

BREAKING BOUNDARIES



QUARTERLY NEWSLETTER 8TH Issue

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BREAKING BOUNDARIES

EDITORIAL

EDITORS' NOTE

Dear Readers,

The Editorial Team warmly welcomes you to the 8th Issue of the MGI 'Breaking Boundaries' Quarterly Newsletter! We are humbled by the overwhelming support and response for this issue of the newsletter.

We would like to especially thank Tanveer Mostafa, Director, MGI, and Kazi Md. Mohiuddin, Sr. GM, Brand for their unwavering support 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 first quarter of the year 2023, we have continued our streak of breaking newer boundaries and going forward at an unstoppable force. We, the MGI family have achieved a great many numbers of things in this quarter. We have inaugurated 4 of the largest brand-new Ultramax Dry Bulk Carriers for the first time in Bangladesh, and we were awarded 7 Best Brands & 4 Superbrands awards. We have participated in big events such as the FBCCI 50-year celebration and the KBCCI fair.

As always we kept the last section of the newsletter for exhibiting the hobbies, knacks, and talents of our colleagues. We 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 gift!

We sincerely hope that your continuous participation and support will remain with us in the future.

Enjoy 'Breaking Boundaries'.



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ARTICLE

MEGHNA GROUP OF INDUSTRIES (MGI) ENTERS RICE MILLING

On January 25, 2023, the leading newspaper The Daily Star published an article in their online portal regarding MGI's entrance to the Bangladeshi rice milling market.

Here's the article in full-

Meghna Group of Industries (MGI) one of the major commodity processors in Bangladesh, are set to enter into the milling and marketing of rice, a move that may intensify competition.

MGI has established an automatic rice and rice bran oil plant in Bogura, a northwestern district, with an investment of BDT 700 crore.

MGI looks to begin marketing rice in the middle of 2023, said its Chairman and Managing Director Mr. Mostafa Kamal.

"We had been marketing rice through contracts for the last couple of years and we have gained the confidence of customers. Now, if we buy paddy and mill the grain on our own, we will be able to provide better quality to our customers."

Tanveer Food Ltd., a concern of MGI, has established the mill with an annual production capacity of 3.5 lakh tonnes. According to Mostafa Kamal, MGI will make rice bran oil to sell in both domestic and export markets.

Bangladesh is the third-biggest rice producer in the world and produces 3.8 crore tonnes of rice annually. Farmers sell the grains in the market after keeping a portion for their own consumption.

Nearly 18,000 automatic, semi-auto, and husking mills and thousands of traders operate in the supply chain, according to insiders.

Two rice millers and traders say the entry of another large business house would increase competition in the grain market for paddy and may gradually drive small millers and traders out of the market. Mostafa Kamal, however, disagrees.

"Large investment will eliminate the middlemen in the supply chain and allow consumers to get quality grains," he said.

To read the online version, visit: tiny.cc/b4e5vz



MGI's new venture of rice milling at Bogura

BREAKING BOUNDARIES

ACHIEVEMENTS

MGI PARTICIPATES AS THE TITLE SPONSOR FOR DIGITAL MARKETING AWARD 2022



L to R: MGI Manager (Brand) Md. Abidur Rahman, Dhaka University IBA Director Professor Mohammad Abdul Momen, MGI Deputy Manager (Brand) Israt Jahan and Sr. Executive (Brand) Md. Kaysher Ahmed during the award handover for Fresh Tissue 'Pink Day' campaign



The winners of BBF Digital Marketing Award 2022 title sponsored by MGI

On December 17, 2022, Bangladesh Brand Forum (BBF) organized 'Digital Marketing Award 2022' at a five star hotel in Dhaka. MGI was the title sponsor for the ceremony. MGI's flagship brand Fresh Tissue bagged an award in Gold Category for the 'Pink Day' Campaign, the breast cancer awareness initiative.

A total of 124 digital media campaigns were recognized at the ceremony. Before the award ceremony, daylong summit was held to delve deep into the industry challenges, allowing industry leaders to share their multi-dimensional experiences. It also enabled the platform to stage exclusive discussions on possible solutions, analyze digital trends, integrate technology & innovation, and develop industry guidelines to positively contribute to the digital media marketing industry facing challenges.

FRESH WINS 7 BEST BRANDS AWARDS

On December 24, 2022, Bangladesh Brand Forum arranged the 14th edition of the 'Best Brand Awards' in partnership with NielsenIQ. Our brands Fresh Atta/Maida/Suji, Fresh Refined Sugar, and Super Fresh Drinking Water became 'The Most Loved Brand' in the respective categories.

Besides, Fresh Tissue & Fresh Super Premium Salt became 'Most Loved Brand 02', and Fresh Spices became 'Most Loved Brand 03' in the respective categories. Apart from these, Super Fresh Drinking Water became 'Overall No. 9 Brand 2022'.



MGI Team receiving 'The Most Loved Brand' for Fresh Atta/Maida/Suji



MGI Team receiving 'The Most Loved Brand' for Fresh Refined Sugar



MGI Team receiving 'The Most Loved Brand' for Super Fresh Drinking Water

BREAKING BOUNDARIES

ACHIEVEMENTS

MGI BRINGS HOME THREE SUPERBRANDS AWARD

On February 11, 2023, MGI won the internationally prestigious 'Superbrands Award' for three categories: Group of Companies, Sugar, and Water.

The Superbrands operates in 90 countries around the world and was launched in 1994. Superbrands has become a symbol of success for brands globally. 40 of the prominent brands of Bangladesh including MGI have been honored for the year 2023-24.



MGI officials receiving the Superbrands Awards for Super Fresh Drinking Water in the best water brand category



MGI officials with all of the Superbrands Awards for the year 2023-24



MGI officials receiving the Superbrands Awards for MGI in the best group of companies category

EVENTS

FRESH SUPERMART INAUGURATED AT MIEZ



MGI In-charge, Procurement & Transport S.M. Zahirul Islam at the counter of Fresh SuperMart on the day of the opening



Fresh SuperMart lighting at night



Dua Mahfil at the Fresh SuperMart with MGI high officials

The journey of Fresh SuperMart started at MIEZ on March 15, 2023, with an aim to offer better and more affordable shopping experience to the locals. In this outlet, MGI products will be available at special prices.

The outlet was decorated on the occasion and a Dua Mahfil was held for the opening program. High officials from MGI along with all the factory unit heads were present at the Dua Mahfil on the opening Day.

BREAKING BOUNDARIES

EVENTS

MGI INAUGURATES 4 BRAND NEW ULTRAMAX DRY BULK CARRIERS IN BANGLADESH



MGI Board of Directors, High Officials and Esteemed Guests during the Grand Inauguration of the 4 Brand New Ultramax Dry Bulk Carrier

Meghna Group of Industries (MGI) proudly inaugurates the first ever 4 brand new Ultramax Dry Bulk Carriers of the country- M.V. Meghna Victory, M.V. Meghna Prestige, M.V. Meghna Hope and M.V. Meghna Progress. On February 26, 2023, Mr. Khalid Mahmud Chowdhury, M.P., Honorable Minister of State, Ministry of Shipping, Government of the People's Republic of Bangladesh graced the launching ceremony as chief guest. Rear Admiral M Shahjahan, NPP, BCGMS, NDC, PSC, BN, Chairman, Chittagong Port Authority was present as special guest. Commodore Md Nijamul Haque, OSP, NGP, PSC, BN, Director General, Department of Shipping, Government of the People's Republic of Bangladesh, Mr. Md. Mahbub ur Rahman, Chief Executive Officer, HSBC Bangladesh and Mr. Mahbubul Alam, President, Chittagong Chamber of Commerce & Industry, Chairman & Managing Director - Al Haramain Perfumes Group of Companies and Chairman - NRB Bank Ltd. Mr. Mohammed Mahtabur Rahman were present as guests of honor. The program was presided over by Chairman & Managing Director of Meghna Group of Industries (MGI) Mr. Mostafa Kamal.

