

# BREAKING BOUNDARIES



**QUARTERLY NEWSLETTER  
11<sup>TH</sup> ISSUE**

**TOP NEWS INSIDE**

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

## EDITORS' NOTE

Dear Readers,

The Editorial Team warmly welcomes you to the 11<sup>th</sup> Issue of the MGI Breaking Boundaries' Quarterly Newsletter! We are grateful for the tremendous support and response received for this edition. Firstly, our heartfelt thanks go to Tanveer Mostafa - Director, MGI, and Kazi Md. Mohiuddin - Sr. GM, Brand, for their unwavering support. Special appreciation is also extended to The Brand Team, In-house Design Team, and Admin Department for their ongoing efforts in bringing 'Breaking Boundaries' to fruition each time.

In the final quarter of 2023, we have continued our streak of breaking newer boundaries and going forward at an unstoppable pace. Mr. Mostafa Kamal, Chairman and Managing Director of MGI, was honored with the 'Iconic Business Leader' award. The Bangladesh Economic Zones Authority (BEZA) granted MGI a pre-qualification license for the establishment of Titas Economic Zone (TEZ), marking it as the 4<sup>th</sup> private economic zone by MGI, the highest among local conglomerates. Additionally, to meet rising customer demand, we expanded our impressive fleet with the addition of two more helicopters. Our participation in major events such as the world's largest food and beverages fair 'Anuga Fair' was noteworthy. Furthermore, MGI initiated 'Plastic Farming' to positively impact the lives of landless farmers in Bangladesh.

As always, the last section of the newsletter showcases the hobbies, skills, and talents of our colleagues. We've also included a quiz section for everyone in the MGI family to participate in, offering a chance to win an exciting surprise gift! We sincerely hope for your continued participation and support in the future.

Enjoy the latest edition of 'Breaking Boundaries'!

## EDITORIAL TEAM

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# ACHIEVEMENTS



Former Deputy Governor of Bangladesh Bank Mr. Muhammad A. (Rumee) Ali handing over the award to MGI Chairman & Managing Director Mr. Mostafa Kamal

## MOSTAFA KAMAL HONORED WITH 'ICONIC BUSINESS LEADER' AWARD

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MGI Chairman & Managing Director Mr. Mostafa Kamal was honored with 'Iconic Business Leader' Award by Bangladesh Brand Forum (BBF) at 'Bangladesh C-Suite Awards 2023' on November 11, 2023. This award recognizes Mostafa Kamal's significant contributions to the industry development, employment generation and the socio-economic landscape of Bangladesh. Former Deputy Governor of Bangladesh Bank Mr. Muhammad A. (Rumee) Ali handed over the award to MGI Chairman & Managing Director.

Bangladesh Brand Forum (BBF) included the 'Iconic Business Leader' award as a special category for the first time this year, with the aim to honor legendary individuals who have played a transformative role in improving the lives of people and the overall economy of Bangladesh. MGI Chairman & Managing Director Mr. Mostafa Kamal became the first recipient of this award.



From Left to Right - International Agile Coach, Roche Pharma International Central Transformation Office Suhail Alkarsah, MGI Chairman & Managing Director Mr. Mostafa Kamal, Grameenphone CEO Yasir Azman, Bangladesh Brand Forum (BBF) Founder & Managing Director Shariful Islam at the ceremony



MGI Chairman & Managing Director Mr. Mostafa Kamal and MGI Director Barrister Tasnim Mostafa at the award giving ceremony

ACHIEVEMENTS

## MGI GETS PRE-QUALIFICATION LICENSE FOR THE 4<sup>TH</sup> ECONOMIC ZONE-TITAS ECONOMIC ZONE (TEZ)



From Left to Right - MGI DGM (Foreign Trader) Md. Abu Masum, Bangladesh Bank Joint Director Md. Sayedul Islam, MGI Chairman & Managing Director Mr. Mostafa Kamal, BIDA Executive Chairman Lokman Hossain Miah, MGI Group Director Tanveer Mostafa, GM (Accounts) Suman Chandra Bhowmik at the pre-qualification license handover ceremony



From Left to Right - BEZA Additional Secretary (Executive Member, Planning & Development) Saleh Ahmed, Additional Secretary (Executive Member, Administration & Finance) Md. Ali Ahsan, Additional Secretary (Executive Member, Investment Promotion) Md. Mozibor Rahman, Executive Chairman (Senior Secretary) Shaikh Yusuf Harun, MGI Group Director Tanveer Mostafa, MGI Chairman & Managing Director Mr. Mostafa Kamal, GM (Accounts) Suman Chandra Bhowmik, Executive Director (Company Affairs) Prasanta Bhushan Barua during the prequalification license handover

Bangladesh Economic Zones Authority (BEZA) has given pre-qualification license to MGI to establish Titas Economic Zone (TEZ) in Meghna upazilla of Cumilla district on. TEZ is going to be the 4th private economic zone of MGI, the highest amongst the local conglomerates.

A ceremony was held on December 20, 2023, at BEZA Conference Hall in Agargaon to hand over the pre-qualification license of the economic zone. BEZA Executive Chairman Shaikh Yusuf Harun was the chief guest of the ceremony. MGI Chairman & Managing Director Mr. Mostafa Kamal, Group Director Tanveer Mostafa and other senior officials of BEZA and MGI were also present.

MGI currently has 3 private economic zones- Meghna Economic Zone (MEZ), Meghna Industrial Economic Zone (MIEZ) and Cumilla Economic Zone (CEZ). After fulfilling certain conditions, the formal operations of industrial production in Titas Economic Zone (TEZ) will begin after receiving the final approval.

TEZ will be established on 161 acres of land beside Dhaka-Chattogram highway on the bank of river Meghna. There is a plan to expand the EZ to 400 acres in future. There are plans to establish factories & administrative buildings, warehouses, logistics areas, water & waste treatment plants, roads & other facilities using eco-friendly technologies to make this economic zone self-sufficient. Apart from this, there will be green areas, health care and training centers.

BEZA Executive Chairman (Senior Secretary) Shaikh Yusuf Harun said, "Being close to Dhaka, Titas Economic Zone will get good response from local and foreign investors. In particular, we expect foreign investors to get priority in terms of land allocation."

MGI Chairman & Managing Director Mr. Mostafa Kamal said, "MGI has earned its reputation by contributing in different important sectors & producing export goods in Bangladesh. The group looks forward in creating platforms to attract local & foreign direct investments (FDI) by establishing private economic zones."

It is hoped that 3 billion US Dollar will be invested in this economic zone and will create job opportunity for about 60,000 people. Primarily different heavy industries such as Petrochemical refinery, paper and board, pharmaceutical, ICT products, PVC, RMG, Chemicals, Plastic Goods, Packaging and Steel etc. will be accommodated in the economic zone.

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ACHIEVEMENTS

MGI Chairman & Managing Director Mr. Mostafa Kamal during his speech at the ceremony



## WCA PROJECT AWARD 2023: GRINDING UPGRADE

Presented to

*Unique Cement Industries Limited*

This award recognizes the innovative design of the grinding circuit to increase capacity and flexibility while reducing power consumption.

A handwritten signature in black ink, appearing to read 'Ian Riley'.

Ian Riley  
WCA CEO

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Presented at WCA Annual Conference  
24th-25th October 2023, Dubai UAE

'World Cement Association (WCA) Project Award 2023: Grinding Upgrade' Certificate

## GLOBAL GRINDING AWARD PRESENTED TO UCIL

Unique Cement Industries Ltd. (UCIL), a sister concern of Meghna Group of Industries (MGI), has been awarded with the 'World Cement Association (WCA) Project Award 2023: Grinding Upgrade'. UCIL was awarded with this during the WCA Annual Conference 2023 held on October 24-25, 2023 in Dubai, UAE. This award recognizes the innovative design of the grinding circuit to increase capacity and flexibility while reducing power consumption.

This is to mention that UCIL is the only cement manufacturer from Bangladesh to be included as a corporate member of WCA. UCIL's brands Fresh Ultra Strong Cement, Meghnacem Super Deluxe Cement and Dhalai Special Cement have been established as the prominent brands in the cement sector of the country. 3 of the most significant bridges (Kanchpur, Meghna and Gumti), Matarbari Power Plant and some of the other mega-projects in Bangladesh were built using Fresh Ultra Strong Cement exclusively. This exclusivity signifies the exceptional quality of the cement and trust from the people for the brand.



**ARTICLES**



## “EXTRA COSTS ARE INCURRING DUE TO TAKING A DETOUR”

- MOSTAFA KAMAL

On February 07, 2024, leading newspaper The Daily Prothom Alo published an article regarding the rise in cost & time in shipment due to the crisis in Red Sea. The article included an opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal.

Read his opinion below-

Yemen's Houthi rebels launched attacks on ships in the Red Sea last December in retaliation of Israeli strikes in Gaza. As a result, after December 15, 4 of the world's 5 largest container shipping companies announced the suspension of shipping in the Red Sea. Most of the ships of the major shipping lines are now sailing around the African Continent detouring the 'Cape of Good Hope'. MGI is no exception. As a result, costs are increasing.

When asked about the impact of taking a detour for the ships, MGI Chairman & Managing Director Mr. Mostafa Kamal told Prothom Alo, “There is a fixed operating cost of USD 10-12 thousand every day for the ships. Extra costs are incurring due to taking a detour. This extra cost is being added to the import cost, even after having the ownership of the ships.”

To read the full article, visit - <http://tinyurl.com/hdcxuzfu>

# **“ILLICIT FINANCIAL FLOWS MUST STOP”**

**- MOSTAFA KAMAL**

On October 07, 2023, 'The Daily Star' published a special opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal - on the negative impacts of the illicit financial flows.

Here is the excerpt of the opinion-

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Meghna Group of Industries (MGI) Chairman & Managing Director Mr. Mostafa Kamal, emphasizes the need to address illegal money outflows to tackle the country's economic turmoil. He points to the informal money transfer system known as 'hundi' as a major contributor to the issue, diverting remittances and causing inflation. He said, "Because of hundi, an expected level of remittances is not coming to the country. Rather, they are being diverted to other countries such as safe homes."

Mr. Mostafa Kamal highlights the negative impact on the economy- including falling foreign exchange reserves, slow remittances, and the decline in export growth. He urges policymakers to take serious action against illegal money outflows, citing examples from other countries like Pakistan and Singapore.

Despite the current difficulties, Mostafa Kamal believes the economy can rebound with proper measures, particularly in addressing money laundering. He said, "We need to focus on how we can accelerate exports and diversify & expand the export basket to increase the foreign currency inflow. We all have to work collectively for this. There is no other alternative."

To read the full article, visit- <http://tinyurl.com/48tr7wk8>

**ARTICLES**

# MOSTAFA KAMAL TALKS INVESTMENT CHALLENGES, HOPES TO OVERCOME INDUSTRIAL CRISES

On October 10, 2023, 'The Daily Star' published a special article on the recent challenges in the investment sector. An opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal regarding the issue was included in it.

On January 01, 2024, online portal 'Banglanews24.com' published an article on different challenges and crises faced by the businessmen in Bangladesh. The article included an opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal.

Here is the opinion in full-

MGI Chairman & Managing Director Mr. Mostafa Kamal said, he is implementing five projects, including a steel mill, glass factory, paper mill, and expansion of chemical plant.

"But even though the project cost is increasing due to the increased price of raw materials and US Dollar rate, there is no scope to postpone the projects at this stage," he added.

To read the full article, visit - <http://tinyurl.com/4acsj83t>

MGI Chairman & Managing Director- Mr. Mostafa Kamal told Banglanews24.com, "We have gone through many challenges this year (2023). There are many national and international problems. We have tried to overcome all these challenges in our own way. In the past few years we have seen many ups and downs including COVID-19, war, Dollar & reserve crisis, decline in industrial production, impact on exports. Apart from these, various crises including geopolitics, inflation, and increase in bank interest rates are still prevalent. The entire world is going through such crises."

He said, "Dollar crisis is disrupting the import of industrial raw materials. Factories are being kept operational with much reduced production capacity. In addition the struggle to meet the expenses, business and trade has come to a standstill. After all, we are now struggling to survive. We have to survive in next year too, as we still have many crises. So I hope to continue our fight."

To read the full article, visit - <http://tinyurl.com/2m94nkwm>

# **“BANGABANDHU TUNNEL WILL HELP IN INDUSTRIALIZATION AND EMPLOYMENT OPPORTUNITY”**

- MOSTAFA KAMAL

On October 28, 2023, ‘Banik Barta’ published a special article on the eve of the inauguration of The Bangabandhu Sheikh Mujibur Rahman Tunnel. MGI Chairman & Managing Director Mr. Mostafa Kamal pointed out the eventual benefits of this project.

