghna Group of Industries (MGI) some 46 years ago. The company has six brands of products in the market including 'Fresh'. It has almost 50,000 employees across the country.

When asked how the company maintained growth despite the ongoing economic crisis, MGI Chairman & Managing Director Mostafa Kamal told Prothom Alo, "There is no way to pause during the period of crisis. This is why we continued with our investments. We are going to invest USD 1 billion in the economic zone of Cumilla soon. Apart from meeting the demands within the country, we are now prioritizing exports as well. We are also realizing export incomes from carrying products through the sea. Exports of different products, including chemicals and plastic products will further rise if the government takes initiatives to increase policy assistance."

To read the full article, visit: <http://tiny.cc/temdvz>



**SCAN HERE
FOR THE FULL ARTICLE**

MOSTAFA KAMAL SPEAKS ON THE BURDEN OF LC CONFIRMATION FEES

On September 18, 2023, online news portal *The Business Standard (TBS)* published a special article on the high LC confirmation fees. In it, TBS has included an opinion of **MGI Chairman & Managing Director Mostafa Kamal** regarding the issue.

Here is the opinion in full-

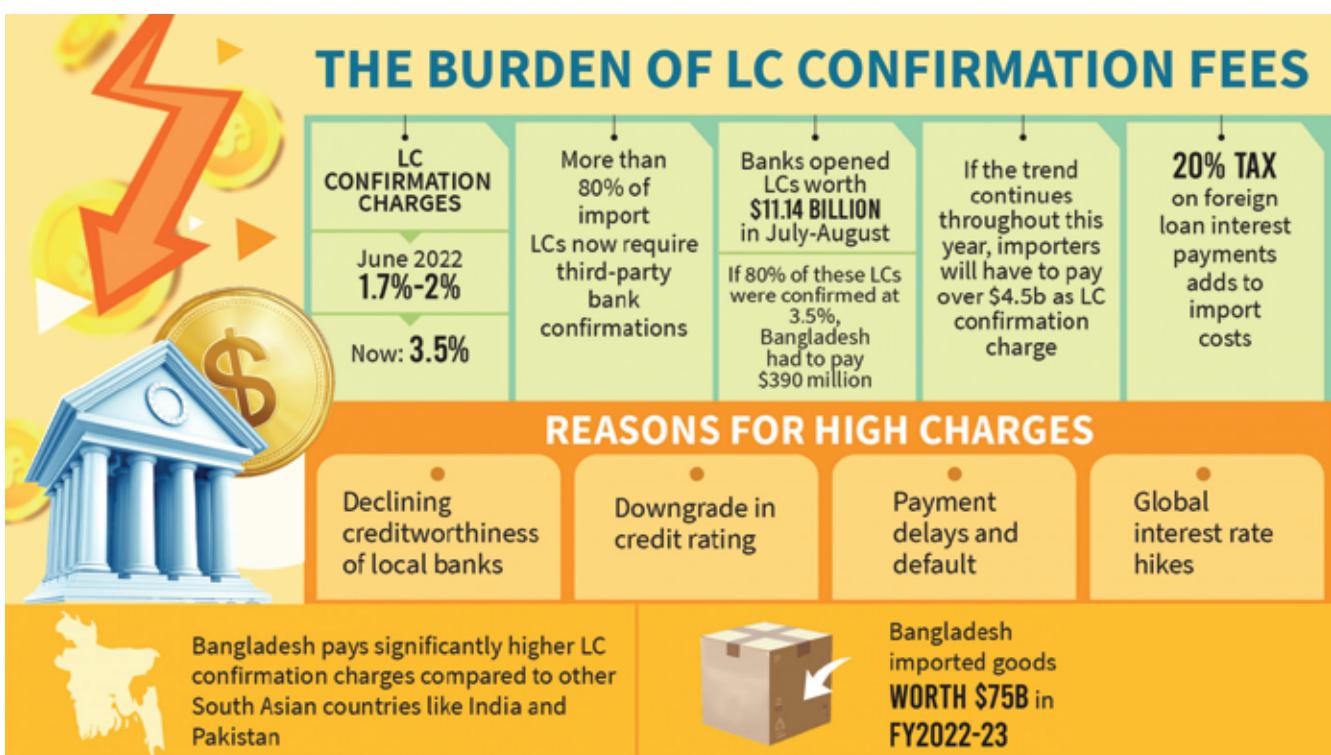


Mostafa Kamal, Chairman & Managing Director of Meghna Group of Industries (MGI), one of the largest commodity importers in the country, has expressed concern over the surging LC confirmation fees and attributed the increase in the fees to most banks refraining from opening sight LCs.

Consequently, he finds himself compelled to resort to UPAS LC, an import finance product operating under a deferred LC system for importers. He said that UPAS LCs require confirmation by a third-party bank to be accepted.

Also, the imposition of a 20 percent tax on interest payments related to foreign loans has further elevated costs, pushing businesses to the brink, noted Kamal, adding, "If we fail to meet foreign payment obligations, we risk defaulting. What options do we have?"

To read the full article, visit: <http://tiny.cc/3fmdvz>



"THERE IS NO SHORTAGE IN THE MARKET"

- MOSTAFA KAMAL

On September 11, 2023, online news portal The Business Standard (TBS) published a special article on the current inflation in Bangladesh. In it, TBS has included an excerpt of MGI Chairman & Managing Director Mr. Mostafa Kamal.

Here is the excerpt in full:-

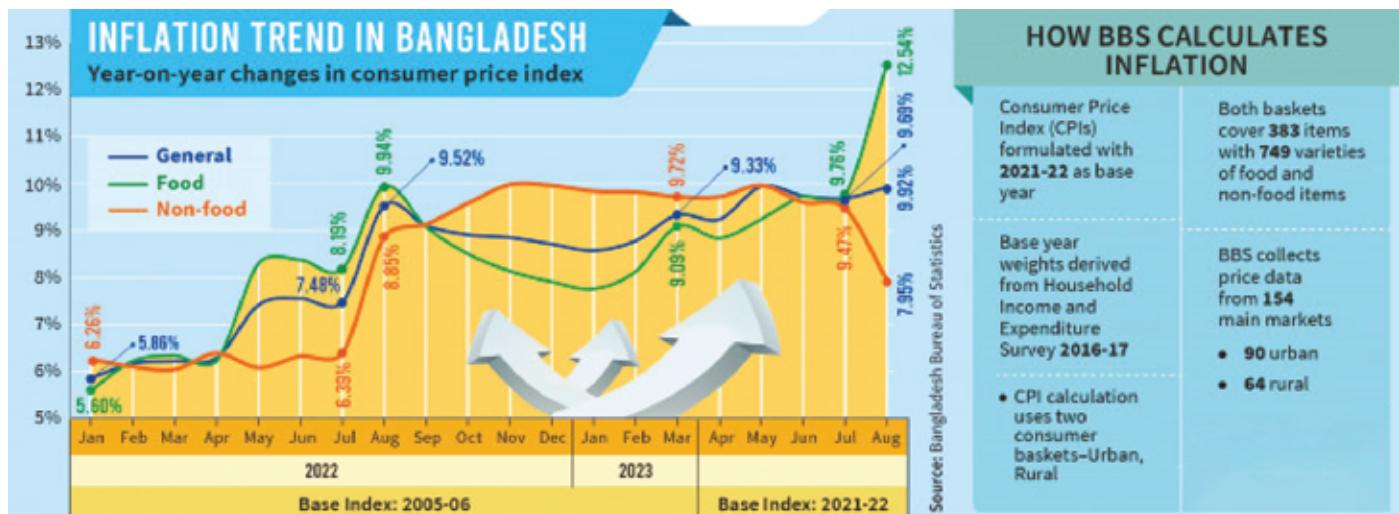
Bangladesh's leading importer and marketer of food products Meghna Group of Industries (MGI) Chairman & Managing Director Mostafa Kamal said that there is no shortage of items in the Bangladeshi market.