With the sole financing from HSBC Bangladesh, MGI's 4 brand new Ultramax Dry Bulk Carriers were built by a joint venture company of Japan & China named JIANGSU YANGZI-MITSUI SHIPBUILDING CO. LTD. The capacity of each of these Ocean Going Vessels is 66,000 DWT. According to MGI, these 4 brand new Ultramax Dry Bulk Carriers will contribute to the economy of the country by importing & exporting different items from the major sea ports around the world by hoisting our national flag.



MGI Chairman & Managing Director Mostafa Kamal with Esteemed Guests at the Grand Inauguration of the 4 Brand New Ultramax Dry Bulk Carriers



MGI Chairman & Managing Director Mostafa Kamal delivering his speech

BREAKING BOUNDARIES

EVENTS



HSBC, Bangladesh Country Head of Wholesale Banking, Gerard Kevin Haughey presenting a token of appreciation to MGI Director Tanjima Mostafa



The Grand Inauguration of the 4 Brand New Ultramax Dry Bulk Carrier

This is to be mentionable that, as one of the leading conglomerates of Bangladesh, Meghna Group of Industries (MGI) has investment in different sectors starting from consumer goods to building materials, economic zones, shipping, aviation, chemicals, electricity & power, paper & tissue etc. MGI is directly & indirectly contributing to the economy of the country by establishing 52 industries with an employment of 50 thousand people. Currently, 1 out of 2 households in Bangladesh uses any of Meghna Group of Industries (MGI) products.



MGI Director Tanveer Mostafa and Sameera Rahman at the Grand Inauguration of the 4 Brand New Ultramax Dry Bulk Carriers



L to R: MGI SR. ED Taif Bin Yousuf, MGI Director Barrister Tasnim Mostafa (front), Captain Saiful Kabir (back), Chairman & Managing Director- Al Haramain Perfumes Group of Companies and Chairman- NRB Bank Ltd. Mohammad Mahtabur Rahman, HSBC Bangladesh CEO Md. Mahbub ur Rahman, MGI Director Tanveer Mostafa, Chairman, Chittagong Port Authority, Rear Admiral M Shahjahan, NPP, BCGMS, NDC, PSC, BN, Honorable Minister of State, Ministry of Shipping, Government of the People's Republic of Bangladesh, Khalid Mahmud Chowdhury, M.P., MGI Chairman & Managing Director Mostafa Kamal (back), Ms. Sameera Rahman (front), MGI Vice Chairman Beauty Akter, BNIC Director Wasikur Rahman, MGI Director Tanjima Mostafa, President, Chittagong Chamber of Commerce & Industry, Mahbulul Alam and MGI Director Tahmina Mostafa during the cake-cutting ceremony of the Grand Inauguration of the 4 Brand New Ultramax Dry Bulk Carriers

BREAKING BOUNDARIES

EVENTS

MGI PARTICIPATES IN SHOWCASE KOREA TRADE EXHIBITION

Korea-Bangladesh Chamber of Commerce & Industry (KBCCI) organized a trade exhibition show titled 'Showcase Korea' in collaboration with the Korean Embassy to celebrate the 50 years of diplomatic relations between Bangladesh and the Republic of Korea on February 25-26, 2023. Mr. Salman F. Rahman, Honorable Prime Minister's Private Industry and Investment Advisor inaugurated the exhibition as the chief guest. Ambassador-designate of the Republic of Korea to the People's Republic of Bangladesh Mr. Lee Jang-keun, FBCCI President Mr. Jashim Uddin, Mayor of Dhaka North City Corporation (DNCC) Mr. Atiqul Islam, Chairman of the Korean Community Mr. Yong Oh Yu, KBCCI Advisor Mr. Shahab Uddin Khan and President of KBCCI and MGI Chairman & Managing Director Mr. Mostafa Kamal, were also present at the inauguration ceremony. During the inauguration ceremony, our respected Chairman & Managing Director said that necessary steps are being taken to extend the bilateral relationship between the two countries further. The main products exhibited at the shows were electrical & electronic items, automobiles, textile machinery & accessories, different machineries & equipment, cosmetics & chemicals, paper, food, & beverage etc.

News Link: <http://tiny.cc/0qp5vz>



L to R: Ambassador-designate of the Republic of Korea to the People's Republic of Bangladesh Mr. Lee Jang-keun, FBCCI President Mr. Md. Jashim Uddin, Prime Minister's Private Industry and Investment Advisor Mr. Salman F. Rahman, KBCCI President and MGI Chairman & Managing Director Mr. Mostafa Kamal, Mayor of Dhaka North City Corporation (DNCC) Mr. Atiqul Islam, Chairman of the Korean Community Mr. Yong Oh Yu, and KBCCI Advisor Mr. Shahab Uddin Khan while visiting the MGI stall



MGI stall at Showcase Korea



In the presence of the Chairman of the Korean Community Mr. Yong Oh Yu, KBCCI Advisor Mr. Shahab Uddin Khan and FBCCI President Mr. Md. Jashim Uddin; Prime Minister's Private Industry & Investment Advisor Mr. Salman F. Rahman hands over a crest to KBCCI President and MGI Chairman & Managing Director Mr. Mostafa Kamal

BREAKING BOUNDARIES

EVENTS

MGI PARTICIPATES IN BANGLADESH BUSINESS SUMMIT 2023

Federation of Bangladesh Chambers of Commerce & Industries (FBCCI) organized the 'Bangladesh Business Summit 2023' to commemorate the golden jubilee of the organization on March 11-13, 2023. Honorable Prime Minister Sheikh Hasina, MP, inaugurated the event. MGI participated in the event as a silver sponsor.

Ministry of Foreign Affairs, Ministry of Commerce, and Bangladesh Investment Development Authority (BIDA) partnered with FBCCI for the summit. Ministers from seven countries including the United Kingdom (UK), the Kingdom of Saudi Arabia (KSA), China, Bhutan, and the United Arab Emirates (UAE), CEOs of 12 multinational companies, more than 200 foreign investors, and business leaders from 17 countries of the world participated in the summit.



Dignitaries visiting the MGI stall at the Bangladesh Business Summit 2023



Dignitaries taking a look at MGI products



Chairman & Managing Director- Al Haramain Perfumes Group of Companies and the Chairman- NRB Bank Ltd. Mohammed Mahtabur Rahman and former UAE Ambassador to Bangladesh Saed Mohammed Saed Hmaid Almheiri being welcomed in the MGI stall at the Bangladesh Business Summit 2023



MGI stall at the Bangladesh Business Summit 2023

The purpose of the event was to create new opportunities for trade and investment by showcasing the economic potential of Bangladesh before a global audience. The summit highlighted the success stories that have set the foundation for sustainable growth for Bangladesh. 750 people registered for the summit and many more also attended the summit without registration.

