

BREAKING BOUNDARIES

QUARTERLY NEWSLETTER- 4th Edition



TOP NEWS INSIDE

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- Campaigns
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BREAKING BOUNDARIES

EDITORIAL

EDITORS' NOTE

Dear Readers,

Welcome to the 4th Edition of 'Breaking Boundaries'.

We are glad to announce that we have crossed 1 year of publishing our quarterly newsletter and stepped into the 2nd year with success. We are really grateful to all of you for your continuous support.

Firstly, I would like to thank Tanveer Mostafa (Director, MGI) and Kazi Md. Mohiuddin (Senior GM, Brand) for their relentless support and inspiration. Special thanks to The Brand Team, In-house Design Team and Admin Department for their constant effort in making 'Breaking Boundaries' happen everytime.

The last quarter of 2021 has been very impressive for MGI. We have participated in a number of events as sponsors. There were different events and campaigns from the brands and corporate. We have been recognized in different ceremonies, that have heightened our impact on the community and the people. Our brand ambassadors have also kept their streak of 'breaking boundaries', staying true to their attitude and determination. We have covered all those aspects in this volume.

As always, we have kept the last part of the newsletter for our colleagues. We have showcased their talents, efforts and interest once again in this version. Also, we have kept the quiz segment once again for participation. This is a gentle reminder that, this quiz is open for everyone in our MGI family. Participate in the quiz and get a chance to win a surprise gift!

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

Enjoy 'Breaking Boundaries'.



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BREAKING BOUNDARIES

INTERVIEW

“2021 WAS THE YEAR TO TURN AROUND AND GRAB INVESTMENT OPPORTUNITIES”

“I am obsessed with establishing new industries. New industries will result in more employment opportunities, which will result in the advancement of the nation.”

Mostafa Kamal
Chairman & Managing Director
Meghna Group of Industries (MGI)

On December 27, 2021, an interview of MGI Chairman & Managing Director Mr. Mostafa Kamal, was published on the Prothom Alo business page.

Here is the interview in full.

As investors, we must continuously take up challenges and move forward. At times, we are required to move forward against the tide. Other times, we are required to move along the tide. For that, we are now trying to move forward despite the initial pandemic hit.

I am obsessed with establishing new industries. New industries will result in more employment opportunities, which will result in the advancement of the nation. Before the pandemic, we inaugurated 9 new factories in Meghna Economic Zone (MEZ). We were supposed to inaugurate 5 more industries in 2021. We could not do that even after bouncing back from the first wave of COVID-19. There was no lacking from our end. We had to defer that for 1 year as the foreign experts could not visit and start the factories for the pandemic restrictions. We are hopeful that these 5 new factories will start operations in 2022, creating new employment opportunities.



Interview Link: <http://tiny.cc/00uouz>

All major global events open up new investment opportunities. Our Honorable Prime Minister called for us to grab new investment opportunities during the COVID-19 pandemic. After the Honorable Prime Minister's request, I figured out there is a big investment opportunity in the oceangoing shipbuilding industry. During the time, the price of vessels were cheap. We have placed the purchase order to build 4 new ships. If the purchase orders were placed at this time, it would take BDT hundreds of crores more. I believe, that we were able to save a lot of money by investing in this sector after responding to the Honorable Prime Minister's call. A lot of the other investors also invested in this sector.

MGI currently has 48 factories, with total direct employment of 35,000 people. If we consider indirect employment, the number will cross a lac. If we can start the operations for the 5 new factories in 2022, the employment number will rise further. We are unwilling to step down despite the pandemic. We want to move forward.

BREAKING BOUNDARIES

ARTICLE

MGI CHAIRMAN & MANAGING DIRECTOR MOSTAFA KAMAL MENTIONED AS A 'NATION BUILDER' IN PROTHOM ALO'S ARTICLE

On the occasion of the Golden Jubilee Victory Day celebrations of Bangladesh, Prothom Alo published a special article on December 20, 2021. The article covered the most significant entrepreneurial figures of Bangladesh in the last 50 years. MGI Chairman & Managing Director Mostafa Kamal was also mentioned in the article as one of the most prominent personalities.

Read the article in full- tiny.cc/uwtpuz
or Scan the QR code

QR code:

THE BUSINESS STANDARD (TBS) COVERS MGI'S SUCCESS IN SHIPPING

On December 21, 2021, The Business Standard (TBS), one of the leading news portals in Bangladesh, published a detailed article on the country's shipping sector during the pandemic. In the article, TBS extensively covered MGI's success in the sector during the time.