He told TBS, "People's purchasing power has not increased in line with the pressure of inflation. Therefore, the consumers are spending less."

Mostafa Kamal said that due to the increase in import duty and the depreciation of more than 30 percent in exchange rate (Taka) over the last one & half years- the consumers here are not being able to reap the benefits of decrease in commodity prices at the global market.

Referring to the high import-dependency of Bangladesh, Mostafa Kamal said that Bangladesh is depending heavily on Dollars. However, Dollars are not yet readily available in the local market.

To read the full article, visit: <http://tiny.cc/tn5dvz>



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CELEBRATING EID-UL-ADHA WITH 'KHUSHI CHHORAI PROTI GHORE'

During the auspicious occasion of Eid-Ul-Adha, we initiated a video campaign titled 'Khushi Chhorai Proti Ghore' (Spreading Happiness, Home by Home). We ran this 1-minute video advertisement campaign from June 26 to July 07, 2023. The video was thoughtfully crafted to capture the heartwarming essence of Eid-ul-Adha, seamlessly integrating 'Fresh' branded products into the celebration moments of the occasion. The featured brands in the advertisement included Super Fresh Fortified Soybean Oil, Fresh Super Premium Salt, Fresh Spices, Fresh Firni Mix, Fresh Biryani Mix, Fresh Instant Full Cream Milk Powder, Fresh Premium Tea, Fresh Sugar, Fresh Up, Super Fresh Packaged Drinking Water, Fresh Biscuits, and Fresh Noodles.

The campaign went on to become one of the most prominent TV commercials during Eid-Ul-Adha week. It captured the attention of the audience and engaged them with the festivity. The total airtime on TV amounted to 2,500 minutes.

We also strategically placed the video on YouTube and Facebook to extend the reach and engagement. The campaign garnered a staggering 27+ million views on YouTube and Facebook.

The compelling narrative of the campaign resulted in this overwhelmingly positive response from the audience. This also indicates the effectiveness of the campaign in fostering a strong connection between the brand and the audience amidst the festivity.

To watch the video campaign, visit: <http://tiny.cc/znmdvz>



'Khushi Chhorai Proti Ghore' campaign key visual

FRESH BREAD & BUN AND FRESH CAKE CARAVAN ACTIVATION IN DHAKA

Fresh Bread & Bun and Fresh Cake executed a 15-day Caravan activation campaign during August 02-16, 2023 in the Dhaka City Corporation area. The objective of the campaign was to create brand awareness and generate trials through direct sales. This branded caravan roamed around various high-traffic areas in Dhaka, such as bus terminals, railway stations, commercial zones, and educational institutions.

The activation included different activities including roadshows, special combo sales, and dartboard games to engage the target audience. Participants of the dart game were treated with free samples of Fresh Bun.

Through this campaign, we have successfully engaged 6,000 individuals and directly sold 2,000 combos. Furthermore, our caravan attracted a significant number of crowd at multiple locations and garnered brand awareness for Fresh Bread & Bun, and Fresh Cake.



Participants and Winners of the games from the Fresh Bread & Bun, and Fresh Cake Caravan Activation



FRESH ANONNA SANITARY NAPKINS DISTIBUTED TO SNAKE CHARMER COMMUNITY

On August 05, 2023, 3000 pieces of Fresh Anonna Sanitary Napkins were distributed for free to 150 underprivileged snake charmer women in Uttaran Polli, Savar. The aim was to raise awareness and help them to ensure proper menstrual hygiene.

Dhaka-based NGO 'Give Bangladesh' conducted the distribution as a part of their initiative 'Project Konna' in association with Fresh Anonna. A workshop was also conducted on the importance of menstrual hygiene and the necessity of using sanitary napkins during the menstrual cycle. Fresh Anonna Sanitary Napkin intends to continue such awareness initiatives in the future.



Fresh Anonna Sanitary Napkins distribution to Snake Charmer Community in Uttaran Polli, Savar



Fresh Anonna Sanitary Napkin branding at the distribution center

FRESH INSTANT FULL CREAM MILK POWDER AND PROTHOM ALO JOINTLY CONDUCTED EID RECIPE CAMPAIGN

During Eid-ul-Adha, Fresh Instant Full Cream Milk Powder joined hands with Prothom Alo for a special recipe campaign. Every Eid, Prothom Alo brings out their much-loved recipe magazine 'Bornil Khabar Dabab' for our core customers, the homemakers.

Desserts are an integral part of Eid celebration in every household. As a part of the campaign, 6 mouthwatering dessert recipes were showcased that were prepared using Fresh Instant Full Cream Milk Powder. The campaign also showcased other beef and mutton recipes. To add flavor to the campaign, celebrity chefs contributed with their special recipes. As part of the campaign, each of the pages featured an enticing strip ad to highlight the presence of Fresh Instant Full Cream Milk Powder.

Along with this, we also created 5 short reels of the recipes and strategically shared those on social media platforms. With this, we took advantage of the trending Reels feature in social media platforms to reach a wider audience.

The campaign generated a commendable response. A total of 50,000 copies of the 'Bornil Khabar Dabab' were circulated. On Facebook and YouTube, we garnered an impressive reach of 1,217,154 in total.

This collaborative campaign ensured our presence amidst the Eid-ul-Adha festivity to our target customers. We are looking forward to such collaborations in the future for more exciting campaigns.