Read his comments below -

The Bangabandhu Sheikh Mujibur Rahman Tunnel, the first tunnel under a river in South Asia is officially opened, with expectations of transforming into a vital economic corridor. The project aims to enhance road communication, industry, and trade, presenting significant potential for industrialization, urbanization, and tourism.

MGI Chairman & Managing Director Mr. Mostafa Kamal shared his opinion in this regard to Banik Barta, “The inauguration of the much-anticipated Bangabandhu Sheikh Mujibur Rahman Tunnel under the Karnaphuli River is a matter of great joy. The benefit of this tunnel is not only for Chittagong residents, but also for the people of the entire country as an important link with the economic corridor. New industrial areas will be developed in this region, where extensive employment opportunities will be created. The role of this infrastructure in terms of global connectivity will make the economy more dynamic and contribute to the annual GDP growth of the country.”

To read the full article, visit - <http://tinyurl.com/3c8ajwdc>



Bangabandhu Tunnel

# MOSTAFA KAMAL EXPRESSES CONCERN FOR THE DECREASE IN CARGO & CONTAINER HANDLING IN CHITTAGONG SEAPORT

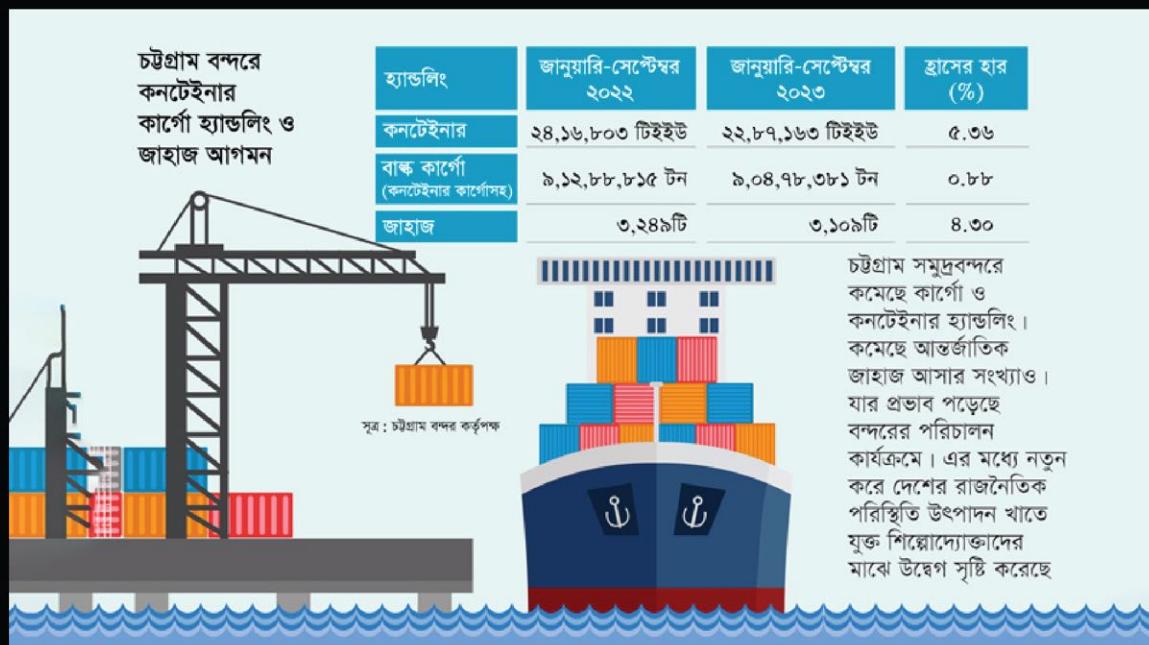
On November 02, 2023 'Banik Barta' published an article highlighting the decrease in number of cargo and container handling and the decline in ship arrivals at the Chittagong port. MGI Chairman & Managing Director Mr. Mostafa Kamal gave his opinion in this regard.

Read his opinion below-

The main seaport in Chittagong, is experiencing a significant decrease in number of cargo and container handling, primarily due to a slowdown in foreign trade. The industrialists attribute this decline to the US Dollar crisis, making it challenging to secure loans - impacting business and trade operations. The decline in ship arrivals at the port further highlights the economic challenges faced by the region.

MGI Chairman & Managing Director Mr. Mostafa Kamal told Banik Barta, "Business management is already going through a difficult situation. The Dollar crisis has reflected in the port's import performance. Good examples have been set in neighboring countries by taking a strict stand against money laundering, including hundis. Some important steps need to be taken including enforcement of the obligation to repatriate the export proceeds within a specified period of time after the goods are exported. If those are implemented, it will play a big role in resolving the crisis. Export income must increase. Based on reality, appropriate action should be taken at the policy-making level in addition to addressing the suggestions or recommendations raised by the entrepreneurs. It is very important to maintain a stable environment to keep the wheels of the economy moving while retaining investment and employment."

To read the full article, visit - <http://tinyurl.com/ehb83mua>





## **GAS CRISIS CAN FORCE UNEMPLOYMENT IF NOT RESOLVED QUICKLY, SAYS MOSTAFA KAMAL**

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*On December 12, 2023, 'Kaler Kantha' published an article on the gas shortage and its impact on the economy. MGI Chairman & Managing Director Mr. Mostafa Kamal shared his opinion regarding this.*

*Here is the opinion in full-*

MGI Chairman & Managing Director Mr. Mostafa Kamal said, if the recent gas crisis isn't resolved in the shortest possible time, country may face a wave of unemployment in the near future, "Out of our 40 manufacturing plants, 20 have to remain closed most of the time due to gas shortage. Factories with a daily production capacity of 15,000 tons now produce only 1,500 tons. Only one out of four paper mills is operating. It is becoming possible to keep only one unit running out of four ceramic units in turn."

"If the gas crisis is not resolved quickly, it will be difficult to keep the factory running. If this crisis is prolonged, the factories will be closed, and workers will face unemployment," he added.

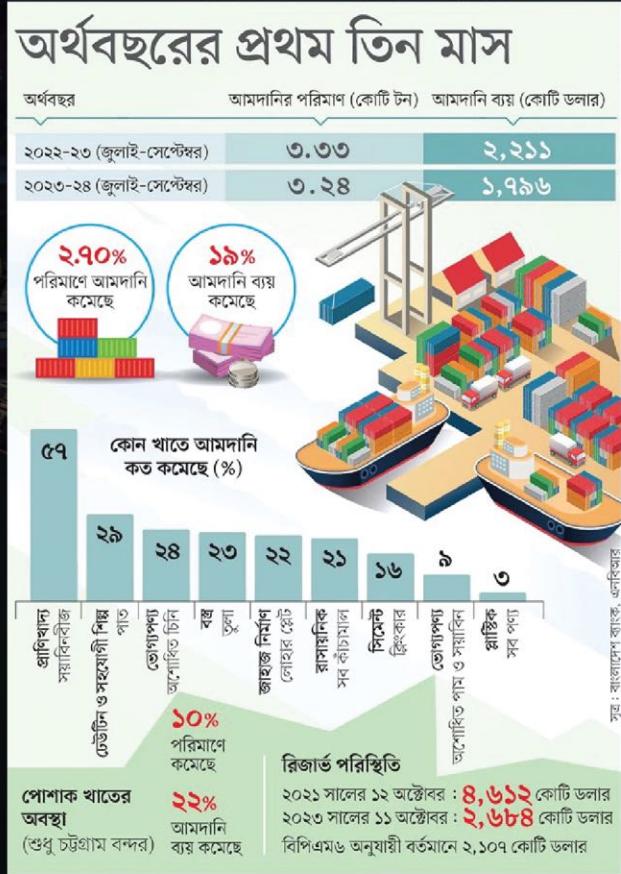
To read the full article, visit - <http://tinyurl.com/ycpm8ddy>

# “INDUSTRIAL RAW MATERIAL IMPORTS ARE FALLING DUE TO THE DOLLAR CRISIS”

- MOSTAFA KAMAL

*The Daily Prothom Alo has published an article titled 'Import costs are falling due to Dollar crisis, production sector faces uncertainty'. The article included an opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal.*

*Read his opinion below-*



One of the leading conglomerates in Bangladesh, Meghna Group of Industries (MGI) Chairman & Managing Director Mr. Mostafa Kamal told Prothom Alo, "Demand is decreasing along with the ongoing Dollar crisis. This is leading towards a decline in the import of raw materials. To get rid of this crisis, expatriate & export income is required to be increased. The challenge is not impossible if strict measures are taken against hundi business and money laundering. If neighboring countries can do it, why can't Bangladesh?"

To read the full article, visit - <http://tinyurl.com/sn3evnt>



# CAMPAIGNS



Some snippets from 'Fresh Anthem' Music Video

## INSPIRING THE TIGERS DURING THE CRICKET WORLD CUP WITH 'FRESH ANTHEM'



Some snippets from Fresh Anthem Music Video's special version

# Fresh



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In Bangladesh, Cricket is not just a sport. It's a mean to unite people of all ages and backgrounds fostering a collective spirit of joy & happiness. To elevate the celebration to its peak, we introduced the 'Fresh Anthem'- a song composed to inspire the Bangladesh National Cricket Team in the ICC Men's Cricket World Cup 2023.

The song was composed by none other than Fuad Almuqtadir with Pantha Kanai as the main vocalist. A music video was also made directed by Hassan Toufik Ankur from Aida Motion and was supervised by Mahathir Spondon from The Big Content. The video was thoughtfully curated to capture the different moments to celebrate Cricket and different 'Fresh' branded products were placed as an inseparable part of the festivity.

'Fresh Anthem' music video quickly gained momentum on social media and became the most-viewed content on Facebook during the ICC Men's Cricket World Cup 2023 with an impressive 54 million views. We celebrated the achievement with a cake-cutting ceremony at the Fresh House, attended by all high-ranking officials of the FMCG Division.

'Fresh Anthem' has infused a heightened level of excitement into the Cricket event, with hundreds of thousands of viewers expressing positive responses. This overwhelming response underscores the campaign's effectiveness in cultivating a robust connection with the brand.

MGI employees have also created a special version of the 'Fresh Anthem' music video to convey their heartfelt wish to the Bangladesh National Cricket Team in the world cup, aligning seamlessly with the brand purpose of 'Fresh', which is spreading joy and happiness to households across Bangladesh.

To watch the video campaigns, visit:

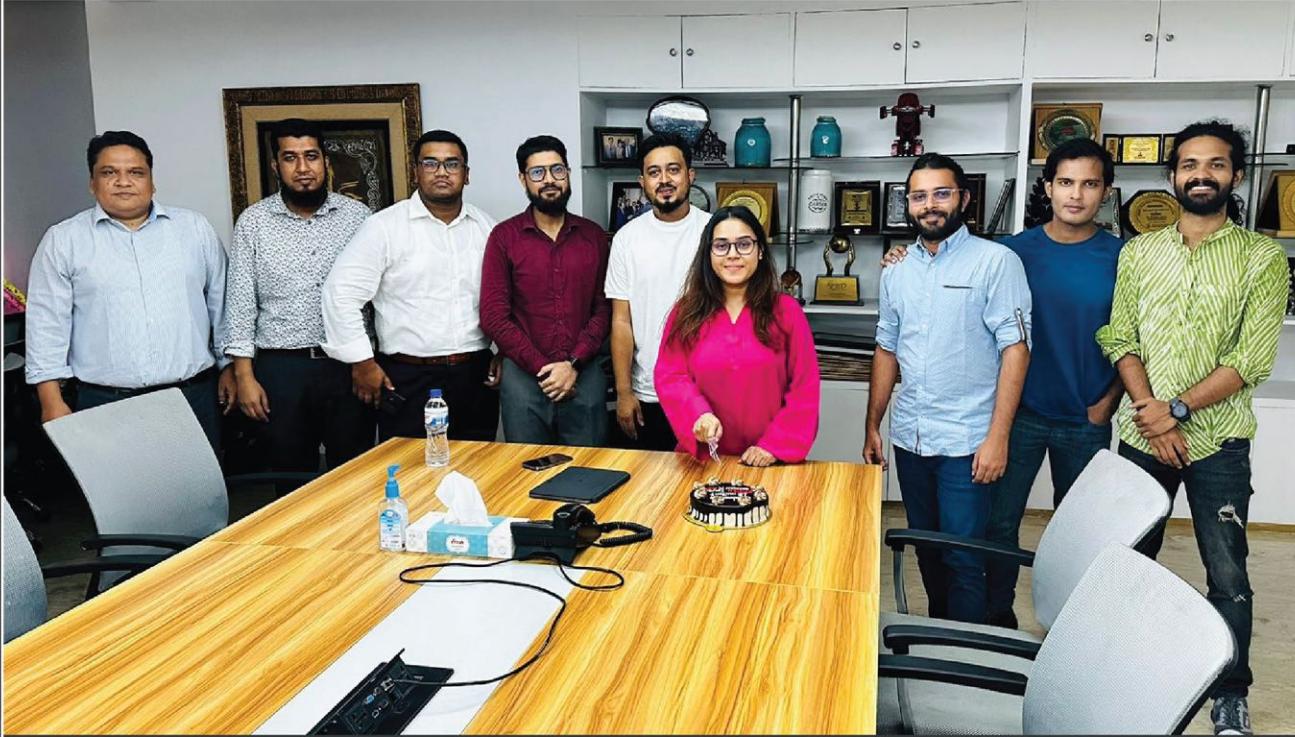


<http://tinyurl.com/5yx5ctts>



<http://tinyurl.com/4743nmbn>

CAMPAIGNS



MGI Director Barrister Tasnim Mostafa and the team behind the OVC at the campaign success celebration

## FRESH STATIONERY TAKES A DIFFERENT STORYLINE FOR TEACHERS' DAY OVC

During childhood, we used to be taught by home tutors besides school teachers. These home tutors don't always get enough recognition. With the aim to give them a tribute during last year on Teachers' Day, we made an OVC from Fresh Stationery titled 'Teachers' Day- Tag your Favorite Teacher Campaign'. The campaign gave a spontaneous opportunity for the students to tag and thank their teachers on Facebook.