From MGI, we also had a stall at the expo for our product showcasing and had mentionable participation from the crowd.

BREAKING BOUNDARIES

EVENTS

BNIC ANNUAL BUSINESS DEVELOPMENT CONFERENCE HELD

Bangladesh National Insurance Company Limited (BNIC) Business Development Conference 2023 was held on February 04, 2023 at a hotel in the capital.

Meghna Group of Industries (MGI) Chairman & Managing Director Mr. Mostafa Kamal was the chief guest for the occasion.



Bangladesh National Insurance Company Limited (BNIC) Board of Directors and other guests at the Annual Business Development Conference

Former Vice-Chancellor of Jagannath University Professor Dr. Mijanur Rahman, Directors of BNIC Beauty Akter, Alamgir Hossain Khan, Manjur Md. Saiful Azam, Tahmina Mostafa, Tanjima Mostafa, Tanveer Mostafa, Tasnim Mostafa, Taif Bin Yousuf, Wasikur Rahman and others were also present as guests. The Chief Executive Officer of BNIC Md. Sanaullah presided over the event.

Different branch heads of BNIC were awarded based on achieving business targets for the year 2022 in the event. Business targets for 2023 were also discussed in detail.



MGI Chairman & Managing Director Mr. Mostafa Kamal giving a speech at the BNIC Annual Business Development Conference



MGI Chairman & Managing Director Mostafa Kamal & Sr. Executive Director Taif Bin Yousuf at the BNIC Annual Business Development Conference

News Link: tiny.cc/o4e5vz

EVENTS

FRESH LEXUS BISCUIT INTRODUCED TO THE MARKET



L to R: MGI AGM (Brand) Sadman Sharir Biswas, Sr. GM (Brand) Kazi Md. Mohiuddin, Sr. DGM (Sales) Mohammad Kamal Hossain Prince, Project Director (RDI) Aminur Rahman, Director Tahmina Mostafa, DGM (Quality Control) Md. Saiful Islam, GM (Accounts) Obaidur Rahman, GM (Operations) Arman Mahmud, AGM (Product Development) Md. Mahabur Rahman during the official launch of Fresh Lexus Biscuit

Fresh Lexus Biscuit, the new addition of Fresh Biscuits portfolio, was officially introduced in a ceremony held at a luxurious hotel in the capital on January 01, 2023 along with the sales conference. MGI Director Tahmina Mostafa was present at the ceremony. During her speech, she said, "MGI's flagship brand Fresh never compromises with the quality in providing the best products to the consumers".

MGI Project Director (RDI) Aminur Rahman, Senior GM (Brand) Kazi Md. Mohiuddin, Head of Supply Chain Management (FMCG) Rashedul Haque, GM (Operations) Arman Mahmud, GM (Accounts) Obaidur Rahman, Senior DGM (Sales) Mohammad Kamal Hossain Prince were also present at the ceremony. With the slogan of 'Best Biscuits from the Best Ingredients', Fresh Biscuits is gradually earning the trust of the consumers. The addition of Fresh Lexus Biscuit to the portfolio is an attempt to meet the consumer demand in its pursuit of giving them the quality they deserve.



MGI Director Tahmina Mostafa during her speech at the Fresh Lexus Biscuit launching ceremony



Territory Sales Officers and Regional Sales Managers of Fresh Biscuits at the program

BREAKING BOUNDARIES

EVENTS

MGI PARTICIPATES IN THE 27TH DITF 2023

The 27th Dhaka International Trade Fair (DITF)-2023 was held on January at Bangabandhu Bangladesh-China Friendship Exhibition Center in Purbachal. MGI set up a premier pavilion in this prestigious month-long trade fair.

MGI premier pavilion was 65 feet X 36 feet in size, with 3 separate parts- 1. Ready-made sales booth, 2. Product experience zone, and 3. Packet sales booth. Ready-made sales booth received a very good response for Fresh Tea & Fresh Noodles, ensuring commendable brand awareness. The product experience zone gave out the testers for Fresh Firni, Fresh Cake, Fresh Biscuits, Fresh Bread & Bun, and Fresh Snacks & Confectionary. The packet sales booth sold products worth of BDT 38.73 lac.

The inspiration for the pavilion came from the shape of the Meghna River since most of our industries are situated at the banks of the Meghna River. This pavilion captured the sentiment, history, and essence of MGI, a conglomerate that portrays its humble beginning of how from a small beginning, MGI kept on growing and breaking boundaries for 47 years now.

The MGI DITF pavilion won the '2nd Best Premier Pavilion'. A total of 47 businesses received awards in several categories. All in all, we had a substantial traction for all of our products from our participation in the DITF.



MGI pavilion at the 27th DITF-2023



Inside the MGI pavilion



Brand Promoters at the MGI pavilion



Spot purchase at the ready-made sales counter for Fresh Tea and Fresh Instant Noodles



The ecstatic MGI DITF Team after winning the 2nd prize as 'Best Premier Pavilion'



Crowd at the MGI pavilion



BREAKING BOUNDARIES

EVENTS

MGIs WORKING WITH MILLERS FOR NUTRITION (M4N)

On January 16-20, 2023, World Economic Forum (WEF) annual meeting was held in Davos, Switzerland to discuss issues related to global interest. On January 16, 2023, the conference on global nutrition was arranged by the SDG Advocacy Hub, Bill and Melinda Gates Foundation, TechnoServe, Endeva, GAIN Alliance, etc. The Director of the SDG Advocacy Hub Paul Newnham conducted the conference.

The conference was followed by a workshop on January 17, 2023 in the Hotel Belvoir, Zurich where a new global platform, Millers for Nutrition (M4N), emerged with the aim to encourage food fortification by every miller. Both of the programs were attended by DSM, BASF, Bayer, Al Hazza Investment Group of Jordan, BioAnalyt, Buhler Group, Cereal Mills Association of Kenya, Cargill, DEVEX, Hafeez Iqbal Oil & Ghee Industries of Pakistan, Hexagon of India, Nestlé, Olam Nigeria, Sanku Africa, World Food Program and UNESCO MGIEP, etc.

On behalf of Meghna Group of Industries (MGI), Deputy Advisor Md. Shafir Rahman, and Sr. GM (UEOL) Md. Kutubul Alam attended both the programs and shared about the prevalent laws of Bangladesh that have made fortification mandatory for every miller, so that the other countries may follow this instance and enact laws to ensure fortification for the reduction of the micronutrient deficiencies of their people. They also mentioned that the local production of premixes may help to ensure their quality, availability, and low price. Millers and premix industries were urged to work jointly to ensure the reduction of micronutrient deficiencies. Appreciation of the role of millers in fortification and the introduction of a logo for the M4N members were discussed. A roadmap is being prepared for M4N. MGI never compromises with quality and thus we are partnering with the new platform 'M4N'. The Project Manager of GAIN Bangladesh Nandinee Chowdhury coordinated the program with us.



Inside the SDG Davos tent



Davos 2023 SDG tent



A moment of the 'Millers for Nutrition (M4N)' conference



Group photo of participants of the event

BREAKING BOUNDARIES

EVENTS

MGi PARTICIPATES IN GULFOOD 2023

Gulfood, the biggest annual food & hospitality show in the world, is a key event in the Middle East and Asia. Gulfood 2023 took place in the Dubai World Trade Centre, UAE during February 20-24, 2023. This year, the event brought together the full circle of sectors that includes Food, Drink, Beverage Equipment, Restaurant & Café, and Food Service & Hospitality. As a continuation of previous years, we have also participated in Gulfood 2023.