To watch the shorts, visit: <http://tiny.cc/4smdvz>

Or scan here



'Bornil Khabar Dabab' Campaign recipes from Fresh Instant Full Cream Powder & Prothom Alo

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MGİ DIRECTOR TAHMINA MOSTAFA REPRESENTS BANGLADESH IN SOY CONNEXT

The 2nd round of 'Soy Connexxt, The Global U.S. Soy Summit' hosted by the U.S. Soybean Export Council (USSEC) was held on August 23, 2023. The 700 participants in the event included international customers from 58 countries along with U.S. Soy Farmers, related food and agriculture industry professionals, commodity exporters, and others. The agenda of the event was to discuss the global economy and the need for collaborative efforts from the growers, sellers, and buyers who choose U.S. Soy. MGİ is one of the biggest edible oil manufacturers in Bangladesh and a valued client for the U.S. Soy market.

MGİ Director Tahmina Mostafa was invited at the event as a speaker. She represented Bangladesh at the event and spoke about how we are contributing by providing Soy nutrition to the country.



MGİ Director Tahmina Mostafa as a panel speaker at 'Soy Connexxt, The Global U.S. Soy Summit' in NY



MGİ Director Tahmina Mostafa at the panel discussion of 'Soy Connexxt, The Global U.S. Soy Summit' in New York

MINISTRY OF COMMERCE, DIRECTORATE OF NATIONAL CONSUMERS RIGHT PROTECTION, AND BANGLADESH TRADE AND TARIFF COMMISSION VISIT MEZ & MIEZ

On August 26, 2023, delegates from the Ministry of Commerce along with the Directorate of National Consumer Rights Protection and Bangladesh Trade & Tariff Commission visited our industrial units in MEZ & MIEZ. MGI Chairman & Managing Director Mr. Mostafa Kamal welcomed the officials and showed them different industrial units including Meghna Beverage Ltd. (MBL), Meghna Sugar Refinery Industries Ltd., Meghna PVC Ltd. Meghna Edible Oil Refinery Ltd. and Meghna Ceramics Industries Ltd. (MCIL).

Ministry of Commerce Senior Secretary Tapan Kanti Ghosh was present during this visit and was impressed by the industrial units at MEZ & MIEZ. He said that the Ministry of Commerce will consider extending the policy support for the economic zones. He also mentioned that we need a lot of industries here for different products that can also be exported to different countries.

MGI has become synonymous with trust and love for the people of Bangladesh. Such affirmation from top government bodies will certainly uplift our reputation and inspire us to keep on breaking boundaries.

News Link: <http://tiny.cc/usmdvz>

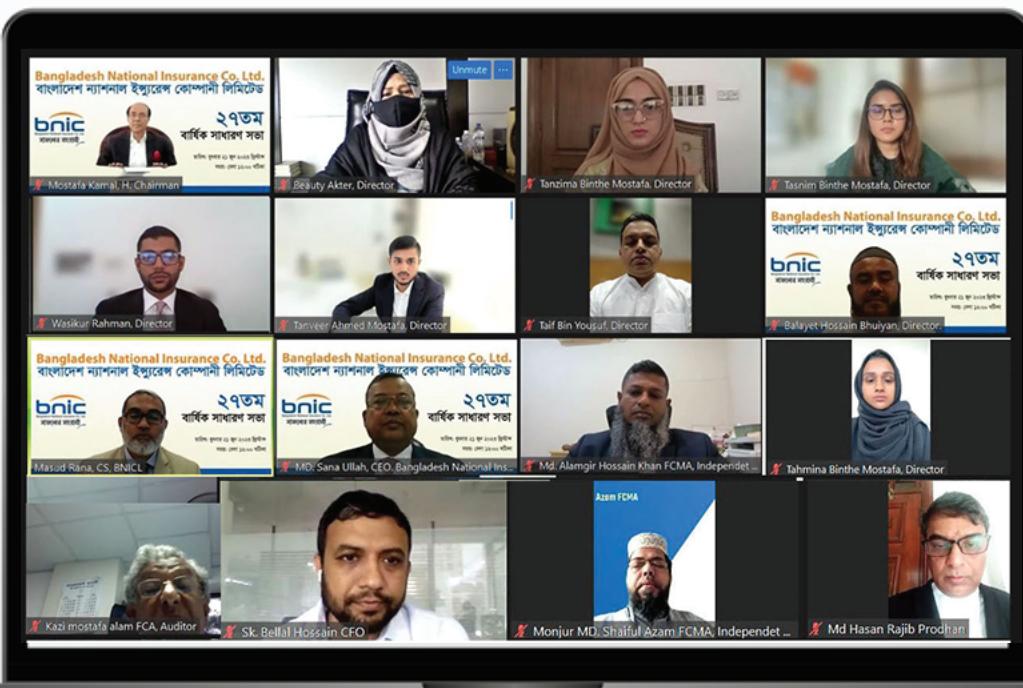


Ministry of Commerce, Directorate of National Consumers Right Protection, and Bangladesh Trade and Tariff Commission members visit MEZ & MIEZ alongside MGI Chairman & Managing Director Mostafa Kamal

BNIC 27th ANNUAL GENERAL MEETING HELD

The 27th Annual General Meeting of Bangladesh National Insurance Company Limited (BNIC) was held on June 21, 2023 through video conference. The meeting approved the audited annual report for 2022 and 20 percent cash dividend.

BNIC Board of Directors and Chairman Mostafa Kamal presided over the meeting. BNIC Directors Beauty Akter, Tahmina Mostafa, Tanjima Mostafa, Tanveer Mostafa, Tasnim Mostafa, Taif Bin Yousuf, and Wasiqur Rahman were present at the meeting. BNIC Independent Directors Barrister Md. Hasan Rajiv Pradhan, Md. Alamgir Hossain Khan FCMA and Monjur Md. Saiful Azam FCMA, Public Director Balayet Hossain Bhuiyan, Chief Executive Officer Mohammad Sana Ullah, Chief Financial Officer Sk. Bellal Hossain, and other officials were also present in the meeting.



During BNIC 27th Annual General Meeting


 A large, orange, three-dimensional sign spelling "PATTAYA" is mounted on a hillside covered in green vegetation under a clear blue sky.


Fresh Ultra Strong Cement & Meghnacem Super Deluxe Cement dealers and Unique Cement Industries Ltd. officials at Pattaya City

FRESH ULTRA STRONG CEMENT & MEGHNACEM SUPER DELUXE CEMENT DEALER CONFERENCE HELD IN THAILAND

A special dealer conference took place in Thailand from July 11–15, 2023, to express gratitude to our more than 100 top-performing dealers for the success of the Fresh Ultra Strong Cement and Meghnacem Super Deluxe Cement.

MGI Executive Director (UCIL) Mohammed Khurshed Alam, Chief Sales Officer (Cement) Md. Shah Jamal Sikder, Chief Accounts Officer Md. Rahmotullah Khondoker and Sr. GM (Brand) Kazi Md. Mohiuddin were present at the dealer conference in Pattaya City.