The core objective was to convey gratitude towards the unsung heroes of education who influence the lives of the learners silently from behind the curtain. From the OVC, a close connection between the tutor and student was observed which reflected an expression of appreciation, commitment and transformative influence that home tutors bring to a student's educational journey.

The OVC was shared more than 12K times (most shared OVC from Fresh Stationery so far), had a unique reach of 22.35 million with more than 15 million views on Facebook. The engagement was approximately 15.2 million. The concept of the OVC from MGI not only highlighted the contribution of home tutors in the society but also promoted the brand's reach in the wide arena. The campaign success was celebrated at MGI later on.

To watch the OVC, visit: <http://tinyurl.com/4kvdevav>



A glimpse from the OVC





The campaign winners

## FRESH INSTANT FULL CREAM MILK POWDER PRESENTS 'TOMAR WISH E KHELBE DESH'

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During the ICC Cricket World Cup 2023, Fresh Instant Milk Powder conducted a campaign titled 'Tomar Wish E Khelbe Desh'. The objective of the campaign was to engage the kids with the World Cup excitement and give them a platform from the brand to express their love for the Bangladesh Cricket Team.

In the campaign, the parents were asked to send their kids' drawings as they wish all the best to the Bangladesh Cricket Team. Renowned Cartoonist Ahsan Habib picked the best 3 based on each categories (Class 1-5 and Class 6-8). Along with them, 7 other participants additionally from each categories were also rewarded. To make the participation call to action more exciting, social media page 'Bap Ka Beta' also prepared a content.

The campaign garnered a commendable response, as we received 217 drawings from the 2 groups in total. The campaign reach was 11,697,056, with over 159,303 engagement. The videos gathered 2,335,400 views.



Some of the prize winning drawings

CAMPAIGNS

# 'FRESH LP GAS- CHAAP O TAAP ER KHELA' CONTEST DURING ICC CRICKET WORLD CUP 2023

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CAMPAIGNS

Lucky winners of the campaign

Taslima Ahmed - Dhaka	Eynoon Zaria - B.Barisal	Shohada Begum - Mymensingh	Eyna Marzia Adan - Dhaka
Nusrat Nishu - Dhaka	Emran Hossain - Comilla	Ariyan Bappi - Barisal	Sk Atif - Faridpur

With the aim to increase engagement on Fresh LP Gas social media page during the hype of ICC Cricket World Cup 2023, a campaign was launched titled 'Fresh LP Gas- Chaap o Taap er Khela'. The contest was run during October 07 – November 15, 2023.

As part of the contest, prediction questions based on the Bangladesh Team's matches along with some of the other high voltage matches were given on the Fresh LP Gas Facebook page. The interested participants had to comment their prediction within the timeline.

Out of approximately 20,000 participants, 8 lucky winners based on a raffle draw won a brand new smartphone.

An aerial night photograph of a city skyline, featuring a dense cluster of buildings with illuminated windows and a winding river or canal cutting through the urban landscape.

**EVENTS**



From left to right - Fazlul Haque, MGI Chairman & Managing Director Mr. Mostafa Kamal, Ambassador of Bangladesh in Germany H.E. Md. Mosharraf Hossain Bhuiyan, ndc, MGI Vice-Chairman Beauty Akter and Minister Commercial, Embassy of the People's Republic of Bangladesh in Berlin Md. Saiful Islam at MGI stall in Anuga 2023



MGI Chairman & Managing Director Mr. Mostafa Kamal, with Feinkost Dittmann Chief Executive Officer Mr. Timm Reichold (second from right)



MGI's stall in Anuga trade fair

## MGI PARTICIPATES IN THE WORLD'S LARGEST FOOD AND BEVERAGES TRADE FAIR 'ANUGA'



From left to right - Mr. Syed Minhajuddin, Director International Sales and Private label, Americana Foods (UAE), Faysal Ahammed, Manager, Export - FMCG Division, Jocelyn Simpao, Manager, Co-Manufacturing, Americana Quality



MGI importer in Italy Mr. Abdur Razzak Noman with MGI Manager (Export - FMCG Division) Faysal Ahammed during his stall visit

Anuga, the world's largest and most important trade fair for food & beverages, was held at the Koelnmesse Exhibition Center in Cologne, Germany. The five-day fair began on October 07, 2023. Approximately 7,850 companies from 118 countries and 140,000 trade visitors from 200 countries took part in Anuga 2023, occupying an exhibition space covering 300,000 square-meter. 13 companies from Bangladesh, including MGI, participated in the fair.

From MGI, we've built our stall jointly with the German business partner- Feinkost Dittmann. We received a good number of queries from different potential buyers regarding spices, noodles, cookies & biscuits, aromatic rice, and more. MGI Chairman & Managing Director Mr. Mostafa Kamal, along with the Vice-Chairman Beauty Akter- were present at the fair. He had some important meetings with our French and German importers.

Ambassador of Bangladesh in Germany H.E. Mr. Md. Mosharraf Hossain Bhuiyan, ndc, visited & expressed his gladness about our stall and product presentation. Additionally, Honorary Consul of the People's Republic of Bangladesh to the state NRW Mr. Hasnat Mia, and Minister Commercial, Embassy of the People's Republic of Bangladesh in Berlin Mr. Md. Saiful Islam also paid a visit to our stall. Our French importer Mr. Abdullah Al Mamun, UK importer (PL) Mr. Md. Farhad, and Italy importer Mr. Abdur Razzak Noman also visited our stall.



MGI Chairman & Managing Director Mr. Mostafa Kamal along with others during the signing ceremony

## MR. MOSTAFA KAMAL ATTENDS THE MOU SIGNING CEREMONY BETWEEN FBCCI & KOIMA

'The Federation of Bangladesh Chamber of Commerce and Industry (FBCCI)', and the 'Korea Importers Association (KOIMA)' have signed a Memorandum of Understanding (MoU) to strengthen trade and investment relations between the two countries. On Monday, November 06, 2023, FBCCI Senior Vice President Md. Amin Helaly and KOIMA Chairman Kim Byung-Kwan signed the MoU on behalf of their respective organizations. Ministry of Commerce Senior Secretary Tapan Kanti Ghosh was present as chief guest. FBCCI Panel Advisor and MGI Chairman & Managing Director Mr. Mostafa Kamal also attended the signing ceremony.

Currently, South Korea is the 4<sup>th</sup> largest in terms of 'Foreign Direct Investment (FDI)' in Bangladesh with a total stock of USD 1.48 billion till June 2023. More than 200 Korean companies are currently operating in Bangladesh. Key sectors with significant potential for Korean companies include semiconductors, microchips, hi-tech, plastics, auto parts, agricultural instruments, ceramic products, and software among others.

Korean Ambassador to Bangladesh Mr. Park Young-sik, FBCCI Vice Presidents Shomi Kaiser, Joshoda Jibon Deb Nath and Anwar Sadat Sarker along with the other dignitaries were also present at the signing ceremony.

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EVENTS



MGI Chairman & Managing Director Mr. Mostafa Kamal and Ministry of Commerce Senior Secretary Mr. Tapan Kanti Ghosh during a conversation

MGI Chairman & Managing Director Mr. Mostafa Kamal along with others during the signing ceremony



Professor Dr. Wahid Uddin Mahmud, Professor Emeritus of Dhaka University and Advisor to Former Caretaker Government of Bangladesh, Dr. Md. Sabur Khan, Chairman of the Board of Trustees of Daffodil International University, MGI Chairman & Managing Director Mr. Mostafa Kamal, Shayan Seraj, Director of Elite Group of Industries, Syed Nasir, Managing Director and Chief Executive Officer of Xclusive Can Limited, along with other distinguished guests at the Publication Ceremony of the book 'Shongrami Uddyoktader Shahoshi Pothchola'

## **"BUSINESS GROWTH IS POSSIBLE WHILE ADHERING TO ETHICS"**

**- MOSTAF A KAMAL**

MGI Chairman & Managing Director Mostafa Kamal has urged to achieve goals by adhering to ethics. On December 17, 2023, attending the book unveiling ceremony of 'Shongrami Uddyoktader Shahoshi Pothchola' edited by the Daffodil International University Trustee Board Chairman Dr. Md. Sabur Khan, Mr. Mostafa Kamal further said, "Bangladesh is a country of immense potential. It is possible to grow business in this country by setting goals and implementing initiatives by adhering to ethics."

Addressing to the participating students on the importance of hard work, he said, "Opportunities for endless possibilities has been created. You all are prudent. During our times, we didn't have that many opportunities to acquire knowledge that you have now with the help of science & technology. There is no shortcut to success. Remember, hard work brings success, good deeds bring happiness. A dream that doesn't let you sleep, is the real dream."



MGI Chairman & Managing Director Mr. Mostafa Kamal during his speech



Daffodil International University Trustee Board Chairman Dr. Md. Sabur Khan handing over a token of appreciation to MGI Chairman & Managing Director Mr. Mostafa Kamal



From left to right - Mr. Dean Philip, Ms. Jamie Jia Hui, Mr. William Conant Dickey, Mr. Kirpal Singh, Captain Rezaur Rahman, Captain ASM Saniat Hossain, Captain Sohel Latif, Captain Anwarul Haque Sardar, Mr. Jean Francosis, Mr. Ng kian Tat, Eric, Captain SM Matiul Haque, Captain Mohammad Deen Islam, Md. Delowar Hossain, Captain Abu Zakir Md Shafiqur Rahman and Md. Asheque-E-Ellahi

## MEGHNA AVIATION LTD. ADDS TWO MORE HELICOPTERS TO MEET THE GROWING CUSTOMER DEMAND

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Meghna Aviation Ltd., a concern of MGI, has been operating both commercially & corporately since 2012. Currently, it stands as one of the most advanced & commercially successful helicopter service provider in Bangladesh. Meghna Aviation Ltd. has added two brand new helicopters in its fleet recently, as the total number for it now stands at 6. Meghna Aviation Ltd. holds the highest number in commercial flying hours in Bangladesh.

The new acquisitions include the modern & economical Bell 505 and the Bell 407 GXi- equipped with autopilot, cater to corporate, chartered, and air ambulance flights. Meghna Aviation Ltd.'s commitment to meeting customer demands is reflected in its response to challenging weather conditions with advanced features. Previously, Meghna Aviation Ltd. owned four 407 GX helicopters with no auto pilot feature. Bell 407 GXi comes with the auto pilot feature. Whereas Bell 505 is the most modern integrated spacious for passenger updated economy helicopter with auto pilot.