For MGi, we have received most of the crowd/queries from the Middle East, Asia, the USA, and Africa. We were also complimented on our items after sample tests and people expressed their satisfaction with the quality. Our Wafers, Biscuits, Cookies, Noodles, CSD, and Energy Drinks, along with the private label request for Gear & Noodles had the majority of the queries.

From MGi, we provide flexibility for buyers as per compliance with the unique label requirements of different countries to ensure a safe entry. Due to abnormal sea freight issues, buyers have recently been facing some difficulties. We are also hoping to get more business opportunities when the freight situation gets back to normal. Gulf Cooperation Council (GCC) is great potential for our items. We aim to capture a significant market share by offering a good price. We will also need to establish operations in the UAE to have proper control of the business in the GCC countries.



MGi stall at the Gulfood 2023



Enquiries from potential buyers from different countries

BREAKING BOUNDARIES

EVENTS

FRESH SOUND- PRESENTED BY FRESH PREMIUM TEA

Fresh Premium Tea takes great pride in introducing 'Fresh Sound' – a platform for all generations of music lovers.

'Fresh Sound' aims to provide a unique musical experience to the audience. In its maiden voyage 'Fresh Sound- Presented by Fresh Premium Tea' celebrated 20 glorious musical years of Tahsan with a nationwide concert tour. In the coming days, Fresh Premium Tea aims to come up with similar experiences with 'Fresh Sound' and refresh the audience with new music.

In the first part of the 'Fresh Sound- Presented by Fresh Premium Tea' concert tour, three concerts have been organized on February 11, 16 and 22, 2023 in Chattogram, Cumilla and Sylhet respectively. All the concerts were sold out. To attend the concerts, interested audience needed to purchase a combo pack of Fresh Premium Tea and Fresh Instant Milk Powder to avail the tickets. More than 4,000 audiences attended the concerts. In other words, Fresh Premium Tea and Fresh Instant Full Cream Milk Powder reached 4,000 households.

Two more concerts will be organized in the coming days with the finale in Dhaka.



Tahsan Rahman Khan performing in Cumilla



L to R: MGI GM (Tea Operations) Khondakar Murtaza Ali, AGM (Brand) Muntasir Mamun, CMO (Meghna Beverage Ltd.) Ashfaqur Rahman, Musician Tahsan Rahman Khan, GM (Sales, FMCG) Md. Akterul Alam Shah, Assistant Manager (Brand) Asif Adnan



Tahsan performing in Chittagong



'Fresh Sound- Presented by Fresh Premium Tea' concert stage in Cumilla



Eager crowd before entering the venue in Sylhet



The eager crowd waiting before the start of the concert

EVENTS

TRIPARTITE AGREEMENT SIGNED FOR NEW 25 MW POWER IN MGI INDUSTRIAL UNIT

MGI's industrial unit 'Tasnim Chemical Complex Limited (TCCL)' has purchased electricity from the Sonargaon Grid Substation of Bangladesh Rural Electrification Board (BREB) of 25 MW load at 132 KV level for its own industrial production. A tripartite agreement was signed by BREB-PGCB and TCCL on Wednesday, March 15, 2023 at BREB board room in Khilkhet, Dhaka. TCCL Senior ED BM Islam, BREB Company Secretary Md. Abdul Hai and PGCB Company Secretary Md. Jahangir Azad signed the tripartite agreement on behalf of their respective organizations. BREB Chairman Mohang Selim Uddin, MGI Deputy Advisor A.K.M. Monowar Hossain Akhand, ED (Technical) Kartik Chandra Das, and higher officials from PGCB and BREB were also present in the signing ceremony.

The available electricity from this agreement will help the industrial expansion & operations of MGI factory. MGI conveyed their gratitude to BREB and PGCB for providing the necessary electricity in further industrialization.



Tripartite signing ceremony of TCCL, BREB and PGCB



L to R: BREB Company Secretary Md. Abdul Hai, PGCB Company Secretary Md. Jahangir Azad, MGI Sr. ED BM Islam and others after signing the tripartite agreement

FRESH LP GAS ORGANIZED LIVE SCREENING OF FIFA WORLD CUP FINAL

On December 18, 2022, Fresh LP Gas organized three live screenings of the FIFA World Cup 2022 final match between Argentina and France on big screens. The activations were done at Cox's Bazar sea beach, Mirpur-Dhaka, and Sherpur. During the activation, the spot at Cox's Bazar was turned into a local beach festival and people really appreciated the initiative of Fresh LP Gas. More than 15,000 people including distributors, retailers, tourists, and local people enjoyed the exciting match. The arrangements were also done to display the match live at Mirpur-Dhaka and Sherpur. More than 3,000 and 2,500 people watched the match live in these two areas respectively. Fresh LP Gas garnered a commendable brand awareness through these activations. Since FIFA World Cup final matches are global event that people all over the world wait for, stepping into this activation is expected to leave a memory to cherish for a long time for those who attended. Subsequently, it is expected that a lot of these attendees will also have a goodwill for Fresh LP Gas as a result of that.



A part of the crowd watching the final match at Cox's Bazar



FIFA World Cup final match screening at Cox's Bazar



Night Aerial View Of MIEZ

EVENTS

NEW YEAR- A NEW RESOLUTION FOR MGI



Sharing New Year's Greetings with MGI Chairman & Managing Director Mostafa Kamal



Sharing New Year's Greetings with MGI Director Tahmina Mostafa



New Year celebration at Uttara Office

The start of a new year is a chance to turn a new chapter. To leave behind the struggles and challenges of the past and to look forward, the Management of MGI wanted to start the year by motivating and inspiring employees with new hope and energy. On January 01, 2023, the major focus of the activity was to spread the New Year wishes from our honorable Management to each of the employees by offering flowers with small gifts as a token of appreciation for all the achievements and hurdles. MGI Sr. GM (HR) Atiq uz Zaman Khan conveyed the well wishes of the Management to all of the employees by handing over New Year gifts. In MGI, we are driven by values. MGI Sr. GM (HR) Atiq uz Zaman Khan personally visited each of the floors and conveyed the values that the organization represents, enabling MGI employees to begin the first day of the year with an optimistic & progressive mindset. Fostering these values will guide decision-making and actions, ensuring that everyone is working towards the same goals. The HR Department cordially appreciates the Brand & the Administration Department for their spontaneous support and cooperation to make this activity successful.

P&P AND P&T TEAM ANNUAL PICNIC & FAMILY DAY HELD

On March 10, 2023, Purchase & Procurement (P&P) and Procurement & Transport (P&T) Department went to Hijol Tomal Picnic Spot in Gazipur for the Annual Picnic & Family Day.

A total of 170 people including the employees and their family members participated in the picnic. The aim for the event was to have a refreshing getaway and mingling of the family members of the employees. The event started at 7am and lasted till 9pm.



P&P and P&T Team group photo at the Annual Picnic and Family Day

BREAKING BOUNDARIES

EVENTS

MGI PARTICIPATES IN THREE JOB FAIRS

MGi always believes in bringing in fresh blood and new talents. MGi also aims to interact with top talent and create a positive image of the organization in the job market.