Fresh Ultra Strong Cement is the only cement brand to be used exclusively in 3 of the most significant bridges (Kanchpur, Meghna, and Gumti), Matarbari Power Plant, and some of the other mega-projects in Bangladesh. This exclusivity signifies the exceptional quality of the cement and the trust of the people in the brand.



Fresh Ultra Strong Cement & Meghnacem Super Deluxe Cement dealers in a group photo along with the UCIL high officials after the conference



MGI GM (Sales, Product Line B) Suvas Chandra Sarkar, AGM (Brand) Md. Abul Hasnath, AGM (Sales-FMCG Division) Md. Nazrul Islam and high officials with the Product Line B distributors during the factory visit

MGI PRODUCT LINE B DISTRIBUTOR MEET HELD AT UNITED EDIBLE OIL LTD. AND JANATA FLOUR & DAL MILLS LTD. FACTORIES

On September 16, 2023, the top 22 business partners (distributors of Product Line B) were joined by senior officials from MGI for a factory visit. Together, they visited MGI sister concerns United Edible Oil Limited (UEOL) and Janata Flour & Dal Mills Ltd. in Narayanganj. The confidence level of the visiting distributors has heightened for the Fresh branded products as they witnessed the Soybean Oil and Atta, Maida, Suji production processes. They were profoundly impressed by the uncompromising quality control at every stage of the production.

A special session was also conducted on the day. MGI Director Tahmina Mostafa was present at the session, joined by the senior officials from the Accounts, Supply Chain Management, Brand, and Sales Departments. The MGI Director initiated the session by delving into the previous month's performances and exploring upcoming market prospects. She emphasized the consistent monthly growth in sales volume. The session ended with the announcement of the consecutive 3rd meeting, to be held abroad based on performance.



Business Partners gaining knowledge about back-end manufacturing processes of our various products



MGI GM (Sales, Product Line B) Suvas Chandra Sarkar, AGM (Brand) Md. Abul Hasnath, AGM (Sales-FMCG Division) Md. Nazrul Islam and high officials with the Product Line B distributors during the factory visit

MGI PARTICIPATED AT DHAKA POLYTECHNIC INSTITUTE CAREER FAIR

On June 19, 2023, we have participated in the prestigious career fair held by Dhaka Polytechnic Institute at the institute premises. Several other esteemed organizations were also present at the career fair. Understanding the significance of fresh perspectives and emerging talents, we at MGI consistently value the infusion of young, innovative minds into our workforce to propel future development.

As a continuation to that, we eagerly embraced the opportunity to interact with the outstanding group of recent diploma graduates from the top-ranking Polytechnic Institute in Dhaka. Given the persistent demand for Diploma Engineers across our diverse business sectors, this career fair provided an invaluable opportunity for us to identify potential Diploma Engineers for our various business units. In summary, the event's triumph and the enthusiastic response from participants underscored the potential for productive collaborations between MGI and this highly skilled pool of engineers.



MGI HR Team interacting with the potential candidates at Dhaka Polytechnic Institute Career Fair



Potential candidates at Dhaka Polytechnic Institute Career Fair



A moment of Nationwide Sales Representative Recruitment Program

MGI HR TEAM ORGANIZED NATIONWIDE SALES REPRESENTATIVE RECRUITMENT PROGRAM

MGI HR Team has organized a Nationwide Sales Recruitment Program across 10 venues (Bogura, Mymensingh, Sylhet, Sreemangal, Barishal, Uttara, Cumilla, Jessore, Chattogram, and Cox's Bazar) from July 14-21, 2023. From MGI, we have consistently held our position as one of the largest employers in Bangladesh. We have achieved remarkable success through our steadfast commitment to invest in human capital over the years. Each year, we venture into new industries, introduce new products to the market, and create mentionable employment opportunities. This expansion has led us to establish one of the largest sales teams in the country, significantly contributing to our revenue.

The response from aspiring sales enthusiasts was overwhelming, with over a thousand candidates visiting location-based MGI booths to submit their resumes. The selected candidates will be included to our dynamic sales force, contributing to the widespread presence of MGI all over Bangladesh.

To sustain the growth trajectory, we will actively seek out high-caliber individuals who can propel the organization forward. For that, this Nationwide Sales Recruitment program has been instituted to scout the top talents.



MGI HR Team conducting the recruitment program

FRESH INSTANT FULL CREAM MILK POWDER SYLHET RETAILER MEET HELD

Fresh Instant Full Cream Milk Powder held 2 retailer meets exclusively for the 400 retailers in the Sylhet Metro wing from July 22-23, 2023. The objective of the meetings were to fortify the business relationship with them. MGI GM (Sales, FMCG) Md. Akhterul Alam Shah, AGM (Brand) Muhammad Mahbubur Rahman, and several other officials graced the occasion with their presence.

During these programs, the MGI officials shared insights on future business opportunities and plans and provided valuable guidance to our retail partners. Additionally, they offered directions on promoting Fresh Instant Full Cream Milk Powder, Fresh Premium Tea, and Fresh Atta-Maida-Suji to the consumers.

To make the events vibrant, activities such as raffle drawing, photo booths with instant photo printing, and frames were arranged. Furthermore, all of the participating retailers received complementary gifts from MGI as a token of appreciation.



MGI GM (Sales, FMCG) Md. Akhterul Alam Shah during his speech at the program



MGI AGM (Brand) Muhammad Mahbubur Rahman during his speech at the program



Cultural performance at the program



Fresh Instant Full Cream Milk Powder Sylhet Retailer Meet Raffle Draw Winners

FRESH LP GAS REGIONAL DISTRIBUTOR CENTER IN SYLHET OPENS

Sylhet Division is a very strategic and potential market for LPG business and Fresh LP Gas holds the top position in the district. Considering the market size and to make a strong business relationship with the distributors, a stakeholders' discussion program was arranged with the initiation of the Sylhet Regional Distribution Program (BHD Private Ltd.) of Fresh LP Gas on August 10, 2023. Approximately 25 distributors of Fresh LP Gas were present in the discussion program.

Fresh LP Gas former Chief Operating Officer (COO) Mohammad Nurul Alam shared his view on market development in the region aligning with the company objective. Fresh LP Gas AGM (Sales, Wing-2) HM Rawfun Elahe, Sr. Manager (Brand) Md. Arif Siddique also attended the program along with the sales officials and the distributors.

Some of the potential distributors of the region also shared their fruitful opinions focused on competitor analysis, industrial parameters, operational bottlenecks, and coordination between the company & them, the Regional Distribution Center, to drive sales growth in this region.