Captain Anwarul Haque Sardar handing over token of gratitude to the Secretary General of ICAO Mr. Juan Carlos Salazar, Regional Director of APAC, ICAO Mr. Tao Ma, and the Chairman of CAAB Air Vice Marshal M Mafidur Rahman BBP, BSP, BUP, ndu, afwvc, psc

EVENTS



Bell 505 Helicopter



MGI Director Barrister Tasnim Mostafa attended the handover ceremony and the special dinner program on October 12, 2023 arranged by Canadian High Commission. Canadian High Commissioner Ms. Lilly Nicholls was also present in the ceremony. Ms. Lilly Nicholls flew in the new Bell-505 helicopter during demonstration flight on October 18, 2023. On the same day, Meghna Aviation Ltd. was honored to fly the Secretary General of ICAO Juan Carlos Salazar, Regional Director of APAC, ICAO Tao Ma, and the Chairman of CAAB Air Vice Marshal M. Mafidur Rahman BBP, BSP, BUP, ndu, afwc, psc in Bell-429 helicopter to Tungipara.

Bell 505 was handed over to Meghna Aviation Ltd. on October 15, 2023 and Bell 407 GXi helicopter was handed over to Meghna Aviation Ltd. by Bell Textron on December 22, 2023.



Canadian High Commissioner Ms. Lilly Nicholls with others in the demonstration flight



MGI Director Barrister Tasnim Mostafa attended the helicopter handover ceremony



Captain Anwarul Haque Sardar handing over token of gratitude to the Secretary General of ICAO Mr. Juan Carlos Salazar, Regional Director of APAC, ICAO Mr. Tao Ma, and the Chairman of CAAB Air Vice Marshal M. Mafidur Rahman BBP, BSP, BUP, ndu, afwc, psc



MGI Director Barrister Tasnim Mostafa with the participants of the event

## FRESH TISSUE & FRESH ANONNA SANITARY NAPKIN ARRANGED BREAST CANCER SURVIVORS' MEET

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Breast cancer is a deadly disease. As per the data of World Health Organization (WHO), approximately 7 thousand women die from Breast Cancer every year (approximately 19 women every day) in Bangladesh. Only by raising awareness, we can reduce this alarming rate. Keeping this in mind Fresh Tissue and Fresh Anonna Sanitary Napkin in collaboration with the Bangladesh Cancer Society organized 'Breast Cancer Survivors' Meet' on October 18, 2023, in a hotel at Dhaka, honoring breast cancer survivors and caregivers. During the event, survivors shared their stories, offering encouragement to those currently facing the disease and requesting empathy and support from friends and family. Fresh Tissue, the flagship brand of Meghna Group of Industries (MGI) has been doing nationwide breast cancer awareness initiatives for the last few years.

MGI Director Barrister Tasnim Mostafa, Executive Director & Head of Export Sameera Rahman, Bangladesh Cancer Society President Prof. Dr. Golam Mohiuddin Faruque, Secretary General Prof. Dr. Qazi Mushtaq Hussain, MGI Senior GM (Brand) Kazi Md. Mohiuddin, GM (Sales) Md. Yeasin Mollah were present in the ceremony along with the high officials of MGI and the near & dear ones of the cancer survivors. They emphasized the significance of the event. Committed to sustained efforts, Fresh Tissue and Fresh Anonna Sanitary Napkin pledged to persist in their crucial breast cancer awareness activities.



A part of the audience at the event

Bangladesh Cancer Society President Prof. Dr. Golam Mohiuddin Faruque during his speech

EVENTS



MGI Director Barrister Tasnim Mostafa during her speech

## FRESH ANONNA SANITARY NAPKIN ADVOCATES THE 6<sup>TH</sup> WOMEN & E-COMMERCE SUMMIT AS PLATINUM SPONSOR



Fresh Anonna stall at the event



Photo session at the Fresh Anonna booth



MGI Director Barrister Tasnim Mostafa and Sr. GM (Brand) Kazi Md. Mohiuddin with other dignitaries of MGI

The 6<sup>th</sup> Women & E-Commerce Summit was held on 06 October, 2023 at the International Convention City Bashundhara (ICCB), Dhaka. Fresh Anonna Sanitary Napkin advocated the summit as the Platinum Sponsor. The summit marked a significant milestone in fostering entrepreneurial skills and empowerment among all the stakeholders. With the distinguished presence of the Education Minister of Bangladesh along with other special guests from various corporate & autonomous bodies, it was an eventful day followed by the industry expert session, panel discussions, menstrual hygiene awareness session & award giving ceremony.

MGI Director Barrister Tasnim Mostafa adorned the chair of special guest & gave her valuable speech in front of 2,500 women entrepreneurs for building better Bangladesh through women empowerment in the economic sectors. Fresh Anonna Sanitary Napkin established a stall and a photo booth in the event for the audience engagement.



MGI Director Barrister Tasnim Mostafa, Executive Director & Head of Exports Sameera Rahman and other guests with the top 15 students

## FRESH TISSUE & FRESH ANONNA JOINT INITIATIVE ON BREAST CANCER & MENSTRUAL HYGIENE AWARENESS AT KANKAPAIT

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MGI's flagship brand Fresh Tissue, in association with Fresh Anonna Sanitary Napkin, conducted a special initiative at Kankapait, Chaudhogram, Cumilla on October 15, 2023. The daylong workshop at Al-Haj Noor Mia Degree College was organized to spread awareness on Breast Cancer and Menstrual Hygiene amongst the 600 female students. The activities also included different game engagements and free sanitary napkin distribution for the participating female students. The female students wore the special 'Pink Day' T-shirt while attending these activities.

MGI Director Barrister Tasnim Mostafa, Executive Director & Head of Exports Sameera Rahman, Kankapait Union Parishad Chairman Md. Jafar Iqbal, Al-Haj Noor Mia Degree College Principal Shahnaz Akhter Lovely, MGI Senior GM (Brand) Kazi Md. Mohiuddin, and GM (Sales) Md. Yeasin Mollah gave out their individual speeches at the program held in Al-Haj Noor Mia Degree College. Other high officials from MGI and the distinguished guests from the locality were also present in the program. The top 15 students from the school & college were given a medal & certificate as recognition and 'Fresh' branded products in the program. The speakers stated that Fresh Tissue & Fresh Anonna Sanitary Napkin will continue such initiatives on spreading Breast Cancer & Menstrual Hygiene awareness in the future.



MGI Director Barrister Tasnim Mostafa, Executive Director & Head of Exports Sameera Rahman with other MGI dignitaries

Fresh Anonna Sanitary Napkins were distributed for free at the event

A section of students at the Fresh Anonna booth

EVENTS



MGI Chairman & Managing Director Mr. Mostafa Kamal sharing his thoughts during the orientation session at Chattogram Office

## MGI HR TEAM ORIENTATION PROGRAM AT CHITTAGONG OFFICE & MEGHNA PVC LTD.

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On September 16, 2023, MGI HR Team has hosted a comprehensive orientation program at Chattogram Office to welcome newly joined employees. This program was marked by the presence of MGI Chairman & Managing Director Mr. Mostafa Kamal and Group Director Tanveer Mostafa.

The orientation began with a speech from MGI Chief Human Resources Officer (CHRO) Atiq uz zaman Khan, providing valuable insights of organization's mission, vision, and core values. MGI Chairman & Managing Director Mr. Mostafa Kamal also delivered an inspirational message to the newcomers. The program offered a detailed overview of MGI's business verticals and operations, ensuring that new team members gained a thorough understanding of our diverse activities. The session also covered workplace norms, rules, and regulations, maintaining a fair and ethical work environment. Operational aspects were discussed by leaders including MGI DGM (Oil Tanker Operations) Ruhul Amin and Sr. DGM (Clearing & Forwarding) Mizanur Rahman. MGI GM Commander Sharier Hassan, PSC (Rtd.) discussed Lighter Operations, GM Md. Badiuzzaman, shared insights about the Survey Department, and GM (Technical Manager) Mohammad Abu Taher, discussed OGV Operations. The session concluded with remarks from GM (Accounts) Ainun-Nahar.

The operational insights from the leaders contributed to an engaging atmosphere. It is noteworthy that a similar orientation session, led by Meghna PVC Ltd. VCM (Plant Head) Prakash Chandra Rath and Manager (HR) Richard Baroi was also conducted at Meghna PVC Ltd. and TCCL factory to enlighten new employees about MGI's Mission, Vision, and Values along with the insights of the business to align them with best practices and experiences.



Group photo of participants at the Chattogram Office orientation session



Meghna PVC Ltd. VCM (Plant Head) Prakash Chandra Rath sharing his insights at the orientation session

EVENTS



MGI Senior GM (Brand) Kazi Md. Mohiuddin and GM (Sales, PL-A) Md. Akterul Alam Shah along with some of the members of MGI Brand Team at the event held in Fresh House

## MGI SPONSORS 6<sup>TH</sup> BANGLADESH MARKETING DAY

Marketers Institute, Bangladesh (MIB) organized '6<sup>th</sup> Bangladesh Marketing Day' on October 12, 2023. MGI became a part of the celebration as the 'powered by' sponsor.

The '6<sup>th</sup> Bangladesh Marketing Day' was celebrated across 14 local conglomerate offices and 40 institutions nationwide. This also included a celebration & cake cutting ceremony at Fresh House. MIB President Prof. Dr. Mijanur Rahman, General Secretary Dr. Shariful Islam Dulu and the high officials of MGI Brand and Sales team attended the ceremony.

On the following day, MIB organized a national-level observance of 'Bangladesh Marketing Day' at TSC, University of Dhaka. The two-day conference, held at the Teacher Student Centre (TSC) involved active participation from teachers, marketing professionals, and students. Honorable Planning Minister at that time Mr. Muhammad Abdul Mannan, MP, was the chief guest for the ceremony. MGI Sr. GM (Brand) Kazi Md. Mohiuddin participated as a guest speaker for a panel discussion titled 'Navigating the Future: Bridging the Gap between Marketing & Sales Academia and Industry'. There were also different nationwide observance to mark the occasion including cake cutting, rallies, discussion meetings, and cultural events.



MGI Senior GM (Brand) Kazi Md. Mohiuddin along with other panelists



MIB President Prof. Dr. Mijanur Rahman with others at '6<sup>th</sup> Bangladesh Marketing Day'

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From left to right - MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, Deputy Advisor (Company Affairs) A.K.M. Monowar Hossain Akhand, Chief Human Resources Officer (CHRO) Atiq uz zaman Khan before the arrival of BPATC delegates

## BPATC DELEGATES VISIT MIEZ

Delegates from the Bangladesh Public Administration Training Centre (BPATC) visited the Meghna Industrial Economic Zone (MIEZ) for a half-day educational tour on September 19, 2023. The visit was a part of the Advanced Administration and Development Course (ACAD) of BPATC, aiming for the deputy secretary and similar ranked officers. Their objective of the tour was to gain insights on the operational dynamics and development strategies implemented at MIEZ. Like previous years, MIEZ consistently remains their top choice due to its extensive operational experience as a manufacturing marvel in Bangladesh.

The delegation consists of a total of 48 government officials, including 4 key members from the BPATC Management Team. The program commenced with a corporate audio-video presentation highlighting the vision of our leader, MGI Chairman & Managing Director Mr. Mostafa Kamal. The session continued to a Q&A segment and discussions. The government officials then toured and observed the operations of Meghna Noodles and Biscuit Factory Ltd. (MNBFL), as well as Unique Cement Fiber Industries Ltd. (UCFIL). Afterwards, they visited the entire MIEZ to gain insights into the overall operations. The delegation showed great enthusiasm in exploring the innovative practices and initiatives implemented at the MIEZ, fostering a distinct exchange of knowledge and expertise.

To ensure the success of this educational visit, a team of senior officials from MGI including Executive Director (Company Affairs) Prasanta Bhushan Barua, Executive Director (Admin) Syed Towfique Uddin Ahmed, Deputy Advisor (Company Affairs) Shafiu Rahman, Deputy Advisor (Company Affairs) A.K.M. Monowar Hossain Akhand, Chief Human Resources Officer (CHRO) Atiq uz zaman Khan, Chief Liaison Officer (Security) Brigadier General Kazi Abidus Samad (Retd.) extended greetings to the government officials. The factory officials ensured the provision of the best hospitality.