MGI launched 10 out of the 32 new ships launched from Bangladesh during that time- which was the highest amongst all the other companies. Currently, MGI has 15 ships in total and expects to add 4 more to the fleet by December 2022.

To read the full article, visit- <http://tiny.cc/g0ouoz>



BREAKING BOUNDARIES

CAMPAIGNS

FRESH WHOLE WHEAT ATTA ADDRESSES WORLD DIABETES DAY 2021 WITH AN AWARENESS CAMPAIGN

Fresh Whole Wheat Atta ensures the best nutrition for people of all ages. The team observed that the doctors usually recommend replacing rice with roti/paratha for Diabetes patients in their attempt to keep their weight in check. They suggest whole wheat atta to diabetes patients, as it bears more nutrition than regular. With this insight, we aimed to have an awareness campaign while observing World Diabetes Day 2021 on November 14. The communication for the campaign was decided as 'Shochetonotae Shuru' (Start by being aware). As the theme for World Diabetes Day 2021 was 'Access to Diabetes Care'- we aimed to convey that anyone can have Diabetes, regardless of their age. For awareness this campaign was conducted so that people will be more health conscious and treat diabetes with utmost sincerity.

The campaign started from social media, with relevant posts as pre-hype. Taking on-field awareness into consideration, the campaign was followed by a month-long activation, which started on World Diabetes Day. A total of 33 jogger parks in Dhaka, Chatogram, Cumilla and Sylhet, had free blood sugar level checks on the weekend. There were blood pressure checks, height-weight check options during the activation as well. The brand promoters also recommended some common tips to maintain a healthy lifestyle with a health chart and conveyed the health benefits of Fresh Whole Wheat Atta.

The campaign and its messages were also conveyed to our colleagues in MGI, as a health check booth was also set at the 'Fresh House' on the occasion of World Diabetes Day 2021. Our colleagues checked their blood sugar levels and the other checks from the booth throughout the day.

With Fresh Whole Wheat Atta, we are looking forward to having the Diabetes awareness campaign in the future, with a more significant impact.



Some snapshots of the campaign activation

BREAKING BOUNDARIES

CAMPAIGNS

'FRESH' PRODUCTS HAVE WON SEVERAL AWARDS IN 'BEST BRAND AWARD 2021'

As a result of continuous trust & love from the people- Fresh Atta-Maida-Suji has been recognized as the 'best brand' for the 6th consecutive year. Apart from that, 'Fresh Refined Sugar' has also been recognized as the best brand in the branded sugar category for the 5th year. The awards were given to Fresh Atta-Maida-Suji and Fresh Refined Sugar in the 'Best Brand Award 2021' recently. Bangladesh Brand Forum and NielsenIQ conducts consumer surveys all over Bangladesh and determine the best brands in different categories every year. Fresh Atta-Maida-Suji has set an outstanding example by being the best in the Atta-Maida-Suji category for the 6th year.

On top of that, 'Fresh Refined Sugar' has also established a unique example by being recognized as the best brand for the 5th consecutive year in their attempts of creating a sweet bond. Besides, 'Super Fresh Drinking Water' in the bottled mineral water category, 'Fresh Full Cream Milk Powder' in full cream milk powder category, 'Fresh Super Premium Salt' in the salt category, and 'Fresh Tissue' in the tissue paper category were also recognized as the second-best brands. Apart from these, 'Fresh Spices' in the spice category and 'Super Fresh Fortified Soybean Oil' in the edible oil category were recognized as the third best.



MGI officials from 'Fresh Atta-Maida-Suji' & 'Fresh Refined Sugar' are seen, receiving their respective 'Best Brand Award 2021'

DIGITAL MARKETING AWARD 2021 FOR FRESH TISSUE 'BREAST CANCER AWARENESS' CAMPAIGN

Fresh Tissue has always been raising awareness against Breast Cancer. We have done different activities for this campaign, which included an OVC and a free checkup.

We are delighted that the Fresh Tissue Breast Cancer Awareness campaign was recognized with a silver award in the 'Best Social Campaign' category at the Digital Marketing Award 2021.

We would like to convey our gratitude to everyone who played their role in the campaign. Our endeavours for Breast Cancer awareness will continue at a greater scale in 2022.