Fresh LP Gas former COO Mr. Mohammad Nurul Alam, AGM (Sales, Wing 2) HM Rawfun Elahe, Sr.Manager (Brand) Md. Arif Siddique along with the distributors during the Sylhet Regional Distributor Center opening





Fresh LP Gas and ABC Real Estate Ltd. high officials group photo

FRESH LP GAS AND ABC REAL ESTATE LTD. PARTNERS FOR CONDOMINIUM PROJECT 'THE OASIS'

On July 13, 2023, Fresh LP Gas signed an agreement with ABC Real Estate Ltd. to ensure a seamless supply of LP Gas for the state-of-the-art condominium project 'THE OASIS' at the heart of Dhaka City. This marks the beginning of a dynamic collaboration that will bring convenience and eco-friendliness to the Dhaka City inhabitants. We will ensure the supply of LP Gas to the 9 buildings connecting 468 households of this condominium project according to this agreement.

Fresh LP Gas former Chief Operating Officer (COO) Mohammad Nurul Alam and Project Director of The OASIS Major Md. Manzur Hossain (Retd.) signed the agreement on behalf of their respective organizations. Senior officials from both organizations were also present during the agreement signing and discussed the opportunity and scope of eco-friendly fuel solutions of Fresh LP Gas for the surging real estate projects in megacities.



MGI Executive Director (UCIL) Mohammed Khurshed Alam, Chief Sales Office (CSO) Sanjib Kumar Saha, Chief Sales Officer (CSO) Shah Jamal Sikder, Sr. GM (Brand) Kazi Md. Mohiuddin, Sr. DGM (Marketing & Sales) Hedayet Hossain along with the UCIL Sales team at the event

UCIL SALES STRATEGY CONFERENCE 2024 HELD IN GAZIPUR



MGI Executive Director (UCIL) Mohammed Khurshed Alam providing guidance to district & zone in-charges

Unique Cement Industries Ltd. (UCIL) Sales Strategy Conference 2024 was held on September 12-13, 2023 at Dream Square Resort in Sreepur, Gazipur. A total of 62 nationwide district & zone in-charges of the UCIL sales force attended the conference.

At the sales conference, MGI Executive Director (UCIL) Mohammed Khurshed Alam gave instructions and provided guidance to the participants on how to achieve the 2024 target. How to develop the 80/20 concept proposal was also discussed in the conference- elaborating on how to manage prime sellers & dealers, and how to ensure customer profits without increasing the price by looking at the district-wise sales trend & contribution.

MGI Chief Sales Officer (Cement) Sanjib Kumar Saha, Chief Sales Officer (Cement) Shah Jamal Sikder, Sr. GM (Brand) Kazi Md. Mohiuddin, Sr. DGM (Marketing & Sales) Hedayet Hossain were also present in the conference.



Teachers & Students Group Photo from the East West University (EWU) Study Tour at United Edible Oil Ltd. (UEOL)

EAST WEST UNIVERSITY (EWU) STUDY TOUR AT UNITED EDIBLE OIL LTD. (UEOL)

On August 26, 2023, 220 teachers and students of East West University (EWU) had a study tour at the United Edible Oil Ltd. (UEOL) factory in Ganganagar, Meghnaghata, Narayanganj.

From this tour, the students & and teachers of EWU had valuable insights on the innovative production process and the advanced technologies at UEOL. The experienced staff at the factory guided the group, showing different aspects of the factory, production process, and answered their queries.

At the end of the tour, each of the visitors were given a gift box containing Super Fresh Fortified Soybean Oil as a token of appreciation. The tour was indeed a learning experience for the teachers and students of EWU.



EWU Study Tour Banner



MGI Team for guiding the EWU Study Tour

FRESH CERAMICS 'NANDONIKOTAR KARIGOR' EVENTS FOR TILES FITTERS

We arranged a program like Nandonikotar Karigor to honor Tiles Fitters and build a good relationship with them. Fresh Ceramics has organized 14 events in total 'Nandonikotar Karigor' all over Bangladesh for the Tiles Fitters from March 13-September 18, 2023. A total of 2,950 fitters were invited to these events held in Mymensingh, Jamalpur, Tangail, Pabna, Bogura, Rajshahi, Chuadanga, Jessore, Khulna, Cox's Bazar, Noakhali, Cumilla, Brahmanbaria and Sylhet. Since Tiles Fitters is one of the Vital Influencers and the potential tiles customers value their insights, organizing these events was an integral part of marketing for Fresh Ceramics.

Each of these events focused on providing a memorable experience to the Tiles Fitters. The central part of the events was showcasing different products of Fresh Ceramics and educating them through presentations. The discussions and experience sharing amongst the area sales in-charge, dealers, and the fitter leaders were helpful for all of the participants. Cultural program and gift items handover were also a prominent part of the entire activity. There were raffle draws gifts along with special gifts for all.

We plan to organize even more programs like this.



'Nandonikotar Karigor' event stage



Cultural performance at the event



Tile Fitters' photo session at the event



First Prize (Refrigerator) winner

VEHICLE CLEANLINESS AWARDS GIVEN AT TONGI DEPOT

Our Admin Department organized a competition on the cleanliness of the vehicles in Tongi Depot to encourage the drivers. On September 09, 2023, the competition-winning drivers were rewarded with cash and certificates. The initiative has certainly encouraged the drivers, as they felt included in an organizational activity dedicated solely to them. We appreciate the effort by the Admin Department for such an initiative by including the drivers, as they also play their role and help MGI to keep on breaking boundaries.



MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and Deputy Manager (Admin) Khandaker Masum handing over the certificate to the winners

FRESH CERAMICS INAUGURATES 5 EXCLUSIVE DEALER SHOWROOMS IN MYMENSINGH, NAWABGANJ, COX'S BAZAR, CUMILLA AND DHAKA

Fresh Ceramics is working relentlessly to ensure the aesthetic design and best quality tiles for customers all over Bangladesh. With that aim, Fresh Ceramics inaugurated an exclusive dealer showroom, 'Nandonik Tiles Gallery' at K.B. Ismail Road, Mymensingh on June 24, 2023. Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom. Fresh Ceramics DGM (Sales & Marketing) Iftakhar Alam, Manager (Brand) Shahjada Yeasir Arafat Shuvo, Deputy Manager (Sales) Muhammad Saiful Islam, Executive (Sales) Masud Rana, proprietor of 'Nandonik Tiles Gallery' Sumon Channa Goos and the influential people from the locality were also present during the inauguration. This is the largest and one of the most alluring showrooms from Fresh Ceramics as of yet, spanning over a space of 2,200 square feet.