MGI officials with the token of appreciation crest from BPATC delegates



A group photo of BPATC delegates and MGI Officials



BPATC delegates during the factory tour at MIEZ



During the discussion meeting between BPATC delegates and MGI Officials



A moment from the conference



MGI Sr. GM (Brand) Kazi Md. Mohiuddin during his speech

## MEGNACEM SUPER DELUXE CEMENT LAUNCH & DISTRIBUTOR CONFERENCE HELD

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On November 11, 2023, Meghnacem Super Deluxe Cement launching and distributor conference was held at a top tier restaurant in Gulshan. UCIL Executive Director Mohammed Khurshed Alam, Chief Sales Officer (Corporate) Sanjib Kumar Saha and Sr. GM (Brand) Kazi Md. Mohiuddin were present at the conference. Approximately 96 distributors from Dhaka & surrounding areas participated in the conference. UCIL Executive Director Mohammed Khurshed Alam provided valuable business guidance to Meghnacem Super Deluxe dealers to achieve 2024 target.

Meghnacem Super Deluxe Cement comes with high clinker (72-79%) with the promise of 'Super Bonding with Super Power'. This cement can be used in any types of construction.



Mohammed Khurshed Alam (Executive Director - UCIL) giving his speech



MGI Senior GM (Brand) Kazi Md. Mohiuddin and the other panelists with their token of appreciation

## MGI WAS TITLE SPONSOR FOR 'DIGITAL SUMMIT & DIGITAL MARKETING AWARD 2023'

Bangladesh Brand Forum (BBF) organized the 'Digital Summit & Digital Marketing Award 2023', presented by MGI and in association with The Daily Star on December 09, 2023. This was the 10<sup>th</sup> Digital Summit & 7<sup>th</sup> Digital Marketing Award and MGI has been fostering this event for the consecutive 7<sup>th</sup> year now. The theme for the summit this year was 'Innovation and Disruption: Guiding Through the Digital Terrain'.

The daylong summit hosted an engaging agenda comprising 4 keynote sessions, 3 panel discussions, and 2 insight sessions that featured local and international industry professionals and thought leaders exchanging insights on digital marketing trends, strategies, challenges & solutions.

MGI Senior GM (Brand) Kazi Md. Mohiuddin, Unilever Bangladesh Ltd. Marketing Director (Homecare) Md. Shadman Sadikin, Marico Bangladesh Ltd. Marketing Director Allen Ebenezer Eric, Benchmark Ltd. Founder & Managing Director Ashraf Kaiser, Women in Leadership (WIL) President and BBF Director & Creative Editor Nazia Andaleeb Preema, Chorki Chief Executive Officer Redoan Rony, Mindshare Bangladesh Executive Director Tusnuva Ahmed Tina, X - Integrated Marketing Agency Chief Digital Transformation Officer Mohammad Obidur Rahman shared their experiences and insights as panel speakers. BBF Founder & Managing Director Shariful Islam also spoke at the summit.

The daylong summit was followed by the 7<sup>th</sup> Digital Marketing Award gala event in the evening, celebrating 139 outstanding digital marketing campaigns across 24 categories.

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A portion of audience in the summit

MGI Senior GM (Brand) Kazi Md. Mohiuddin, with the personnel of MGI and other organizations at the summit

MGI team in the summit



Ambassador of Brunei Haji Haris bin Othman during his MGI stall visit

## MGI PARTICIPATED IN 9<sup>TH</sup> BAPA FOOD PRO 2023

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Meghna Group of Industries (MGI) got an invitation from the 'Bangladesh Agro Processor's Association (BAPA)' to attend the 9<sup>th</sup> BAPA Food Pro 2023 at the International Convention City Bashundhara (ICCB), Dhaka, held during September 28-30, 2023. The purpose of the event participation was to directly meet with the importers and exporters to build a new business bond by showing our detailed production portfolio.

Many high officials were present at the event and discussed the barriers and possibilities of economic growth through food exports. Honorable Industries Minister Mr. Nurul Majid Mahmud Humayun, MP, inaugurated the fair as the chief guest. Honorable Ambassador of Italy in Dhaka Mr. Antonio Alessandro, FBCCI President Mr. Mahabubul Alam, Chairperson of the Expo Organizing Committee and Chairman & CEO of PRAN-RFL Group Mr. Ahsan Khan Chowdhury, General Secretary of BAPA Mr. Iqtaul Hoque and others were present at the program.

More than 200 companies from 20 countries including India, China, Germany, Italy, USA, Switzerland, and Slovenia displayed their products and services at the fair.



Buyers from Malaysia and Singapore during the MGI stall visit

48 Years of Experience

54

Industrial Units

Exporting to more than 52 Countries

000

MGI HR Team at the AIUB Job Fair



## MGI PARTICIPATED AT AIUB JOB FAIR

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MGI participated in the Job Fair organized by American International University- Bangladesh (AIUB) - alongside other esteemed organizations. The event, held on December 09, 2023, witnessed a convergence of fresh graduates and experienced individuals from diverse backgrounds, all expressing keen interest in joining and advancing their careers at MGI.

Recognizing the value of embracing new talent and perspectives, MGI has consistently prioritized the integration of young & innovative minds into our workforce to drive future growth. At the AIUB Job Fair, we engaged with a dynamic pool of participants, including recent graduates and seasoned professionals, fostering connections and exploring potential collaborations. The event served as a platform for MGI to connect with individuals from various backgrounds, each bringing unique skills and experiences. Our team enthusiastically interacted with the attendees, discussing opportunities for career growth and development within MGI. The positive response and enthusiasm from the participants underscored the potential for meaningful collaborations between MGI and these diverse groups. We look forward to welcoming new members to the MGI family and are excited about the future possibilities as we continue to expand & innovate together.



Candidates submitting their CV

A moment of sharing greetings among Vice Chancellor of AIUB and MGI HR Team

MGI Chief Human Resources Officer (CHRO) Atiq uz zaman Khan guiding the newly graduates on career growth



Some visitors in front of the stall



Fresh branded mini stall

## 'FRESH' AS FOOD PARTNER AT PROTHOM ALO SSC GPA-5 ACHIEVERS RECEPTION EVENT

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The Daily Prothom Alo has organized an event for SSC GPA-5 achievers where 1 lac students participated from 64 districts. 'Fresh' also participated actively in this event as food partner.

'Fresh' offered Fresh Fun Fill Chocolate Biscuits, Fresh Sugar Crush Biscuit, Super Fresh Drinking Water, Fresh Crispee Wafer and Fresh Sprint Pen to 1 lac students. Besides product trial, the 3 category (Biscuits, Noodles & Stationery) conducted activation in 64 district events. Programs included:

- Fresh Biscuits & Fresh Noodles branded mini stall at Chattogram Foy's Lake & Dhaka Fantasy Kingdom
- Fresh Biscuits, Noodles and Fresh Stationery branded kiosk conducting direct sales and branding
- Photo booth for engagement campaign from Fresh Biscuits
- 64 district's event venue branding with 4 brands of Fresh Biscuits, Noodles and Fresh Stationery items
- Media coverage in print, TV and digital platforms from the event
- Digital promotion from Fresh Biscuits Facebook page



Fresh branded mini stall



Photo session at the booth



Agreement signing ceremony between Fresh LP Gas and Gas Monkey

## FRESH LP GAS PARTNERS WITH GAS MONKEY AND CYLINDERWALA FOR BETTER SERVICE

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With the aim to increase secondary sales and improve service standard for end-users, Fresh LP Gas partnered with two app-based cylinder delivery services- Gas Monkey on October 19, 2023 and Cylinderwala on November 01, 2023.

This collaboration empowers Dhaka City residents to effortlessly place Fresh LP Gas orders through these apps with prompt home delivery services at competitive price.

The initial implementation successfully commenced in Dhaka City, setting the stage for a progressive extension to other districts. This service not only streamlines the ordering process but also exemplifies Fresh LP Gas's commitment to deliver superior service and convenience to its customers. This is a significant step towards broader accessibility and efficiency in meeting the energy needs of diverse communities.

Facebook posts highlighting Fresh LP Gas partnership between Gas Monkey and Cylinderwala

EVENTS

# FRESH CERAMICS INAUGURATES 8 NEW EXCLUSIVE DEALER SHOWROOMS

As a continuous drive towards the promise of 'A Fresh Start to an Aesthetic Life', Fresh Ceramics keeps on inaugurating exclusive dealer showrooms across the nation. Over the last few months, Meghna Ceramics Industries Ltd. (MCIL) has inaugurated 8 new exclusive dealer showrooms of Fresh Ceramics.

The inauguration ceremonies were led by Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam with DGM (Sales & Marketing) Iftakhar Alam alongside him.

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

## Abdullah Trade International (Khulna)

- Inaugurated on December 02, 2023
- Proprietor name: Nadim Ahmed
- Location: <https://shorturl.at/krGV6>
- Showroom area: 1300 sq. feet



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Mizannur Rahaman and others during 'Abdullah Trade International' inauguration in Khulna

## M/S Basundhara Trading (Barishal)

- Inaugurated on November 24, 2023
- Proprietor name: MD.Imam Hossain
- Location: <https://shorturl.at/ijux8>
- Showroom area: 700 sq. feet



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

## Bhai Bhai Tiles House (Kushtia)

- Inaugurated on December 01, 2023
- Proprietor name: Md. Tariqul Islam
- Location: <https://shorturl.at/hpDJ4>
- Showroom area: 500 sq. feet



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Mizannur Rahaman and others during the inauguration of 'Bhai Bhai Tiles House' in Kushtia



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



Interior of 'Ceramic Centre' in Sherpur

### Ceramic Centre (Sherpur)

- Inaugurated on November 18, 2023
- Proprietor name: Mahbubul Alam Shawon
- Location: <https://shorturl.at/fHIM6>
- Showroom area: 1200 sq. feet



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Obydul Hoque and others during the inauguration of 'M/S Khan Mosaic Co.' in Savar



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Monishankar Biswas and others during the inauguration of 'M/S Runa Traders' in Pabna

### S.K Tiles House (Gazipur)

- Inaugurated on November 17, 2023
- Proprietor name: Md. Nuruddin Khandokar
- Location: <https://shorturl.at/AHYZ2>
- Showroom area: 1300 sq. feet



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Muhammad Saiful Islam and others during the inauguration of 'SK Tiles House' in Gazipur

### Tiles World (Shariatpur)

- Inaugurated on November 25, 2023
- Proprietor name: Sujan Hossain
- Location: <https://shorturl.at/akmtQ>
- Showroom area: 1300 sq. feet



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



Interior of 'Tiles World' in Shariatpur



Photo session of the raffle draw winners



Exhibition of Fresh Ceramics products

## FRESH CERAMICS REACHING OUT TO THE TILES FITTERS THROUGH 'NANDONIKOTAR KARIGOR' EVENTS

Fresh Ceramics organizes events titled 'Nandonikotar Karigor' all over Bangladesh for the Tiles Fitters in the last few months. Fresh Ceramics has completed 6 more fitter meets in Kushtia, Nilphamari, Rangpur, Barishal, Gopalganj, Faridpur. Previously, such Fitter Meets were arranged in Mymensingh, Jamalpur, Tangail, Pabna, Bogura, Rajshahi, Chuadanga, Jessore, Khulna, Cox's Bazar, Noakhali, Cumilla, Brahmanbaria and Sylhet. A total of 4100 fitters were communicated through these events so far. Since Tiles Fitters are one of the Key Opinion Leaders (KOL) and the potential tiles customers value their opinion, organizing these events were an integral part of marketing for Fresh Ceramics.

Each of these events focused on providing a memorable experience to the fitters. Approximately 200+ fitters were invited in each events. The central part of the events were showcasing different products of Fresh Ceramics and educating them through presentations. The discussions & experience sharing amongst the area sales in-charge, dealers and the fitter leaders were helpful for all of the participants. Invitation cards handover and treating them with gift items were also a prominent part of the entire activity. There were raffle draws with 15+ lucrative gifts along with the common gifts for all.



The Fitters' photo session



Cultural performance at the event

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EVENTS



A snippet of the concert

## GEAR PARTNERED WITH 'THE ULTIMATE ROCK FEST 2023'

'The Ultimate Rock Fest 2023' was held on September 22, 2023, with an exciting lineup that included Aurthohin, Shironamhin, Ashes, Apekkhik, Warfaze, AvoidRafa, A K Rahul, Blue Jeans, and Aseis. 'Gear' was the associate partner of the rock fest.