Digital Marketing Award 2021 for 'Best Social Campaign'

DIGITAL MARKETING AWARD 2021 FOR FRESH STATIONERY 'BACK TO SCHOOL' CAMPAIGN

One and half years later when schools reopened on September 2021, an OVC campaign titled 'Back to School' was launched. To connect with that context and generate awareness for our pen and stationery items to the TG.

Later on, in December 2021, the OVC received the Bronze Award in the 'Best Video' category at the 'Digital Marketing Awards 2021'. From the Fresh Stationery Team, we are grateful to everyone involved with the project for their efforts. We are hopeful to bring in more success with such team effort in future.



Digital Marketing Award 2021 'Best Video'

BREAKING BOUNDARIES

CAMPAIGNS

FRESH FULL CREAM MILK POWDER VICTORY DAY CAMPAIGN INSPIRES TO DREAM FREE



Key visual and a snapshot from the Campaign OVC

Bangladesh celebrated its 50th victory day in 2021. The entire country came forward to mark the occasion with distinct programmes and celebrations. Fresh Full Cream Milk Powder being one of the earliest local milk powder brands in Bangladesh, thought it was an affair where the brand could convey a compelling message.

Therefore, we came up with the idea of conveying the message that this 50th victory of Bangladesh should be the stepping stone for the future generation to bring more success in the global arena. The new generation children are dynamic. However, their dreams often get overlooked due to the excessive curriculum pressure and for living up to their parents' dreams. As a result of this, the latent talents of each child get nipped in the bud. Fresh Full Cream Milk Powder conveyed that, from this point onwards, the parents need to help their children to 'Dream Free' and be victorious in whatever they dream of becoming or doing. After all, if they can't dream free, how can they be victorious?

We posted an OVC, as the storyline centred around a children-based theatre performance with the beautiful campaign 'Hok Shwapno Shadheen, Chiniye anbo Bijoy Ekdin'. School-going kids were seen participating in the OVC to declare the independence of their dreams' independence and promised to fulfill accordingly.

The OVC received a fantastic response from the people, as it received the highest Love react (176K) this year than any other victory day campaign of Bangladesh. The OVC also received 387K reactions in total, 10M views and 7.4K shares on Facebook- making it one of the most successful campaigns on social media in recent times.

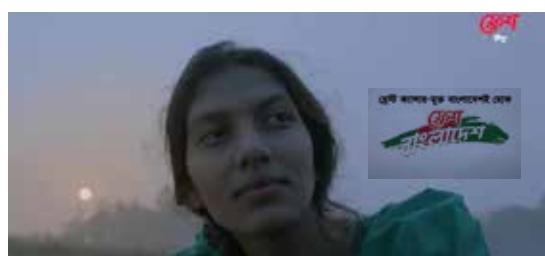


Scan the code to watch the OVC

FRESH TISSUE LAUNCHED PHASE 3 CAMPAIGN FOR BREAST CANCER AWARENESS

As a Continuation of the previous activities, we have launched a new OVC for Fresh Tissue titled 'Fresh Bangladesh' for Breast Cancer Awareness on Victory Day 2021. The primary purpose of the OVC was to spread awareness of Breast Cancer and inspire early detection to prevent this silent killer. The 'Fresh Bangladesh' OVC received a good response, with 10,118,198 reaches & 3.3K shares on Facebook.

From Fresh Tissue, we will keep up our activities regarding Breast Cancer Awareness in the future.



Campaign mnemonic and some snapshots from the OVC



Scan the code to watch the OVC

BREAKING BOUNDARIES

CAMPAIGNS

FRESH SUPER PREMIUM SALT SOARS HIGH WITH ANOTHER SUCCESSFUL CAMPAIGN 'NEMOK HARAM'

In 2020, Fresh Super Premium Salt launched a highly successful OVC campaign titled 'Lobon Nama' on Victory Day of Bangladesh. It became the highest shared digital campaign across the industry back then.

As 2021 was the Golden Jubilee Victory Day of Bangladesh, we wanted to take 'Lobon Nama' one notch up and challenge ourselves to do a better campaign. The first challenge was to develop the idea of the next instalment of the campaign and have the same impact as the previous one.

The Creative & Brand team dived right into it with countless hours of online and offline research. As it was a Victory Day campaign, we wanted to rekindle a sense of patriotism among the Bangladeshi people and relate salt with something meaningful that would instigate the audience's interest.