Being the first company to manufacture PVC in the Bangladesh market, MGi was invited to conduct an on-site interview at Shahjalal University of Science & Technology (SUST) for their Chemical Engineering & Polymer Science Department. MGi Plant Head (PVC & VCM) Prakash Chandra Ratha attended the interview with the intention of identifying potential resources for Meghna PVC Limited. SUST is known for being one of the most esteemed institutions in Bangladesh for Chemical Engineering & Polymer Science. MGi is keen to attract talented individuals for future endeavors from this prestigious institution.

MGi also participated in the Career Fest at the University of Dhaka, Career Fairs at Noakhali Science & Technology University (NSTU), and Shahjalal University of Science & Technology (SUST) from December 16, 2022, to March 15, 2023. MGi conveyed the organization's culture, values, and missions, and raised brand awareness amongst potential job seekers.

As one of the leading organizations, MGi facilitated an environment for job seekers so that they could ask questions, discuss their skills and receive career-related advice. Besides MGi, 70 other organizations participated in these three job fairs. Furthermore, MGi was recognized with a crest for being a beverage partner and a top employer.



Team MGi with the organizer at DU Career Fest



Candidates dropping CV at SUST Career Fair



Team MGi at NSTU Career Fair



MGi Plant Head (PVC & VCM) Prakash Chandra Ratha is taking interview in SUST along with MGi Sr. Manager (HR) Ruhul Amin

EVENTS

FRESH LP GAS RETAILER CONFERENCE HELD

Fresh LP Gas, a sister concern of MGI, has earned the trust of the customers within just 3 years of its official launch. Fresh LP Gas has recently been ranked among the top LP Gas brands as per retail sales. We have achieved this success by establishing a comprehensive distribution network and ensuring product quality.

As a continuation to that, 'Retailer Conference 2022' were held in different districts of Bangladesh titled 'Agrajatra' in 2022. On December 18, and December 20, 2022, retailer conferences were held in Cox's Bazar & Chattogram respectively. From Cox's Bazar & Chattogram, 130 & 170 retailers attended the conferences respectively.

Besides Cox's Bazar & Chattogram, retailer conferences were held in Keraniganj- Dhaka, Cumilla, Barishal, Jashore, Mymensingh, Mirpur- Dhaka, Sylhet, and Rangpur. More than 1,200 retailers attended these conferences. Fresh LP Gas Chief Operating Officer (COO) Mohammad Nurul Alam attended the conferences as chief guest. Regional distributors, RDC representatives, Fresh LP Gas regional sales team and concerned officials also attended the conferences.

Ensuring better customer service and necessary steps to increase sales & availability of the product were discussed in the conferences.



Fresh LP Gas COO Mohammad Nurul Alam during the best performing retailers' gift handover at Cox's Bazar



Fresh LP Gas COO Mohammad Nurul Alam delivering his speech at the Retailer Conference at Chattogram



Retailer conference at Cox's Bazar



Retailer conference at Chattogram

BREAKING BOUNDARIES

EVENTS

FRESH CERAMICS INAUGURATES TWO MORE EXCLUSIVE DEALER SHOWROOMS

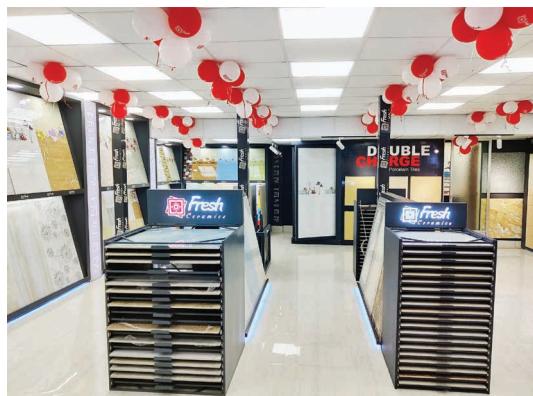
On January 09, 2023, Fresh Ceramics inaugurated a new & exclusive dealer showroom in Kishoreganj named 'Al-Modina Tiles & Sanitary' in Bottrish, Kishoreganj. The showroom has an area of 1,100 square feet. MGI COO (MCIL) A.K.M. Ziaul Islam led the inauguration of the showroom. He was joined by MGI DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Saiful Islam, and Executive (Sales) Md. Abdul Halim. The proprietor of 'Al-Modina Tiles & Sanitary' Md. Manjurul Islam Sabuj and influential people from the local community were also in attendance.

On January 15, 2023, another new & exclusive dealer showroom was inaugurated in College Road, Ishwardi named 'Nahar Traders'. The showroom has an area of 900 square feet. The Honorable Mayor of Ishwardi Municipality Isahak Ali Malitha inaugurated the showroom. Inauguration ceremony was attended by MGI COO (MCIL) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Monishonkor Biswas, Sr. Executive (Sales) Md. Al-Amin, 'M/S Nahar Traders' proprietor Toufiq Hasan Tomal, and influential people from the local community.

These new showrooms are a testament to the dedication of Fresh Ceramics to offer the best customer experience. The brand aims to continue providing quality products and excellent customer service to everyone.



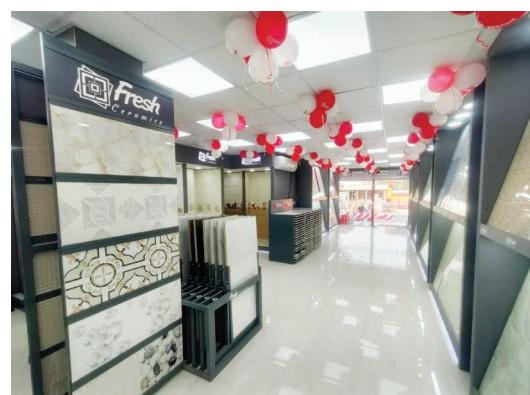
MGI COO (MCIL) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Saiful Islam, Executive (Sales) Md. Abdul Halim, proprietor of 'Al-Modina Tiles & Sanitary' Md. Manjurul Islam Sabuj, and influential people of the local community at the Fresh Ceramics exclusive dealer showroom inauguration in Kishoreganj



Interior of the Fresh Ceramics exclusive dealer showroom in Kishoreganj



The Honorable Mayor of Ishwardi Municipality Mr. Isahak Ali Malitha, MGI COO (MCIL) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Monishonkor Biswas, Sr. Executive (Sales) Md. Al-Amin, 'Nahar Traders' proprietor Toufiq Hasan Tomal, and influential people of the local community at the Fresh Ceramics exclusive dealer showroom inauguration in Ishwardi



Interior of the Fresh Ceramics exclusive dealer showroom in Ishwardi

EVENTS

MNBFL STARTS PRODUCTION FOR MAGGI NOODLES



Agreement Signing Ceremony of MNBFL and Nestlé

Meghna Noodles & Biscuit Factory Limited (MNBFL) started its first commercial production of Maggi Choto Noodles (37g) from January 31, 2023 by complying with the global standard of Nestlé. MNBFL is the first and only factory in Bangladesh to be approved by Nestlé for Maggi Choto Noodles Production. With that, MNBFL has embarked on a new journey of breaking boundaries by becoming the co-manufacturer of an international brand such as Maggi. This is a team effort of factory production, maintenance, quality control, product development, store, distribution, supply chain, accounts, brand, legal, VAT, HR, E&S, and Admin department. For this activity, Nestlé supplies their own raw & packaging materials and will use MNBFL Instant Noodles Production Line. Nestlé has its own noodles manufacturing unit in Sreepur, Gazipur. Nestlé required to extend their operations for noodles production as the demand for Maggi Choto Noodles (37g) has been growing continuously. To comply with Nestlé requirement, MNBFL achieved ISO 9001, halal certification, food safety standards, employee health screening, and SMETA 4 Pillar requirements. In addition, the instant noodles line was upgraded as per global standard.