Interior of the Fresh Ceramics exclusive dealer showroom 'Nandonik Tiles Gallery' in Mymensingh



নান্দনিক টাইলস গ্যালারী

এক্সক্লুসিভ শো-রুম:

নান্দনিক টাইলস গ্যালারী

১৩/২, কে. বি. টাইলস রোড (হাটি কলোনি), ময়মেন্সিংহ।
ফোন: ০১৭৫৫-৪৫২১০০, ০১৭৫৫-০৫০২৮৮



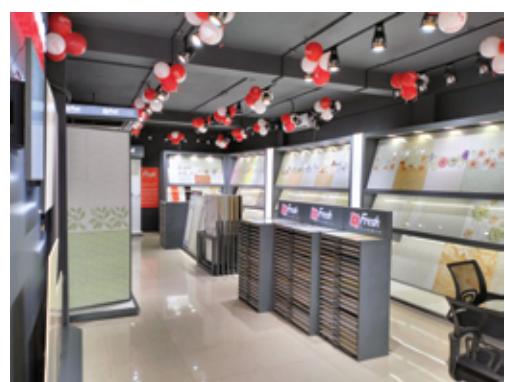
শুভ উদ্বোধন “নান্দনিক টাইলস গ্যালারী”

ফ্রেশ এক্সক্লুসিভ শো-রুম



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Manager (Brand) Shahjada Yeasir Arif Shuvo, Sample Coordinator Md. Moshiur Rahman Prince, proprietor of 'Asad Tiles House' Md. Asadur Rahman, and the influential people from the locality during the inauguration in Nawabganj

On July 17, 2023, Fresh Ceramics inaugurated another exclusive dealer showroom, 'Asad Tiles House' at Komorgonj, Nawabganj. Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom. Fresh Ceramics DGM (Sales & Marketing) Iftakhar Alam, Manager (Brand) Shahjada Yeasir Arif Shuvo, Sample Coordinator Md. Moshiur Rahman Prince, proprietor of 'Asad Tiles House' Md. Asadur Rahman, and influential people from the locality were also present during the inauguration. This marks the first exclusive showroom from any Ceramics Brand at Nawabganj, a growing tiles market.



Interior of the Fresh Ceramics exclusive dealer showroom 'Asad Tiles House' in Nawabganj

On August 06, 2023, Fresh Ceramics inaugurated the exclusive dealer showroom, 'Tiles Mela' at Bypass Road Bus Terminal, Cox's Bazar. Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom. Fresh Ceramics DGM (Sales & Marketing) Iftakhar Alam, Manager (Brand) Shahjada Yeasir Arafat Shuvo, Deputy Manager (Sales) Mohammad Mostafizur Rahman, Senior Executive (Sales) Md. Ataur Rahman, proprietor of 'Tiles Mela' Md. Hafizur Rahman and influential people from the locality were also present during the inauguration. The Showroom is situated in the heart of Cox's Bazar Tiles Market, close to the tourist spot, and is one of the most luxurious Fresh Ceramics showrooms, as it spans over a space of 2,000 square feet.



Fresh Ceramics COO A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Manager (Brand) Shahjada Yeasir Arafat Shuvo, Deputy Manager (Sales) Mohammad Mostafizur Rahman, Senior Executive (Sales) Md. Ataur Rahman, proprietor of 'Tiles Mela' Md. Hafizur Rahman, and the influential people from the locality during the inauguration in Cox's Bazar

An exclusive dealer showroom, 'Tiles Square' was inaugurated at Shaktola, near Paduar Bazar Bishwa Road, Cumilla on August 12, 2023. Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom. Fresh Ceramics DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Mohammad Mostafizur Rahman, Executive (Sales) Md. Ajgoer Hassan, proprietor of 'Tiles Square' Abul Kalam, and influential people from the locality were also present during the inauguration.



Fresh Ceramics COO A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Mohammad Mostafizur Rahman, Executive (Sales) Md. Ajgoer Hassan, proprietor of 'Tiles Square' Abul Kalam, and the influential people from the locality during the inauguration in Cumilla

On September 16, 2023, Fresh Ceramics inaugurated another exclusive dealer showroom, 'Hatirpool Tiles' at Banglamotor, Dhaka. Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom. Fresh Ceramics DGM (Sales & Marketing) Iftakhar Alam, National Sales Manager Md. Obydul Hoque, proprietor of 'Hatirpool Tiles' Humayun Kabir Sohag, and influential people from the locality were also present during the inauguration. This marks the first exclusive dealer showroom for Fresh Ceramics at Banglamotor in Dhaka, the central hub of the tiles market in Bangladesh.

All of these showrooms will showcase tiles of all sizes and different designs of Fresh Ceramics.



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, and National Sales Manager Md. Obydul Hoque, proprietor of 'Hatirpool Tiles' Humayun Kabir Sohag, and the influential people from the locality during the inauguration in Dhaka



**NEWS &
UPDATES**

WE HAVE EXPORTED FRESH FMCG GOODS FOR THE FIRST TIME IN BAHRAIN

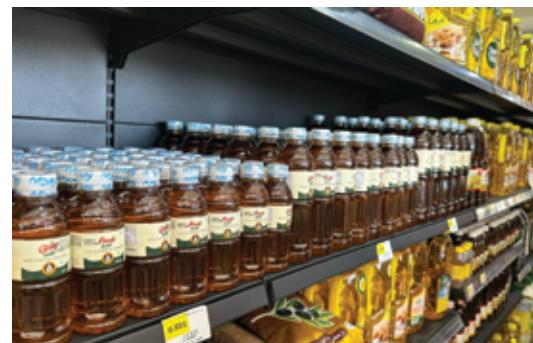
On July 04, 2023, we have exported Fresh Spices (Turmeric, Chili, Coriander, and Cumin along with Chicken Masala, Curry Powder, and Haleem Mix), Fresh Biscuits & Cookies, Fresh Chanachur, and Fresh Actifit Mustard Oil for the first time in Bahrain.

Bahrain-based superstore 'Unified Supermarket' was the buyer, and the superstore has shelved Fresh FMCG goods in the outlets. The buyer is also working as the distributor for other small businesses there. Besides, the buyer has also branded vans with 'Fresh' logo placement. According to them, our FMCG goods have received commendable response from the consumers.

We look forward to keeping up with this positive response in Bahrain and starting to export in the other countries of the Gulf Cooperation Council (GCC).



Fresh branded products on the shelves of Unified Supermarket outlet



Fresh Actifit Mustard Oil on the shelves of Unified Supermarket outlet



Fresh Branded Van in Bahrain

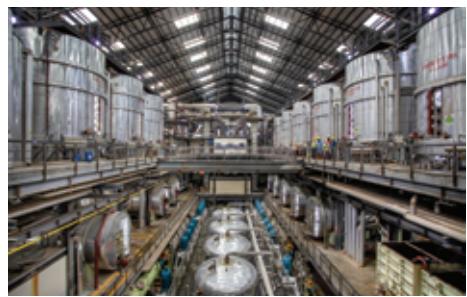


Unified Supermarket outlets in Bahrain

FIRST TIME IN BANGLADESH, WE HAVE STARTED PRODUCING LIQUID SUGAR

Our sister concern Meghna Sugar Refinery Limited has started producing Liquid Sugar, extensively used worldwide including in Europe and the USA. By taking this endeavor, we have started a new dimension in the industrialization of Bangladesh. Our own Meghna Beverage Ltd. has already started using Liquid Sugar for their production. Some of the other players in the beverage industry are also showing interest in taking Liquid Sugar from us.