Campaign mnemonic and snapshot from the OVC

We launched a powerful tale of how the word 'Nemok Haram' (Disloyal) came about in our culture through a catchy jingle and folklore. The story of the inception of 'Nemok Haram' was beautifully portrayed through animation and immediately caught the audience's attention. The response on the digital platform (Facebook & Online 'News Portals') was staggering as it amassed impressive digits with 14.5 million reach, 10 million views, 183K reactions, 3.5K comments and 11.8K shares.

Watch the video- tiny.cc/m4kpuz

FRESH FUNFILL BISCUIT TAKES A STEP FORWARD IN BRAND ASSOCIATION

Fresh Funfill Sandwich Cream Biscuit is a well-loved biscuit from the Fresh Biscuits portfolio. From the beginning, the brand communication revolved around the sweet and playful relationship between siblings- which was well accepted and appreciated by the audience. A TVC was also aired with a storyline based on that.

As a step further, we are trying to associate siblings' relationship with our brand and make it our brand property in the long run. To reinforce that association, Fresh Funfill is sponsoring a Talk Show on Deepo TV where celebrity siblings join and talk about their relationship and many unknown facts about each other. The Talk Show is titled 'Dustu Mishti Somporker Golpo', derived from Funfills' aforementioned TVC communication.



A snapshot from one of the episodes of the talk show

The Talk Show started airing on December 31, 2021. Primarily, there will be 13 episodes each being aired every Friday at 10:40 pm. The celebrity siblings scheduled to appear in the talk show are- Hridoy Khan- Prottoy Khan, Amitabh Rana-Tania Ahmed, Bapparaj-Samrat, Tamim- Nafis Iqbal and others.

Moreover, there has been a quiz contest after every episode for audience participation and association with the show and the brand. Audiences participated in the Fresh Biscuits Facebook Page quiz contest and won exciting gift hampers.

BREAKING BOUNDARIES

CAMPAIGN

'BRAND AID-2021' GRAND FINALE HELD IN JANUARY 2022

The Grand Finale of Brand Aid- An Inter-University Business Strategy Competition was organized in East West University (EWU) premises on January 06, 2022. The competition was sponsored by Gear and powered by Fresh Fun Fill Biscuit. East West University Business Club (EWUBC) organized the competition.

The third edition of Brand Aid 2021 was split into several challenging rounds. The participating teams gave their best efforts by coming up with incredible ideas, running a magnificent digital activation task on Facebook and making compelling OVCs. Out of 278 participating teams, Team Horses of Helios emerged as the Champions. Team Primetime and Team Wolfpack became the first & second runner up, respectively.

The Grand Finale was inaugurated with the welcome speech from MGI AGM (Brand) Zoheb Ahmed. He expressed his desire to work with youths by saying, "We are overwhelmed to be a part of Brand Aid 2021 and looking forward to have more affiliations with the young minds in the coming days".

Advisor DSW & Head of CCC Nahid Hassan Khan, MGI Sr. Executive, Brand (BTL & Outdoor) Masab Nur Rahman, EWUBC Moderators Dr. Abdul Momen and Mashruha Zabeen also shared their respective speeches and handed over the prizes to the winning teams. Distinguished guests from partners including Ekattor TV (Exclusive Broadcast Media Partner), Radio Shadhin (Radio Partner), Books Feri (Gift Partner), and Cablgram (Media Partner) were also present in the ceremony.



Winners of 'Brand Aid-2021' with officials of MGI and other partners

FRESH LP GAS HANDS OVER GIFTS TO 'SUPER PREDICTION' QUIZ WINNERS

We conducted a quiz contest from the Fresh LP Gas Facebook Page titled 'Super Prediction' during the T20 Cricket World Cup. On each match day of Bangladesh 1 question was released for the contest. The campaign garnered a commendable response from the netizens- as more than 10K audience participated in the quizzes. 1 lucky winner from each quiz received a brand new smartphone.

A prize handover ceremony was held on January 2022 at Fresh House.

The winners based on the raffle draw were-

- Sabrina Akhter Bobby (Jessore)
- Md. Mizanur Rahman (Tangail)
- Md. Tuhin Reza (Rajshahi)
- Shaon Ahmed (Sylhet)
- Rokeya Begum (Dhaka)

We regularly conduct quiz and audience participation-based campaigns on special occasions from the Fresh LP Gas Facebook Page. We look forward to keep the trend going in future.