Training of MNBFL Team at Nestlé Facility



MNBFL & Nestlé team during commercial production

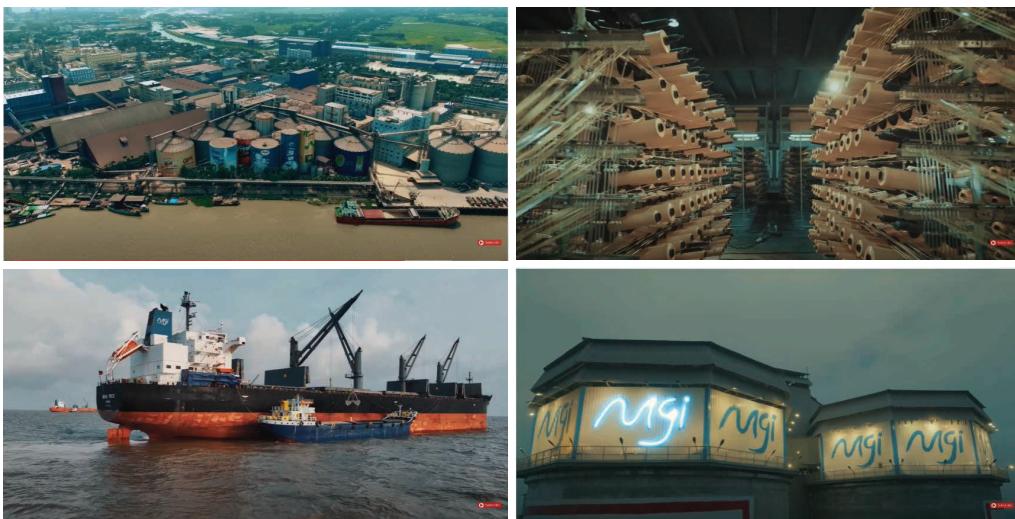


Munajat before production start

BREAKING BOUNDARIES

CAMPAIGNS

'MGI- A MANUFACTURING MARVEL' CAMPAIGN



Some snapshots of 'MGI- A Manufacturing Marvel' video campaign

'MGI-A Manufacturing Marvel' is a video campaign that was done from the MGI social media platforms, with an aim to give the audience an idea of our involvement in the diverse range of businesses. The video was a one-of-a-kind visual portrayal of what MGI encapsulates, and how we as an organization operate.

Previously, we figured out that a significant number of people aged 15-20 were in the MGI social media platforms. However, they were not interested in the contents that we were presenting and were not engaging with those. We took an aim to generate a more youthful audience for MGI social media pages. The unique production approach of this campaign has effectively ensured the engagement of the youth in the social media platform. The video currently has 390,596 views on YouTube, 122,000 views on Facebook, and 3,680 views on Instagram.



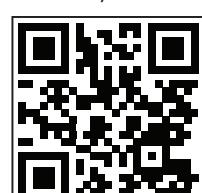
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GEAR GETS TO A NEW HEIGHT WITH MUSAFIR

Gear is a brand for youth that promotes an identity of pushing the limits and taking life to the next level. As part of our ongoing marketing campaign, the 'Xtreme Gear' platform is created which aims to portray the outgoing lifestyle choices of the youth by partnering with different content creators.

The first collaboration is being done with the adventure moto-vlogger 'Story of Musafir' from March 03, 2023. The first part of this campaign began with Musafir, climbing the 1,500 stairs on his mountain bike to reach Debota Pukur in Khagrachari.

This challenge has never been approached or completed by any other individual before Musafir. With Gear by his side, Musafir is still on the road, as the campaign is still ongoing. Musafir will be taking his expedition further, traveling the roads less traveled by, all over Bangladesh. So far, the campaign has garnered 38.5K likes, 228 comments, 280 shares, and 1.3M views on Facebook. Stay with Gear for the next part of the campaign.



Scan Here



Snippets from the 'Xtreme Gear' campaign

BREAKING BOUNDARIES

CAMPAIGNS

FRESH CONGRATULATES SSC GPA-5 ACHIEVERS IN 64 DISTRICTS

From January 16 to February 28, 2023, The Daily Prothom Alo organized multiple events for SSC GPA-5 achievers. In the events, more than 2 lac students participated from 64 districts. MGI & Fresh actively participated in these events.

MGI offered gift boxes consisting of Fresh Fun Fill Biscuit, Super Fresh Drinking Water, and Fresh Sprint Pen to the 2 lac students. Besides giving the gift boxes, Fresh Biscuits, Super Fresh Drinking Water, and Fresh Ball Pen conducted activation in 64 district events. Programs included:

1. Fresh Biscuits and Fresh Noodles branded mini stall in Chattogram
2. Fresh Biscuits, Fresh Noodles, and Fresh Stationery branded kiosks conducting direct sales in all 64 districts
3. Event venue brandings with five Fresh Biscuits brands, Fresh Noodles, and Fresh Stationery items in 64 district events

As a result, MGI & Fresh received media coverage in the national dailies, TV media, and digital platforms from the events. Positive responses in trial generation through product sampling, sales and brand awareness were also achieved through these activities.



Mini stall at Chattogram



Kiosks at various locations of the 64 districts

BREAKING BOUNDARIES

CAMPAIGNS

FRESH IFCMP PRESENTS 'WORLD OF WONDER (WOW) EVENT FOR CHILDREN & FAMILIES' ORGANIZED

Fresh Instant Full Cream Milk Powder presents 'World of Wonder (WOW) Event for Children & Families' was held during March 03-04, 2023 at Justice Shahabuddin Ahmed Park, Gulshan-2, from 10am to 7pm. The objective of the program was to gather children, parents & grandparents and give all of them a time to enjoy the bond. The event was open for all. The whole event was decorated with colorful banners, festoons & cutouts of Fresh Instant Full Cream Milk Powder (Fresh IFCMP). The entry gate was branded. The venue had a festive atmosphere with all the brandings & decorations.

There were separate zones for everyone to participate. There were cultural activities, game engagements, arts & crafts, technology & education based engagement and creative activities to uphold the Bangladeshi culture. There were obstacle courses, wall-climbing, river-crossing, zip-lining and camping activities as the adventure part for the children. There was also a sales booth of Fresh IFCMP. The approximate number of participants were 10,000 in the event. The participants, especially the kids really enjoyed the program.



Dhaka North City Corporation (DNCC) Mayor Atiqul Islam visiting the event



Fresh Instant Full Cream Milk Powder free sampling



Branded photo booth at the event

FRESH LP GAS 'TOP SUPPORTER' CONTEST HELD

A social media campaign titled 'Top Supporter' was arranged on Fresh LP Gas social media platform during the FIFA World Cup with the objective of increasing engagement and gain organic reach. The campaign garnered more than 10,000 participants along with more than 2 lac engagement, resulting in a significant participation for Fresh LP Gas social media platform.