Liquid Sugar is being used in Beverage, Juice, Pharmaceuticals, Retail Cooking, and Food Processing industries around the world. Liquid Sugar dissolves instantly in any beverage, and has no packing residue and sugar loss. Besides, Liquid Sugar can be used directly in Retail and Food Services.



Inside Meghna Sugar Refinery Limited



Liquid Sugar



Meghna Sugar Refinery Limited Factory



Biophilic design at the MCIL mosque premise

MGI ARBORICULTURE TEAM SPEARHEADS TREE PLANTATION INITIATIVE

Bangladesh Economic Zones Authority (BEZA) took the initiative to plant trees on 10 percent of the land of each economic zone with the aim to ensure eco-friendly industrialization. In view of this, the MGI Arboriculture Department performed the 'tree census' activity. This activity included the counting of trees right after the Rainy Seasons, starting in 2020. Back then, there were 15,635 trees in total. With the effort of the Arboriculture Department, the total number of trees now stands at a staggering 95,035. The chart in the next page shows the total number of trees in each of the units.



Biophilic design at the MCIL mosque premise

Sl.	Factory Unit	Green Population (No.)
01	MIEZ	15,970
02	Ceramics	12,748
03	Anandabazar	11,890
04	PVC/Chemical	15,688
05	Transport/Salt/ paper/Fiber	14,670
06	MSRL/MPPML/Cement	21,767
07	CEZ	350
08	Bogura Factory	1,952
Total		95,035



Landscaping at the Meghna Yacht Marina



Landscaping at the Meghna PVC site

Currently, our annual natural and fresh Oxygen product is approximately 8,550,000 pounds. This is to mention that, 2 mature trees can provide enough Oxygen for a family of 4. We intend to fill up the fresh Oxygen demand for the entire MGI family.

We are aiming to announce MIEZ as a 'green factory/ECO zone' fulfilling all of the environmental parameters. We are not confined to plantation and orchard management only as we also develop our factory site and neighboring land under a landscaping layout. Visitors also appreciate our initiatives and enjoy the beauty of Biophilic Design in the factory complexes.



Avik Anwar after his win in round 3 of race 2 of Malaysian Championship Series 2023

AVIK ANWAR KEEP HIS STREAK OF BREAKING BOUNDARIES

Avik Anwar brought home another victory for Bangladesh and MGI, as he won round 3 of race 2 of the Malaysian Championship Series 2023 at the Sepang International Circuit on August 27, 2023. This was the 8th podium finish for Avik Anwar in the Malaysian Championship Series. Avik dedicated this victory to his deceased father.

MGI believes that his steadfast attitude and unwavering determination have served in Avik Anwar's impressive victories. We are confident that Avik Anwar will keep on breaking boundaries with MGI by his side on the global scale in the future.

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ARAFAT COMPLETES IRONMAN 70.3 AND IRONMAN WORLD CHAMPIONSHIP 2023

Bangladeshi triathlete Mohammad Shamsuzzaman Arafat finished Ironman 70.3 World Championship for the 2nd year in a row. He accomplished this feat in Lahti, Finland on Sunday, August 27, 2023. On his way to complete Ironman 70.3, Arafat swam 1.9 km, cycled 90 km, and ran 21.2 km in 4 hours 57 minutes 59 seconds. Previously in the USA, he took 5 hours 15 minutes to complete Ironman 70.3.

On September 10, 2023, Arafat participated in Ironman World Championship 2023 held in Nice, France. Out of 2,800 triathletes from 93 countries, Arafat's position was 639th. He ranked 130th out of 228 in the 30-34 years of age category.

Mohammad Shamsuzzaman Arafat has been our brand ambassador for a few years now. MGI has been there with Arafat in both of his recent triumphs. MGI believes that Arafat's hard work and dedication and the mindset of continuously breaking boundaries are the catalysts for his heroic endeavors. We wish him all the best for his upcoming pursuits.



Arafat at the Ironman 70.3 World Championship in Lahti, Finland after the running task



MGI Brand Ambassador Mohammad Shamsuzzaman Arafat at the Ironman World Championship 2023 Nice, France



Arafat at the Ironman 70.3 World Championship in Lahti, Finland after the swimming tasks



Arafat at the Ironman 70.3 World Championship in Lahti, Finland during the cycling

TRAINING PROGRAM





A group photo from the training session

TRAINING ON GOOGLE PLATFORMS FOR BRAND TEAM

Digital penetration is growing twofold every 2 years in Bangladesh. It is needless to say how important digital presence is for brands in today's world. On August 28, 2023, MGI Sr. GM (Brand) Kazi Md. Mohiuddin arranged an interactive training session on Google Platforms which was conducted by Medium Group. Medium Group is the authorized marketing service provider of Google in Bangladesh and they trained the MGI Brand Team on effective creative-making and efficient media planning for Google Platforms.



Snippet from the training session

The session was helpful in understanding the Google Platforms and the scope of marketing on those. The half-day interactive session had a discussion on how effectively Google Platforms can be used for marketing along with relevant Consumer Packaged Goods (CPG) examples.

From Medium Group, Partner Director (Bangladesh) Ehsanul Hoque, SMB Marketing Lead Modasser Ahmed, SMB Industry Manager Meraz Bin Mizan, and YouTube Lead Anisul Islam conducted the session. Moreover, representatives from our retainer creative agencies Analyzen, Mighty: Verse, and media buying agency Mindshare also attended the training.



Some snippets from the training session

Main Takeaways from the Training Session

An overview of the digital landscape on Google Platforms and how customers today experience the brand across this multifaceted channel

Explore how creativity sparks engagement, brand-pull and helps the marketer differentiate the brand across Google Platforms

Deep dive into media planning with the best in class planning and forecasting tools on Google Ads, to learn to plan, execute, and experiment with any upcoming campaigns for the future success

HALF-YEARLY PERFORMANCE ASSESSMENT AND TRAINING REQUIREMENTS FOR HR TEAM HELD

Our HR Team is dedicated in aligning the employees with the organization's overarching goals and objectives. This synchronicity is essential for enhancing organizational effectiveness and ultimately attaining the company's mission. Recently, the MGI HR Team has initiated a half-yearly performance assessment program to not only elevate individual performances but also drive overall work efficiency.

Having consistently applied this practice over the years, our HR Team has successfully discerned the specific needs of teams, meticulously examined performance gaps, and proactively worked towards bridging these discrepancies. The half-yearly assessment has proven instrumental in unearthing a wealth of insights regarding the team, encompassing essential aspects such as training requirements, skill disparities, and the challenges faced by teams.