Fresh LP Gas higher officials with the winners of the campaign during the prize giving ceremony

BREAKING BOUNDARIES

CAMPAIGN

MGİ & ARAFAT TEAMED UP FOR A FITNESS CHALLENGE

MGİ & Triathlete Arafat teamed up once again for a unique campaign in promoting the MGİ Official Instagram Page. The objective of the campaign was to give the audience a fitness challenge and, through a contest, increase the number of followers.

The participants needed to follow mgı.bd on Instagram as the first step to participate in the contest. As part of the challenge, the participants were required to complete a 5 KM running or cycling. They needed to track this activity in Strava App. Upon completion, they needed to share the completion status screenshot from Strava to their personal Instagram story while tagging the MGİ Instagram page. The campaign duration was December 01-09, 2021.

More than 200 people took up the challenge and participated in the contest. From the list of participants, we selected 3 lucky winners.

This one of a kind campaign promoted the importance of a healthy lifestyle while serving the purpose of increasing MGİ Instagram page followers. To promote the campaign, we shared a campaign video of Arafat on Facebook.



Communication visuals for the campaign



Triathlete Arafat with the winners at the gift handover ceremony



Scan the QR code to
watch the video

ARAFAT HANDS OVER SOUVENIR TO MGİ

On January 22, 2022, at Fresh House, MGİ's Brand Ambassador Mohammad Shamsuzzaman Arafat handed over a handmade souvenir to express his gratitude to MGİ for being his partner in breaking boundaries. Remembering the memories of Ironman 70.3 World Championship Mr. Arafat shared how MGİ was beside him during the global event. Mr. Faisal Rahman, Deputy Manager, Corporate Brand received the souvenir on behalf of MGİ.



"Thank you 'MGİ' for supporting me to bring Bangladesh in Ironman 70.3 World Championship- 2021, St. George, Utah, USA." - Arafat



Triathlete Arafat handing over his hand made souvenir to MGİ

EVENTS

MADE IN BANGLADESH CAMPAIGN: MGI EMBARKS ON A NEW JOURNEY OF GLOBAL EXPOSURE

The year 2021 was a significant milestone for Bangladesh with two grand occasions- the Birth Centenary of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman, and the Golden Jubilee of Independence for the nation. After 50 years of independence, Bangladesh has garnered global recognition with great potential in the last decade. Over the years, the economy of Bangladesh has shifted from being infamously denoted as a 'bottomless basket' to now, as a self-sufficient nation. The Golden Jubilee was the right time for Bangladesh to brand the potential sectors and products at the global platform.



Honorable Chairman & Managing Director of MGI, Mr. Mostafa Kamal during his speech in the logo launching ceremony of 'Made in Bangladesh' campaign

'Made in Bangladesh' campaign is a unique initiative taken by the Ministry of Commerce and coordinated by the Bangladesh Foreign Trade Institute (BFTI) to showcase commendable growth and development and the success stories of the pioneering private sectors of the country to the world. BFTI teams up with CNN, and its award-winning content production house to encompass the power of storytelling and reach the global audience. The story of pioneering sectors such as RMG, Electronic & Digital Devices, ICT & Digital Services, Agro & Jute, Pharmaceuticals and MPPE will represent their success stories in the campaign.

MGI, as a leader of Bangladesh's Agro & Food Processing sector, has joined the 'Made in Bangladesh' campaign under the Agro & Jute sector category to represent the pride and progress of Bangladesh.



Chief Guest, Mr. Tipu Munshi, MP, Honorable Minister, Ministry of Commerce, People's Republic of Bangladesh; Special Guest, Mr. Tapan Kanti Ghosh, Honorable Secretary, Ministry of Commerce; Dr. Md. Jafar Uddin, Chief Executive Officer, BFTI; Mr. Kazi Md. Mohiuddin, Senior General Manager (Brand), and other special guests in 'Made in Bangladesh' campaign logo launching event.

BREAKING BOUNDARIES

EVENTS

On December 09, 2021, BFTI, in association with Spellbound Leo Burnett (Local representative of CNNIC), organized a logo launching ceremony of the 'Made in Bangladesh' campaign. The Chief Guest, Mr. Tipu Munshi, MP, Honorable Minister, Ministry of Commerce, unveiled the logo officially. Mr. Tapan Kanti Ghosh, Honorable Secretary, Ministry of Commerce, was present as the Special Guest. The session was chaired by Dr. Md. Jafar Uddin, Chief Executive Officer, BFTI. Respected Chairman & Managing Director, MGI, Mr. Mostafa Kamal, delivered the welcome speech at the event. In his speech, he said-

"The story of Bangladesh is the story of advancement and progression. But there is a lack of awareness regarding all the good progress Bangladesh has achieved. Now is the time to make the world hear this success story."