Campaign post



Winners from the campaign 'Top supporter'



Campaign post

BREAKING BOUNDARIES

CAMPAIGNS

'FRESH PRESENTS FUN FILL HOURS' AIRED ON DEEPTO TV

Kids and parents are the primary target group for Fresh Fun Fill Biscuit. With an aim to increase the brand awareness to them, the Brand Team came up with an idea of a school based TV program. The plan was to have some exciting & engaging activities in different school premises nationwide with the students and air the recorded program on TV episodically. The program was titled 'Fresh Presents Fun Fill Hours'. The program started filming in October 2022 in several well-known schools. The first shooting took place at Siddheswari Girls' School in Dhaka. The activities included for the TV show were: 1. Branding 26 schools for shooting, 2. Fresh Fun Fill Biscuits sampling amongst the school students in 26 schools, 3. Game engagement and extracurricular activities (biscuit race, music, poem recitation, group dance, drama etc.), 4. Fresh Biscuits direct sales in the schools, 5. Fresh Biscuits ad placement (L Shape, Pop up, TVC) during the program and break on TV. The TV programs were aired on Deepto TV every Friday at 11am, till March 15, 2023. A total of 10 episodes were aired on TV. The program was also shared from the Fresh Biscuits Facebook Page.



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Some snippets of 'Fresh Presents Fun Fill Hours' aired on Deepto TV

NEWS & UPDATES

AVIK ANWAR IS THE OTHER NAME FOR BREAKING BOUNDARIES

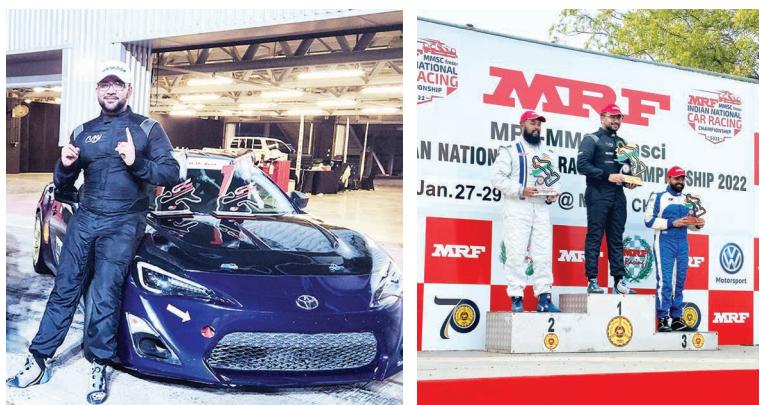
On January 08, 2023, Avik Anwar secured 3rd place in the UAE Gulf ProCar Championship in round 4 at Yas Marina Formula 1 Circuit.

On January 28, 2023, in race 6 of the VW Polo Cup in India, Avik Anwar became the first-ever Bangladeshi to win P1!

On January 30, 2023, Avik Anwar made history at the VW Polo Championship 2023 by winning 3rd place. This is the first time any Bangladeshi has won such a place in any India National Championship.

On February 27, 2023, Avik Anwar's tireless effort and dedication resulted in him winning Round 5 Race 1 in the class 4 division at the UAE Gulf ProCar Championship.

On March 19, 2023, Avik Anwar won the Championship Class-4 Solo Endurance Race in the UAE Gulf ProCar Endurance Championship at the Enduro- Dubai Autodrome Circuit! Avik Anwar is the first-ever Bangladeshi to win this race.



Avik Anwar after winning the Class-4 Solo 1st Place at the P1 of VW Polo Endurance Race in the UAE Gulf ProCar Championship 2023 Endurance Championship

NEWS & UPDATES

US AMBASSADOR VISITS SONARGAON SEEDS CRUSHING MILLS LTD.



L to R: MGI Director Tahmina Mostafa; US Ambassador to the People's Republic of Bangladesh Peter Haas; Agricultural Attaché, US Embassy in Bangladesh, Megan Francic; MGI Sr. ED Taif Bin Yousuf; MGI COO (Sugar), Md. Abu Bakr

US Ambassador Peter Haas visited Sonargaon Seeds Crushing Mills Ltd. He was accompanied by Megan Francic, Agricultural Attaché, US Embassy in Bangladesh, MGI Director Tahmina Mostafa, Senior Executive Director Taif Bin Yousuf, and other officials

US Ambassador to Bangladesh Peter Haas visited Sonargaon Seeds Crushing Mills Ltd., a sister concern of MGI on Tuesday, February 28, 2023. US Ambassador was accompanied by Megan Francic, Agricultural Attaché, US Embassy in Bangladesh, MGI Director Tahmina Mostafa, Senior Executive Director Taif Bin Yousuf, and other higher officials from MGI. During his visit, US Ambassador had a look at the high-quality Soybean Meal, Rapeseed Cake, Extruded Full Fat (Soya), Soybean Hulls, Liquid Lecithin, Powder Lecithin, and Lecithin Oil produced in the factory.

MGI started seeds crushing business in 2010 by establishing Meghna Seeds Crushing Mills Ltd. Afterwards, MGI established another plant named 'Sonargaon Seeds Crushing Mills Ltd.' Both of these mills have the capacity of 7,500 tons per day, the largest seeds crushing capacity in Bangladesh.



Some moments of US Ambassador's factory visit

TRAINING PROGRAM

HR ORGANIZES TRAINING ON ORGANIZATIONAL BEHAVIOR, COMMUNICATION & TEAMBUILDING

At some point in life, work takes over a significant part. Individuals spend so much time at work that they seldom have any free time to pursue their personal growth. When work and learning are combined, growth occurs. And when people grow, the organization they work for also grows.

A series of training sessions were organized by MGI HR Department from December 20, 2022, to March 11, 2023, at Fresh House. Renowned and experienced corporate trainer K M Ali (CEO & Lead Consultant, Space Business Consulting Services) facilitated 5 distinguished sessions/batches of training on Organizational Behavior, Communication & Teambuilding to 157 mid-level employees from different departments with the aim of improving their team-leading abilities, enhancing the leadership qualities. All of the sessions concluded with a written exam and based on the exam score, only 35 employees were shortlisted for an advanced level of the session which took place on March 11, 2023.



Some moments from the training sessions



A group photo of the participants from the training session

TRAINING PROGRAM

UCIL CONDUCTS FIRE DRILL

A successful fire drill was conducted by Unique Cement Industries Ltd. (UCIL) on February 18, 2023, under the watchful eyes of Bangladesh Fire Service & Civil Defense and MGI Fire Safety Department. The purpose of the drill was to raise awareness and improve workforce skills in terms of firefighting methodologies, rescue from heights and first-aid. A total of 95 people participated in the fire drill. The Sub-assistant Director of Bangladesh Fire Service & Civil Defense was present during the drill as special guest.

Fire safety is one of the most integral aspect of any industrial safety. It is important to ensure that the team is- 1. Well-equipped, 2. Well-trained and 3. Well-prepared, in order to reach out & bring the situation under control within the shortest possible time in case of such emergency.