The concert had an impressive turnout of 6,000 music lovers. As part of the partnership, there were extensive brand visibility of Gear that included showing the TVC on the stage LED screen and Gear cutouts placed on stage & at strategic points of the venue. Moreover, 600 bottles of Super Fresh Drinking Water (330 ml) were distributed for free, creating a positive response from the crowd for the brand. Also, there were Gear logo placements in all of the online communications



Gear branding in the concert



MGI branding in the concert



Gear branding in the concert



From left to right - MGI Trade Marketing Lead (Product Line-A) Mohammad Shahinur Islam, General Manager, Accounts (FMCG Division) SK. Bellal Hossain, Head of Business (Dairy) Galib Bin Mohammad, Senior General Manager and Head of Accounts S. M. Muzibur Rahman, two winners of the contest Momin Uddin Kha Hanu and Sabuj, General Manager (PL-Sales) Mohammad Akhtarul Alam Shah, AGM (Brand) Muntasir Mamun, Manager (Admin) Kazi Rakib Abrar and Assistant Manager (Brand) Towsif Ahmed

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## FRESH PREMIUM TEA SCRATCH CARD PROGRAM GIFT HANDOVER CEREMONY HELD

Fresh Premium Tea Scratch Card Trade Program gift handover ceremony was held on December 14, 2023 at Fresh House in Gulshan. As the top 3 prizes, Momin Uddin Kha Hanu from Habiganj, Sylhet won a brand new motorcycle, while Mr. Sabuj from Sonargaon, Narayanganj, and Mr. Sapon from Rangpur won a brand new television and a microwave oven respectively. Other prizes include comforters, smartphones etc.

MGI Sr. GM & Head of Accounts S. M. Muzibur Rahman, Head of Business (Dairy) Galib Bin Mohammad, GM (Sales) Mohammad Akhtarul Alam Shah, Senior DGM (Accounts, FMCG Division) SK. Bellal Hossain, AGM (Brand) Muntasir Mamun, Trade Marketing Lead (Product Line-A) Mohammad Shahinur Islam, Manager (Admin) Kazi Rakib Abrar and Assistant Manager (Brand) Towsif Ahmed were present and handed over the gift to the winners in the ceremony.

EVENTS



## FRESH CERAMICS PARTNERS WITH IAB ANNUAL SPORTS FESTIVAL 2023

The Institute of Architects Bangladesh (IAB) Annual Sports Festival 2023 was held during November 17 – December 29, 2023. Fresh Ceramics was the one of the sponsors for this event. As a sponsor, Fresh Ceramics left an indelible mark with an aesthetically & architecturally unique stall inaugurated on December 02, 2023. The stall inauguration was attended by distinguished guests including senior architects & industry experts.

Throughout the event, Fresh Ceramics showcased a range of surfaced & textured Wall & Floor Tiles. There was also a photo booth at the stall. More than 1,000 visitors visited the stall. The closing ceremony on December 29 celebrated the achievements of winning teams, acknowledging Fresh Ceramics as a valued partner. Chief guest Professor Shamsul Wares handed over a crest, recognizing the significant contribution to the festival's success to Fresh Ceramics. Fresh Ceramics Manager (Brand) Shahjada Yeasir Arif Shuvo expressed pride in contributing to the event's success, emphasizing the enduring commitment to aesthetic initiatives.



Professor Shamsul Wares delivering his speech as chief guest

MGI dignitaries with the guests in the closing ceremony



# NEWS & UPDATES





MGI Chairman & Managing Director Mr. Mostafa Kamal, Prime Minister's Private Industry and Investment Advisor Salman F. Rahman, The Investment Minister of the Kingdom of Saudi Arabia (KSA) H.E. Engr. Khalid A. Al-Falih, FBCCI President Mahbubul Alam and other entrepreneurs from Bangladesh and KSA in the meeting

## **MGI CHAIRMAN & MANAGING DIRECTOR MR. MOSTAFA KAMAL ATTENDS SAUDI-BANGLADESH BUSINESS COUNCIL MEETING**

Saudi entrepreneurs expressed their keen interest to strengthen business in several areas including Food, Energy, Logistics and Manufacturing with Bangladesh during a meeting on Saudi Bangladesh Business Council hosted by the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) on Wednesday, December 06, 2023 at Le Méridien Dhaka. MGI Chairman & Managing Director Mr. Mostafa Kamal outlined the investment opportunity in Bangladesh in this meeting.

The Investment Minister of the Kingdom of Saudi Arabia (KSA) H.E. Engr. Khalid A. Al-Falih joined the meeting as the chief guest. While speaking, Saudi Investment Minister said that the trade relation between Bangladesh and Saudi Arabia existed in few areas. But now is the time we look for ways on how we can facilitate trade for the mutual benefit for both of the countries. Prime Minister's Private Industry and Investment Advisor Salman F. Rahman urged Saudi Arabian businessmen to invest in Bangladesh.

While delivering his speech, FBCCI President Mahbubul Alam noted that by 2040, Bangladesh is estimated to be a trillion-dollar economy. Hence, Saudi entrepreneurs should optimize the opportunity to invest in Bangladesh.

Chairman of the Saudi-Bangladesh Business Council Chairman Ayad Al Amri, KSA Ambassador in Bangladesh Essa bin Yousef Al Duhailan, FBCCI Vice Chairman Khairul Huda Chopal, Dr. Joshoda Jibon Debnath, other directors and entrepreneurs from Bangladesh and KSA were present in the meeting.



From left to right - Habil uddin (President - BUET Chemical Engineering Alumni Association), MGI Chairman & Managing Director Mr. Mostafa Kamal and Director Barrister Tasnim Mostafa at the event

## MGI CHAIRMAN & MANAGING DIRECTOR MOSTAFA KAMAL AS SPECIAL GUEST AT BUET CHEMICAL ENGINEERING DEPARTMENT DIAMOND JUBILEE



MGI Chairman & Managing Director Mr. Mostafa Kamal and Director Barrister Tasnim Mostafa at the event

NEWS & UPDATES

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MGI Chairman & Managing Director Mr. Mostafa Kamal, was invited as a special guest for the Diamond Jubilee and the International Conference of the Chemical Engineering Department (ICChE'23) at Bangladesh University of Engineering and Technology (BUET) on December 22, 2023. MGI Director Barrister Tasnim Mostafa also participated at the event alongside him.

At the event, MGI Chairman & Managing Director gave out an inspiring speech to students, alumni, faculty members, researchers, practitioners, and a diverse audience of local and international guests. He shared the narrative of building a billion-dollar organization from scratch.

He also expressed gratitude for the significant contribution of BUET alumni to the history of Bangladesh and outlined his vision which played a pivotal role in advancing the chemical industry in the country. Additionally, he proposed to donate BDT 50 lac as scholarship for the financially constrained students and another BDT 50 lac as fund for the laboratory.

A decorative stall was set up at the venue to showcase the diverse range of products from MGI. There was also a branded caravan at the premise to sell Fresh Beverage, Noodles, Biscuits and Cake.



MGI Chairman & Managing Director Mr. Mostafa Kamal, Director Barrister Tasnim Mostafa and BUET Chemical Engineering Department Alumni Association officials in front of the MGI stall



MGI Director & Managing Director Mr. Mostafa Kamal during his speech



A token of gratitude is being handed over to MGI Chairman & Managing Director Mr. Mostafa Kamal



'Fresh' items are displayed at an outlet in France



## 'FRESH' FOOD ITEMS EXPORTED FOR THE FIRST TIME IN FRANCE

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For the first time, we have completed the shipment of our 'Fresh' branded food items to France. On this shipment, the delivered items included Puffed Rice, Chanachur, Jhal Muri, Instant Noodles, Toast, Mustard Oil, and Spices.

Upon arrival in the first week of November, our products are now available in different outlets across France. Our clients have also expressed their satisfaction to our products. The response from them will help us to figure out more opportunities in France and neighboring countries to receive more orders for our FMCG products.

With the aim of 'Breaking Boundaries', this new milestone will certainly motivate us to go further.



AKS Cash & Carry at the significant commercial place of Bobigny, France, where 'Fresh' FMCG items are available

## FRESH LP GAS AND BKASH LAUNCHED CONVENIENT PAYMENT SYSTEM



During the agreement signing ceremony between Fresh LP Gas & bKash

Fresh LP Gas signed an agreement with the leading Mobile Financial Service (MFS) provider, bKash, on Thursday, December 07, 2023 to elevate service standards for nationwide distributors and corporate clients. Fresh LP Gas Chief Marketing Officer Abu Sayed Raza and bKash Chief Commercial Officer Ali Ahmed signed the agreement on behalf of their respective organizations in a ceremony held in MGI Head Office in Gulshan, Dhaka.

According to the agreement, Fresh LP Gas distributors and corporate clients will now enjoy the convenient payment options for their orders even on non-banking days. This digital transaction procedure will be especially beneficial for the distributors in remote areas of Bangladesh.

## FRESH LP GAS AND NAGAD LAUNCHED CONVENIENT PAYMENT SYSTEM



During the agreement signing ceremony between Fresh LP Gas & Nagad

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Fresh LP Gas signed an agreement with the prominent Mobile Financial Service (MFS) provider, Nagad, on Tuesday, October 31, 2023 to elevate service standards for nationwide distributors and corporate clients. Fresh LP Gas Chief Marketing Officer Abu Sayed Raza and Nagad Head of Business Sales Mohammad Mahbub Sobhan signed the agreement on behalf of their respective organizations in a ceremony held in MGI Head Office in Gulshan, Dhaka.

According to the agreement, Fresh LP Gas distributors and corporate clients will now enjoy the convenient payment options for their orders from the nearest Nagad agent points anytime, even on holidays. This procedure is especially beneficial for the distributors in remote areas of Bangladesh. The service has been in operation from November 13, 2023, and distributors & corporate clients are using this new payment method.

## AVIK ANWAR KEEPS ON BREAKING BOUNDARIES IN MOTORSPORTS



A force to be reckoned with, Avik Anwar, The Fastest Bangladeshi in motorsports, is breaking boundaries and leaving his mark. He has secured 1<sup>st</sup> place in Round 4 of the Malaysia Championship Series 2023 in Sepang International Circuit on September 24, 2023, completing 54 laps (300 km.) in approximately 2 hours and 30 minutes, surpassing 58 competitors. He had also emerged victorious in Race 2 of Round 3 at the same competition on August 27, 2023.

After that, he has secured 1<sup>st</sup> place in both races of Round 1 at the Gulf Pro Car Championship 2023-24 and successfully finished Gulf Pro Round 2 afterwards. The event was held at the Yas Marina F1 track in Abu Dhabi, UAE. Afterwards, he attended the Renault Clio Cup Middle East 2023-2024 in Abu Dhabi as well.

MGI looks forward to witnessing more victories for Avik and wishes him success in his future endeavors.

# ARAFAT FULFILLS HIS DREAM IN BERLIN MARATHON AND IRONMAN MALAYSIA

Bangladeshi triathlete Mohammad Shamsuzzaman Arafat shone in a thrilling race featuring 47,912 athletes from 156 nations, finishing the 42.2 km challenge in an incredible 2 hours 51 minutes 35 seconds in 'BMW Berlin Marathon 2023'. Then he geared up for the ultimate challenge at Ironman Malaysia, where his journey concluded at 24<sup>th</sup> place overall. Competing in both of the events were his long cherished dream which he fulfilled.

Arafat has consistently breaking boundaries for years now. His unwavering determination has taken him beyond limits as the brand ambassador of MGI. We applaud his unwavering dedication and boundary-breaking mindset.



Mohammad Shamsuzzaman Arafat at 'BMW Berlin Marathon 2023'

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Mohammad Shamsuzzaman Arafat at 'BMW Berlin Marathon 2023'



NEWS & UPDATES



# TRAINING PROGRAM



Group photo with Chief Human Resources Officer (CHRO) and the trainer at the end of the offline session

## TRAINING ON BUSINESS ENGLISH FOR HR TEAM HELD

MGI HR Team has successfully participated in the training program titled 'Business English Training Session', conducted by the Human Resource Development Institute (HRDI), an institute of Daffodil International University. The program engaged 30 participants from the HR Department, featuring 7 impactful online sessions and 1 offline (classroom) session held at Fresh House conference room on November 12, 2023. Participants were selected based on their service duration exceeding 1 year in roles below the Assistant Manager level.

The training was designed to empower and transform our HR professionals with modern communication tools and techniques, ensuring their readiness for the future of our evolving industries. The sessions emphasized the importance of effective communication, encompassing both written and verbal skills. In a globally connected business environment, effective communication is paramount. Business English proficiency ensures clear communication in diverse scenarios, reflecting professionalism. For MGI HR, strong business English skills are crucial in recruitment, onboarding, conflict resolution, and representation. Moreover, this training contributes to career advancement by enhancing the overall professional profile of participants. In essence, Business English training is a strategic investment in the success and effectiveness of HR roles within MGI.