During a town hall meeting, MGI Chief Human Resources Officer (CHRO) Atiq uz Zaman Khan generously shared his invaluable lifelong HR expertise. He emphasized on the imperative of self-development through a balanced approach to work and personal life, along with a focus on refining our existing skill set. His wisdom served as a powerful reminder that continuous growth and adaptability are fundamental to thriving in the dynamic landscape of modern workplaces. This resonated deeply with the audience, reinforcing the commitment of MGI HR to nurturing a culture of continuous improvement and employee wellbeing.



MGI Chief Human Resources Officer (CHRO) Atiq uz Zaman Khan sharing insights at the HR Half-Yearly Performance Assessment and Training



HR Team at the Half-Yearly Performance Assessment and Training



MGI HR Manager Richard Baroi presenting at the Half-Yearly Performance Assessment and Training



MGI HR Team group photo after the training

MGI HR TEAM INITIATES TRAINING ON SALES TERMINOLOGIES

The HR team has been dedicated in fostering a training-centric culture across the organization, with a particular emphasis on the FMCG Division. Over the years, MGI HR has consistently rolled out a foundational sales course, aiming to cultivate top-tier sales professionals in the market. To stay updated with evolving strategies and terminologies, HR professionals have continually sought to update their knowledge.

This latest training initiative held on September 05, 2023, was designed to provide 40 participating HR personnel a thorough grasp of essential sales-related terms and principles. The primary focus was on establishing a solid groundwork in sales language, ultimately enhancing communication, collaboration, and overall effectiveness within sales roles. Throughout the program, participants delved into the core concepts of sales and its value chain.

MGI Chief Human Resources Officer (CHRO) Atiq uz Zaman Khan emphasized the significance of acquiring knowledge in sales. Given the substantial size of our sales force dedicated in achieving organizational goals, he stressed that having a foundational understanding of sales is crucial for HR professionals. This knowledge will not only provide an edge in our current roles but also position us as more valuable HR professionals in the future.



MGI Chief Human Resources Officer (CHRO) Atiq uz Zaman Khan sharing his knowledge at the training

NEW PRODUCT DEVELOPMENT



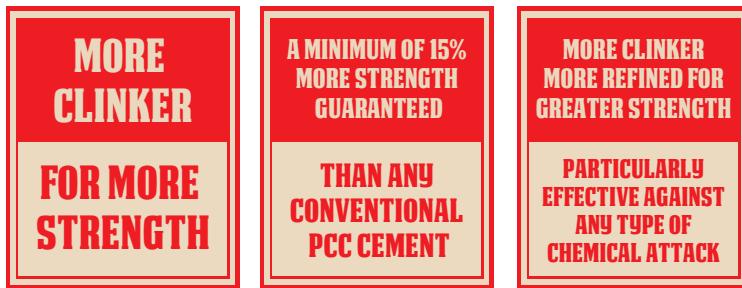
FRESH CEMENT RELAUNCHED AS FRESH ULTRA STRONG CEMENT

We have relaunched Fresh Cement as Fresh Ultra Strong Cement which contains high clinker and is suitable for any type of construction work.

All cements are not the same. Regular cements contain a minimum of 65% clinker, whereas Fresh Ultra Strong Cement contains a minimum of 70% clinker. While Fresh Ultra Strong Cement has some compatibility with the general properties of PCC cement, it is a cost-effective and suitable construction solution for certain properties. Therefore, it's not just strong - it's ultra strong.



QUALITITIVE ADVANTAGES OF FRESH ULTRA STRONG CEMENT



USAGES OF FRESH ULTRA STRONG CEMENT



WORKPLACE

TALENT BEYOND
PLACE



Campsite at Dzongri above 14,000 feet from sea level

Hi, I am Mohammad Ariful Islam Bappy, Brand Manager, MGI

I started mountain trekking as a passion 15 years ago. I started off by hiking Chandranath, Chattogram. After that, I trekked to Keokradong, Amiakhum-Nafakhum, Napittachora, Khoiyachhora, Jhorjhori in Bangladesh and the Goecha La Trek in Sikkim, India. This trek is well-known for its breathtaking views, particularly for 15 noteworthy peaks including the majestic Kanchenjunga.

I can vividly recall every detail of my time at Goecha La. It took 11 days and 90 km to complete the expedition. I started trekking from Yuksom, Sikkim, India.

On the 4th day of our trekking at Dzongri (approximately 13,190 feet above sea level), I was hit by Acute Mountain Sickness (AMS), leading to intense headaches and vomiting. The safest course of action was to descend. Yet, I decided to continue ascending with my team by the morning.

On the 6th day of trekking, we started from Thansing at 01:00 am, aiming to witness the sunrise from the Goecha La V2 point. Night trekking can be challenging above 15,000 feet, especially when the temperature drops below -10° Celsius. But the challenge was fulfilled as I witnessed the first golden ray illuminating the peak of the Kanchenjunga from the viewpoint. The majestic Kanchenjunga alongside the Sleeping Buddha imprints itself in the heart of every adventurer. That was a sight I will never forget.



On the way to Dzongri



Camping site at Tshokha approximately 10,000 feet above sea level



Kanchenjunga Peak at 28,169 feet

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

CONGRATULATION TO THE QUIZ WINNER OF BREAKING BOUNDARIES 9TH ISSUE!

A total of 131 people participated in the Q&A segment of 'Breaking Boundaries' 9th Issue. Out of them, 87 people answered all the questions correctly. The Corporate Brand Team conducted a raffle draw to select the winner.

MGI Deputy Manager (Accounts) Farhana Sultana was the lucky winner of the raffle draw.

A gift handover ceremony was held at Fresh Villa. MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, and Senior General Manager (Accounts) Mostafa Jasim Raihani handed over a brand-new Philips Mixer Grinder HL7505/00 and a brand-new Ocean Air Fryer 4 Litre to the winner. She was very elated after receiving the gift.



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



**Participate in the quiz
from your official e-mail ID
by January 31, 2024.
Get a chance to win a surprise!**

Visit the link



<http://tiny.cc/izpdvz>

Or scan the QR code



Scan Here



DID YOU KNOW?

DID YOU KNOW?



MGI charts a course with an impressive fleet of **108 vessels**, boasting a combined carrying capacity of a staggering **210,000 tons**. These versatile ships, collectively referred to as 'Inland Vessels,' encompass a range of types, from oil tankers and gas carriers to bulk cargo and container vessels.

This diverse fleet not only emphasizes MGI's prominence in the maritime industry but also exemplifies their unwavering dedication to efficiently transporting essential goods and commodities across local and international waters.

It's yet another testament to how Meghna Group of Industries continually expands its horizons and pushes the boundaries in the world of commerce and logistics.



BREAKING BOUNDARIES

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