Some moments of Fire Drill at UCIL

SAFETY COMMITTEE TRAINING HELD AT TCML

A training program titled 'Induction Training and Training on Functions of Safety Committee on Health, Safety, Environmental, and Social (HSE&S)' was held in Tasnim Condensed Milk Limited (TCML) conference room on February 14, 2023 at 10am-1pm. Health, Safety, Environmental,



Some moments from the Safety Committee Training

and Social (HSE&S) Department of MGI organized the training. 34 MGI employees from factory complex participated in this program. The training sessions were facilitated by MGI Sr. Manager (HSE&S) Md. Mazharul Islam and Manager (HSE&S) Mohd. Rafiqul Islam. MGI DGM (HSE&S) Mostofa Abu Hasan was present as special guest.

This was a good beginning to the successful development of a good safety culture and to make a safe workplace environment. Emergency Management Process, 12 safety golden rules, unsafe practices, good practices, grievance mechanism, Personal Protective Equipment (PPE), work at height safety, confined space safety, electrical safety, marine safety, etc. were covered in the program.

BREAKING BOUNDARIES

TEAM BUILDING ACTIVITY

SUPPLY CHAIN MANAGEMENT DAY OUT 2023

On February 03, 2023, MGI Supply Chain Management (SCM) Team – FMCG Division gathered to celebrate their first-ever Supply Chain Management Day Out 2023 at Zinda Park, Narayanganj. The event was aimed at building trust, bonding, integrity, and enhancing team collaboration within the SCM team. MGI Head of Supply Chain Rashedul Haque firmly believes that team building, integrity, and trust are the key factors in driving the success of any organization. He created this opportunity for the SCM Team members to bond with one another outside the office premises, where the team members could engage in activities that would foster a stronger relationships.

The day started off with a fun-filled team-building activity that required the members to work collaboratively towards a common goal. This activity helped the team members to learn each other's strengths and weaknesses, and to identify ways in which they could work better together. After the team-building activity, the SCM Team enjoyed a scrumptious lunch. They shared stories and experiences from their personal and professional lives. This allowed the team members to know each other on a more personal level, creating a strong sense of belongingness and team spirit. The highlight of the day was an exciting outdoor activity that involved the team members competing each other in a series of games. These activities were not only fun, but also helped the team members to let their guards down and to develop a more relaxed and friendly working relationship.

Mr. Rashedul Haque expressed his satisfaction with the success of the Supply Chain Management Day Out. He stated that he was thrilled to see the team members interacting each other in a positive and relaxed environment. He was confident that this day out would help the team work together more effectively, communicate better, and ultimately contribute to the success of MGI.

The Supply Chain Management Day Out was a huge success, and it would not have been possible without the leadership and initiative of our respected Head of Supply Chain. The Supply Chain team is now better equipped to work together effectively, and MGI can expect to see the positive effects of this day out in near future.



Group picture of the SCM Team with the Head of SCM (FMCG) Rashedul Haque



Some moments of team-building activities

BREAKING BOUNDARIES

NEW PRODUCT DEVELOPMENT —

INTRODUCING- FRESH JHAL MURI

The latest addition to MGI's snacks category is Fresh Jhal Muri- a healthy iteration of the popular street snack. Fresh Jhal Muri brings the mouthwatering taste and nostalgia of the street snack, along with the promise of hygiene in a packaged format for convenient consumption. The Wasabi Flavor adds on to the excitement to every hangout with friends and family.



New addition to snacks category- Fresh Jhal Muri

FRESH CAKE- NEW INCLUSION IN SNACKS CATEGORY

The introduction of Fresh Cake by MGI started from October 24, 2022. State-of-the-art European technology in production of Fresh Cake ensures the best quality. The necessary ingredients are sourced by MGI to maintain the hygiene & quality, making Fresh Cake yet another example of a successful backward integration.

Fresh started by launching a family pound cake in the market. Primarily, two variants of pound cakes were introduced in the market- chocolate flavor for young customers and vanilla flavor for mass customers. Nevertheless, the primary target groups are school-going children, on-the-go people, and households.

As expected, Fresh Cake is getting positive feedback from the market. The sales force, retailers, and distributors are hopeful about Fresh Cake.



Fresh Family Cake (Plain Cake)



Fresh Family Cake (Chocolate Flavor)

BREAKING BOUNDARIES

TALENT BEYOND WORKPLACE



Hello,
I'm Bikash Kanti Karmokar working as an Assistant Manager, Ad & Creative.

My interest for art goes back to my childhood. I have successfully completed my BFA and MFA from the Faculty of Fine Arts, University of Dhaka. Through my artworks with ceramics from various mediums of art, I try to express my real and abstract thoughts through ceramic sculptures, murals, terracotta, tableware, and studio pottery. Ankuradagam (Sprouting) and Ramu-29 are my favorite ceramic sculptures, done in stoneware. I have also done some works on ceramic stoneware and traditional pottery.

My first solo exhibition 'Monone Mrittika' (Soil & Thoughts) was held at Zainul Gallery, Faculty of Fine Arts, University of Dhaka. I had the opportunity to participate in different group exhibitions at the national level, including Clay Canvas, Back to Pundronogor, Rabikor, Songsorbo, and 60min/900°C.



Composition-3



Tea set



Ankuradagam (Sprouting)



Hello, I am Asif Sagir, working as Assistant Manager, Audit.

I feel blessed that I have lived my childhood amidst the greenery of cantonments as my father was a defense officer. A few years ago, I went to the Golf course with my father on a Friday morning for the first time and never looked back. I started playing Golf in 2019 and I have tried to spend as much time as possible learning the sport over the years. Within a short span of time, I have achieved numerous accolades.

I won the championship out of the 680 national and international golfers in the SQUARE Golf Tournament 2023 held during February 15-17, 2023 at Kurmitola Golf Club. In 2022, I secured another trophy in Sikder Independence Day Cup Golf Tournament. In 2021, my first golf tournament as an amateur player, I won a trophy in Daffodil Captain Cup Golf Tournament. Golf has now become more of a passion for me rather than a hobby. I look forward to playing in bigger events next year including Asian Tour and other international events. With Allah's blessings and my family's support, I wish to grow not only as a sportsman but also as a good human being.



Receiving the champion's trophy from honorable chief guest Lieutenant General Md. Saiful Alam- Quartermaster-General (QMG), Bangladesh Army, in the presence of other respected delegates at SQUARE Golf Tournament on February 17, 2023 in Kurmitola Golf Club



With the Ambassador of the Republic of Korea, His Excellency Mr Lee Jang-Keun

BREAKING BOUNDARIES

Q&A

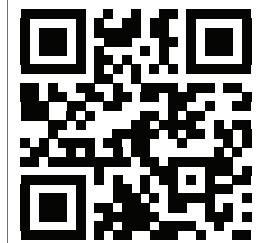
Visit the link



<http://tiny.cc/n756vz>

Participate in the quiz from your offical e-mail ID
by **May 31, 2023.**
Get a chance to win a surprise!

Or scan the QR code



Scan Here

Q&A WINNERS

CONGRATULATIONS TO THE QUIZ WINNER OF BREAKING BOUNDARIES 7TH ISSUE

A total of 116 people participated in the Q&A segment of 'Breaking Boundaries' 7th Issue. Out of them, 110 people answered all of the questions correctly. The Corporate Brand Team conducted a raffle draw to select the winner.

MGI Deputy Manager (Accounts, FMCG) Md. Ziaul Bari 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 Sr. GM & Head of Accounts S. M. Mujibur Rahman handed over a brand-new **Panasonic (MX-AC400) Super Mixer Grinder 4 Jars** to the winner. The winner was very elated after receiving the gift.



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





BREAKING BOUNDARIES

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