Trainer Amir Hamza explaining business communication



# TEAM BUILDING ACTIVITY



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam with other high officials and dealers in the tour

## FRESH CERAMICS ORGANIZES DEALER TOUR IN THAILAND

Fresh Ceramics has earned the trust of Bangladeshi customers within a short time since it was introduced in 2021. With the promise of 'A Fresh Start to an Aesthetic Life', Fresh Ceramics has established itself as one of the leading brands in the market. As a continuation to that success, a special dealer tour titled 'Cutting the Edge' was arranged at Pattaya & Bangkok in Thailand during September 27- October 01, 2023.

Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam and other high officials were present during this 4 nights & 5 days trip.

Fresh Ceramics will continue to excel in its own glory with the agility & cooperation inspired by this tour.

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TEAM BUILDING ACTIVITY



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam with other high officials and dealers in the tour



A group photo from the Nepal tour

## MCIL SALES & DISTRIBUTION TEAM TOURS NEPAL

Meghna Ceramics Industries Ltd. (MCIL), a sister concern of MGI, has arranged a special tour to Nepal for the sales & distribution team during October 07-10, 2023. The objective of the tour was to motivate and build a strong team spirit for the sales & distribution team.

A total of 48 people were included in the tour. MCIL Chief Operating Officer (COO) A. K. M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam and Manager (Sales) Md. Obydul Hoque also joined the team members and led the team building activities in this tour. The tour played an integral part in MCIL's dedication towards establishing a positive and empowering work culture.



**CSR**



## MGI INITIATES PLASTIC FARMING TO CHANGE LIVES OF LANDLESS FARMERS

Bangladesh is a country that faces multiple challenges due to climate change and environmental degradation. One of the most pressing issues is the loss of agricultural land due to rising water levels and floods. According to the Dhaka Tribune, there are over 4 million landless farmers in the country, who struggle to find livelihoods and food security. Moreover, the rivers of Bangladesh carries 73,000 tons of plastic waste every day, as reported by The Daily Star. This not only harms aquatic life, but also worsens environmental pollution.

Recently, we have taken the initiative of ‘Plastic Farming’ from MGI as part of our corporate social responsibility in maintaining environmental sustainability. Plastic Farming is a unique initiative of growing crops using disposed plastic bottles. For Plastic Farming, the disposed plastic bottles are collected from the environment. These plastic bottles are then used to create floating beds to farm by using water hyacinth compost. The initiative has been implemented amongst the landless farmers at Tungipara in Gopalganj and Pirojpur after researching for almost 2 years.

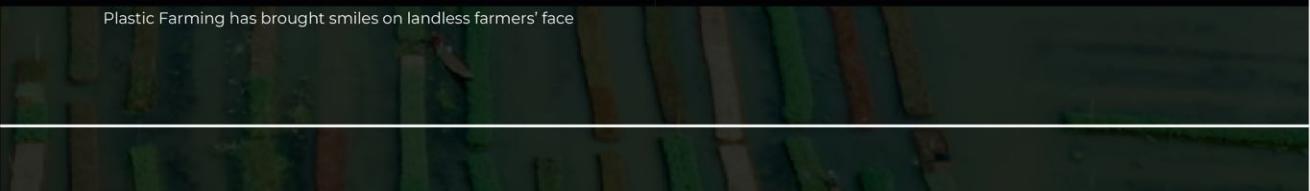
Officers from Upazila Agricultural Office trained the landless farmers on the techniques of Plastic Farming. There were also other activities that include showing Plastic Farming video tutorials to the villagers and creating a dedicated website.



Some moments of making floating beds



Plastic Farming has brought smiles on landless farmers' face



Officers from Upazila Agricultural Office training the landless farmers on Plastic Farming.

As a result, 2,100 farmers from 20 villages were included who put their effort and were able to yield a substantial amount of winter vegetables. Besides reducing the plastic pollution, we are hopeful that Plastic Farming will increase the crop production and food safety for the landless farmers further. 'Bidyanondo' has been an integral part of this initiative, serving as a collaborative partner. We are looking forward to take this initiative at a greater scale.

Scan to know more about Plastic Farming:



Floating beds for plastic farming

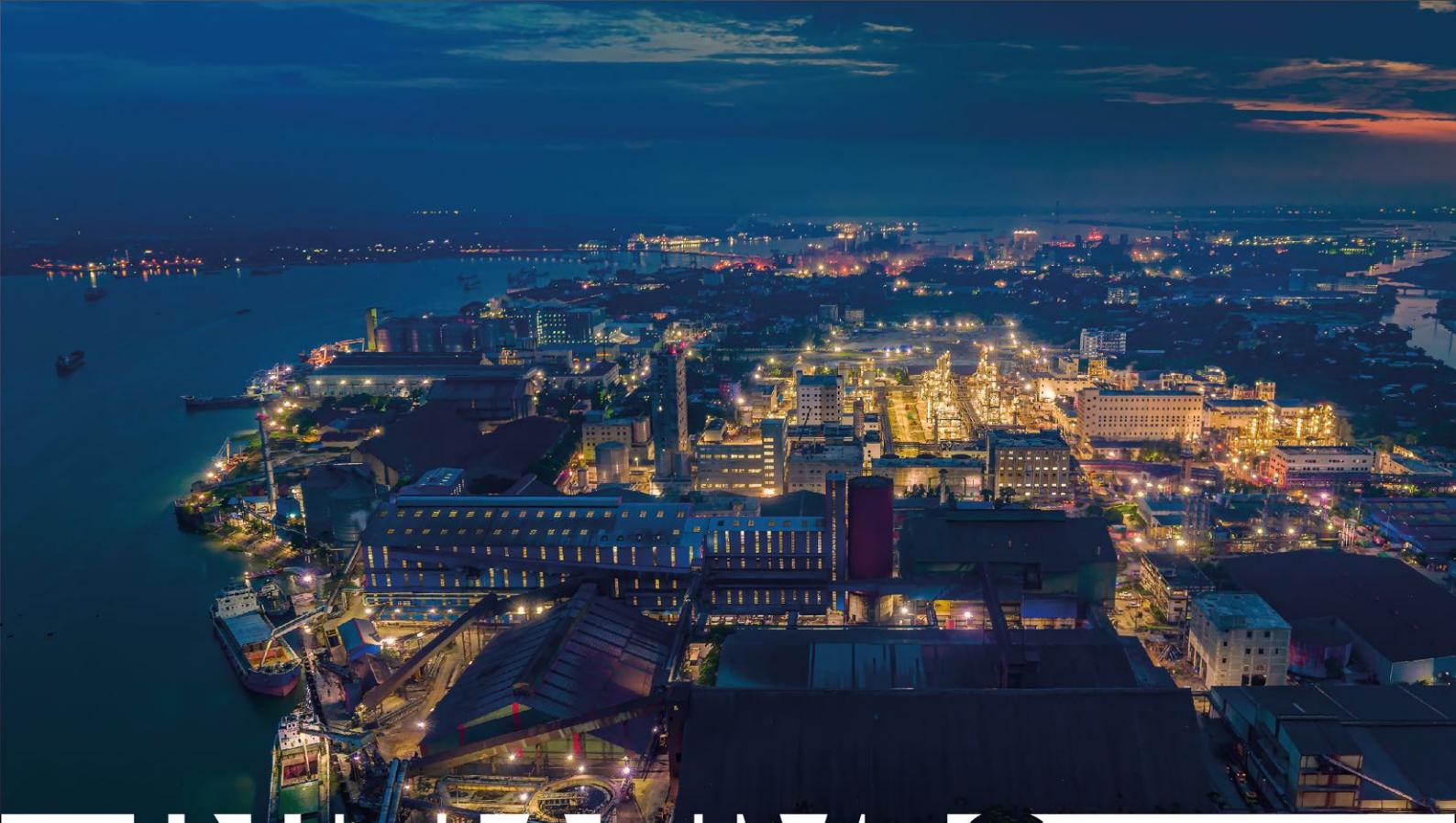


From left to right - Kazi Md. Matiul Islam (DSB), Khandaker Ashfakuzzaman (Crime & Ops.), Abdul Mannan (BPM - BAR), MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, ppm, ndc, AGM (MT) Abdul Baten and Mr. Kamran Hossain (Sadar Circle) during the handover ceremony.

## MGI STANDS BESIDE CUMILLA POLICE TO ENHANCE LAW & ORDER

MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, ppm, ndc officially handed over a Police Patrol Pickup to Superintendent of Police (SP) of Cumilla on behalf of MGI Chairman & Managing Director on Tuesday, January 30, 2024. This initiative aimed to contribute to the ongoing efforts for the development and further enhancement of the law & order situation in the Kankapait Police Outpost area under Chaudhogram Thana in Cumilla. This marks the 3<sup>rd</sup> patrol pickup provided to the police force in the last 8-9 years within the jurisdiction. A similar gesture was extended last year when a Patrol Pickup was handed over to the Superintendent of Police (SP) of Narayangonj District.

Additional Superintendents of Police of Cumilla Mr. Kazi Md. Matiul Islam (DSB), Khandaker Ashfakuzzaman (Crime & Ops.), Mr. Abdul Mannan - BPM (BAR), and Mr. Kamran Hossain (Sadar Circle), MGI AGM (MT) Abdul Baten were also present during the handover ceremony.



# INITIATIVES

## AUTOMATION OF CAP-CLIP SETTING FOR OUR PREMIUM GRADE PEN INTRODUCED



From left to right - MGI Assistant Engineer Ananda Roy, Senior Mechanic Manik Chandra Sorkar, Senior Foreman Moniruzzaman, Engineer Md. Imran Hossain, Deputy Manager Md. Shah Ali, Manager Khan Rizwanullah, Sr. AGM (Plant Head) Sadakat Hossain with the semi-automatic machine

Previously, Meghna Ballpen & Accessories Mfg. Ltd. used to set the cap-clip of the premium grade pen by hand. For that, the labor cost was high and the productivity was low.

After a discussion with the maintenance team, a plan was taken under the supervision of MGI Sr. AGM (Plant Head) Sadakat Hossain to develop a new semi-automatic machine. After implementing the semi-automatic machine developed by the maintenance team at the factory complex, the labor cost has reduced by 33.33% and the productivity has increased by 30%.

MBPAL maintenance team has indeed proved their merit in line with the MGI motto of 'Breaking Boundaries' with this initiative.



Quality of the product is ensured in the Sample Retention Room

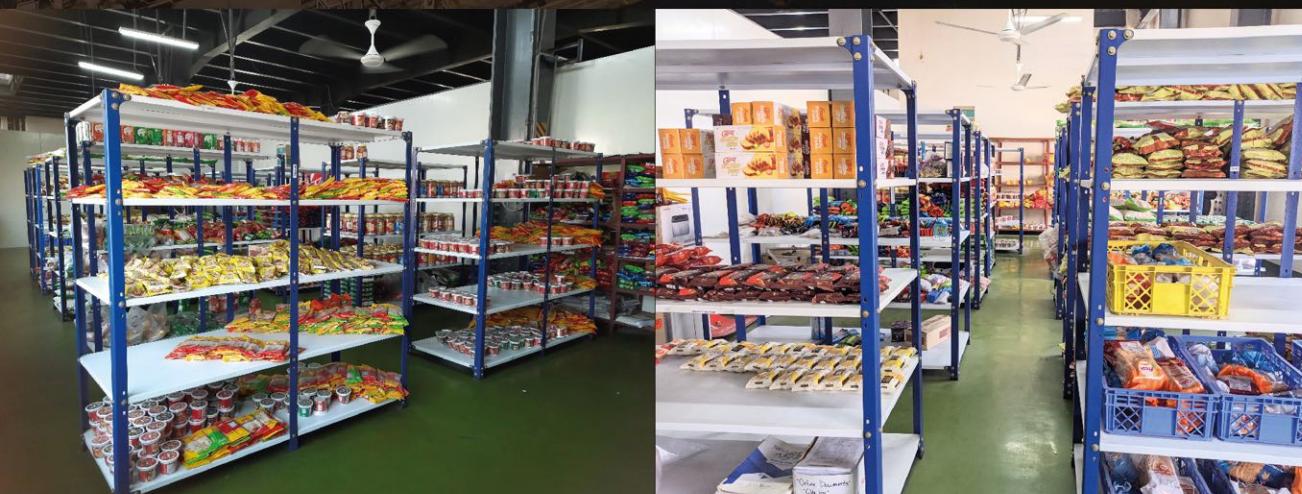
## MNBFL IMPLANTS 'SAMPLE RETENTION ROOM'

Initially, Meghna Noodles & Biscuit Factory Ltd. (MNBFL) did not have separate 'Finished Products Sample Retention (Store) Room'. It is one of the key requirements as per BSTI and ISO Standard Certification (ISO 9001, ISO 22000 & FSSC 22000). These standards recommend to keep batch-wise samples for each product category. This helps the manufacturer in many ways and help to give proper feedback about the final product being delivered to the market.

After implantation of this Sample Retention (Store) Room, MNBFL is getting the advantages mentioned below:

1. Shelf Life Study: This Finished Goods Sample Retention Room helps to understand about actual product shelf life behavior in the market. It gives advance information to concerned department (Brand, Sales and PDD/R&D) so that they can take proactive action before it makes a negative impact in the market and the consumers.
2. Market Complaints: As we have batch wise sample in Sample Retention Room and it helps to investigate and determine if the market complaint related to production fault and quality was real or not.
3. BSTI and ISO certification (ISO 9001, ISO 22000 & FSSC 22000): It is the key requirement for BSTI and ISO Standard Certification. This helps to comply Local and International standard compliance for MNBFL.

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Inside the Sample Retention Room

INITIATIVES



**TAKE IT  
BEYOND  
WORKPLACE**



A snippet while anchoring in Independent Television show 'Full Toss'

## NISHAT AHMED - SENIOR EXECUTIVE, CORPORATE BRAND, MGI

I'm Nishat Ahmed, currently serving as a Senior Executive in MGI Corporate Brand Team.

My passion for both music and writing comes from my family. I began my musical journey at the age of four under the guidance of my father, Salauddin Ahmed, and my 'Taalim' continues to this day. In 2009, I secured the first position in Classical and Nazrul Sangeet categories during the inter-school and college competition named 'Shikkhar Manonnoyone Shommilito Procheshta,' organized by Notre Dame College. I held the position of General Secretary in both the Notre Dame College Cultural Club and Notre Dame Writers' Club for two years.

Since 2011, I've been enlisted as a regular artist by Bangladesh Betar for Classical and Nazrul Sangeet. In the same year, I started performing in Bangladesh Television by clinching the top spot in the Classical and Nazrul Sangeet Audition Test. I actively perform across various public and private media platforms in the country, including stage performances.

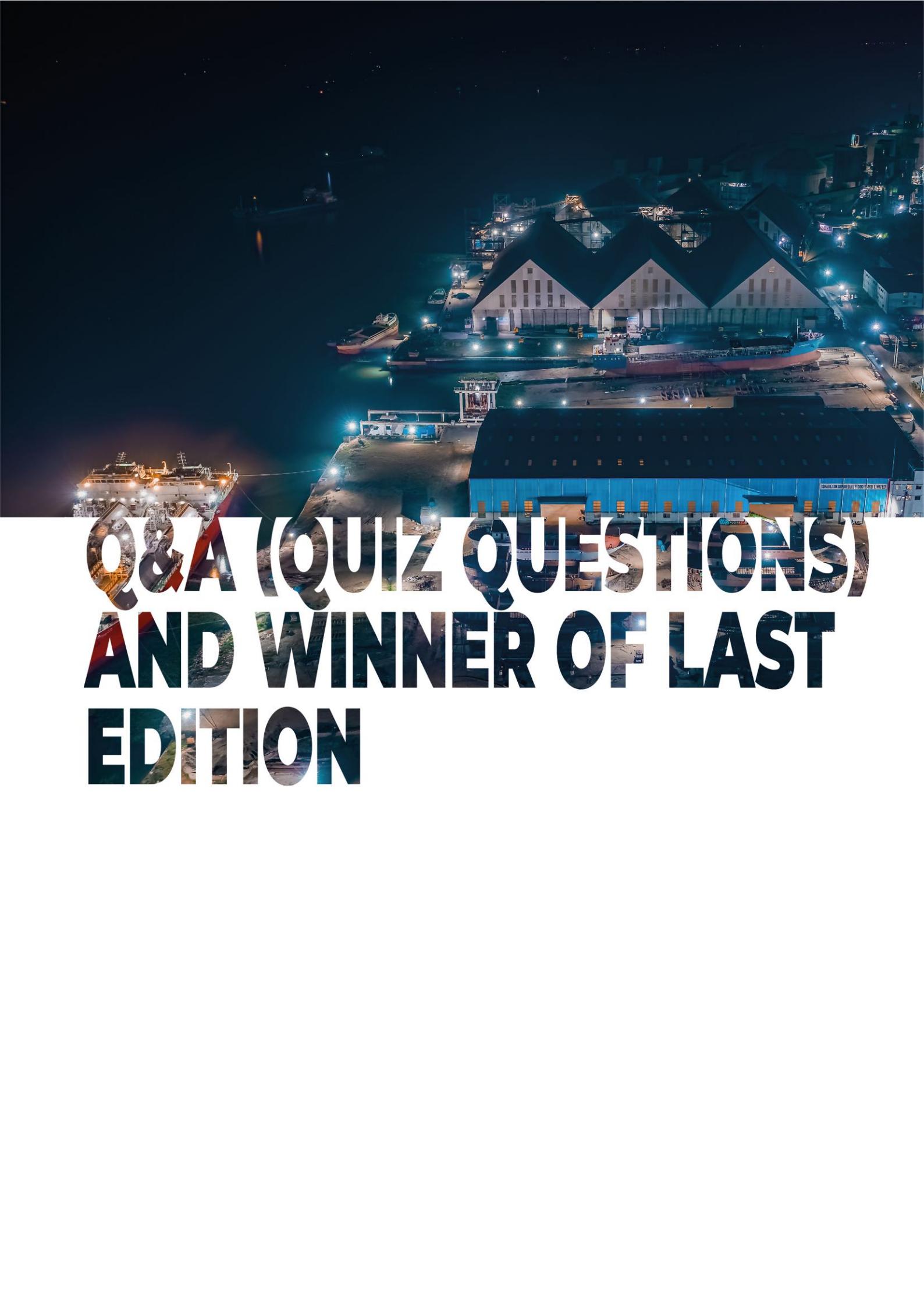
Beyond my musical pursuits, I've delved into the realm of sports analysis and anchoring. I've hosted several sports shows such as 'D-Box' by Prothom Alo, 'Full Toss' by Independent Television and 'Football Fanatics' by GTV. My sports articles are regularly featured in publications like Prothom Alo, Independent Digital, Dainik Bangla, The Daily Star, and Ajker Patrika. Amidst the bustling demands of professional life, I strive to find joy in the world of music and writing.



While performing on stage

With the co-artists of Channel I's popular show 'Gaan Diye Shuru'

With the co-artists of Channel I's popular show 'Gaan Diye Shuru'



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



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



## CONGRATULATIONS TO THE QUIZ WINNER OF BREAKING BOUNDARIES 10<sup>TH</sup> ISSUE

The Q&A segment of the 10<sup>th</sup> issue of 'Breaking Boundaries' saw active participation from a total of 99 individuals. Among them, 62 successfully answered all the questions. The Corporate Brand Team organized a raffle draw to pick the winner. MGI Sr. Executive (Accounts, FMCG) Mahbubul Alam was the winner of the raffle draw.

A gift handover ceremony took place at Fresh Villa on 6 February, 2024. MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and GM (Accounts) Suman Chandra Bhowmik handed over a brand-new Rangs 45L Water Heater to the winner. The winner expressed great joy & gratitude upon receiving the prize.

**Visit the link**

<http://tinyurl.com/3329rywd>

Participate in the quiz  
from your official e-mail ID  
by April 30, 2024.  
Get a chance to win a surprise!

**Or scan the QR code**



Scan Here





**DID YOU KNOW?**

# DID YOU KNOW?

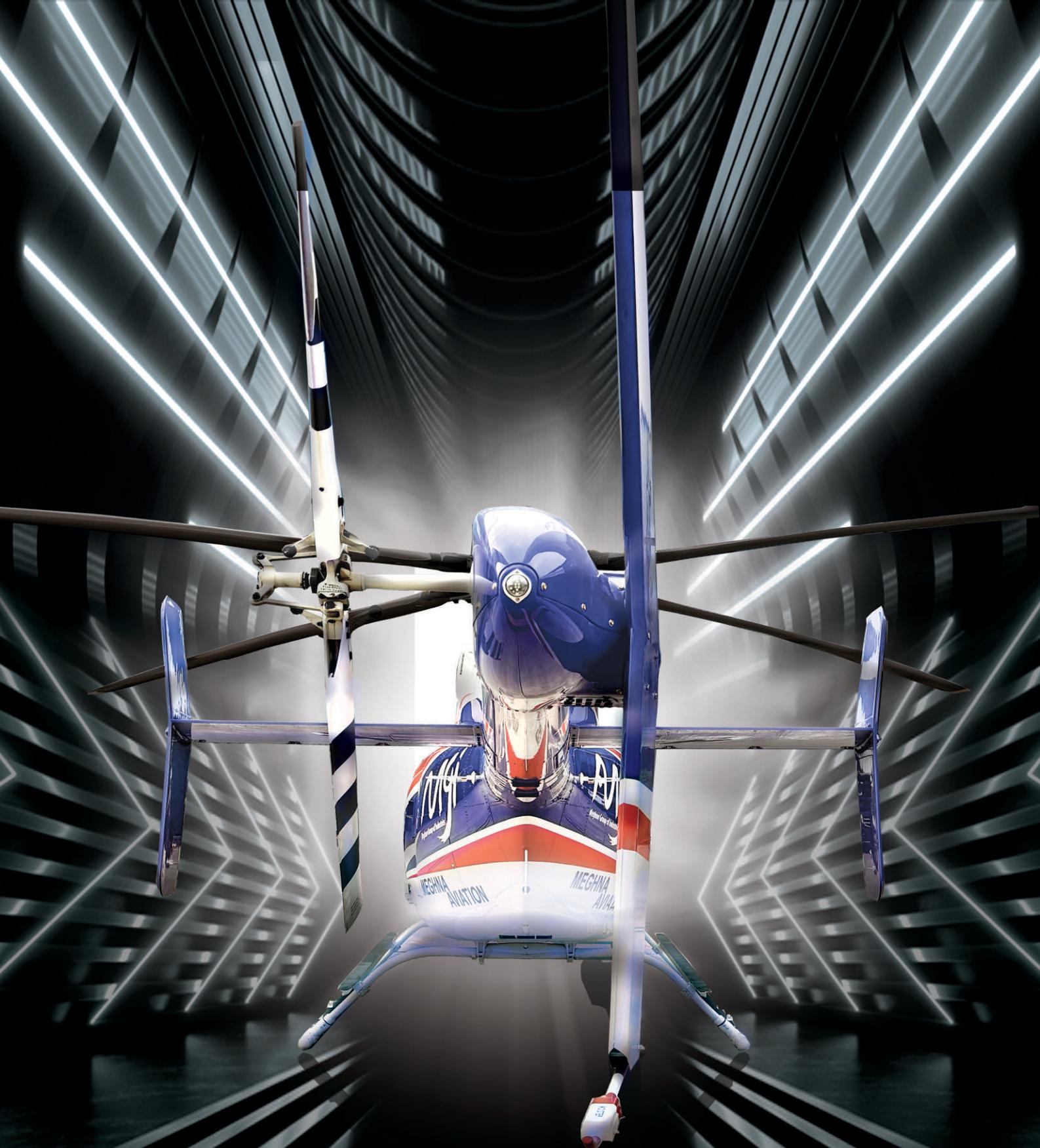
One of our concerns Sonargaon Solar Energy Ltd. has successfully implemented 2 rooftop solar projects. The first, a 2.0 MW (DC) system, started operations on April 25, 2021. The second, an 11.7 MW (DC) project, became operational on September 27, 2022.

Specializing in On-Grid Rooftop solar systems, Sonargaon Solar Energy Ltd. has become a prominent player in the renewable energy sector of Bangladesh. With a combined solar capacity of 13.7 MW (DC), these projects have generated 13,289,351.98 kWh of electricity by 2023. The installations include 26,343 solar panels from JA Solar and Trina Solar, with SMA inverters ensuring efficiency. Upon meeting our internal industrial needs, we actively contribute to the national grid.

A 22.69 MW (DC) system project work is ongoing at the Sonargaon site, and another 2 MW (DC) system project work is ongoing on at the Bogura site, which will be fully operational from March 2024.

From MGI, we believe in Sustainable Green Energy to reduce Carbon Emission and keep the environment safe. We will continue our efforts in these aspects for a better future.

DID YOU KNOW?



**mgi**  
Meghna Group of Industries

## BREAKING BOUNDARIES

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