MGI started a few years after the independence of Bangladesh, in 1976. From the start, our vision is to give Bangladeshi people the best quality products at an affordable price with satisfaction. We have contributed by ensuring that the people of Bangladesh can get everyday nutrition through their daily commodities including edible oil, drinking water, sugar, flour, milk powder, etc.

MGI began its journey in 1976 with the vision to improve people's lives by providing them with affordable nutrition. Today, one in every two households uses any of MGI products."

Moreover, different products of MGI have been showcased at the event venue. Time to let the world know the story of how MGI, as a Bangladeshi Company, has been providing nutrition for generations. We are proud to represent Bangladesh on such a global platform. We believe that recognition & representation like this will inspire us to keep on breaking boundaries in the future.



Honorable Directors of MGI Tanjima Mostafa and Tasnim Mostafa also attended the ceremony



Senior General Manager (Brand) Kazi Md. Mohiuddin, along with other officials of MGI



The product showcasing stall of MGI in the ceremony



Official MOU copy that was handed over to MGI by BFTI

EVENTS

MGI DONATED THE SINGLE LARGEST SCHOLARSHIP FUND TO DHAKA UNIVERSITY MARKETING ALUMNI ASSOCIATION

Dhaka University Marketing Alumni Association, an organization of the graduates of the DU Marketing Department, celebrated its Silver Jubilee on December 17, 2021. MGI participated as the platinum sponsor in the silver jubilee celebration event. Honorable Minister, Ministry of Education, The Government of the People's Republic of Bangladesh Dr. Dipu Moni, MP, President of Marketing Alumni Association Prof. Dr. Mijanur Rahman, MGI Director Tahmina Mostafa and top officials of different leading corporate organizations were present at the ceremony.

As a part of MGI's vision to contribute to the education sector, we have donated BDT 50 lac for the scholarship fund in the celebration event. MGI Director Tahmina Mostafa handed over the donation cheque to the Marketing Alumni Association members. To date, we have contributed BDT 1 crore in total to Dhaka University Marketing Alumni Association Fund- making us the single largest scholarship fund in Dhaka University.

MGI Director Tahmina Mostafa also delivered a moving speech on how Marketing Alumni Association members bring in the new dimensions in the marketing sphere of Bangladesh. She ended her speech by wishing all the members success in their future endeavours.

We set up a pavilion to showcase our products and free-sampled Fresh Tea to the participants. We set up 2 branded caravans, from which the participants enjoyed Fresh Instant Noodles for free.



MGI Director Tahmina Mostafa is seen along with MGI officials in front of the MGI pavilion during the event



Association donation cheque. From L to R: Faruque A Talukder (General Secretary, MAADU), Tahmina Mostafa (Director, MGI), Prof. Dr. Mijanur Rahman (President, MAADU), Md. AK Azad (CMD, Ha-Meem Group), Golam Murshed (Managing Director, Walton), Prof. Dr. Md. Mizanur Rahman (Chairman, MAADU).

BREAKING BOUNDARIES

EVENTS

MGI OFFICIALLY ENTERED THE DIAPER MARKET IN BANGLADESH WITH 'FRESH HAPPY NAPPY PANTS DIAPER'

In November 2021, we officially introduced our diaper brand 'Fresh Happy Nappy Pants Diaper' in the health & hygiene category.

In an event in Dhaka, MGI Directors Tahmina Mostafa, Tanjima Mostafa and Tasnim Mostafa officially inaugurated the 'Fresh Happy Nappy Pants Diaper'.

'Fresh Happy Nappy Pants Diaper' is made from imported & top-quality raw materials and state-of-the-art machines. It has antibacterial properties that prevent rashes. Breathable fabric has been used to ensure comfort for the babies. It also has high absorption Japanese technology SAP double layer, which makes it leakage-proof and gives double protection. Keeping in mind the alertness of mothers, the diapers have an automatic wetness indicator. All in all, 'Fresh Happy Nappy Pants Diaper' is enough to keep the babies active and happy.

MGI Senior GM (Logistics) Dr. Mohammad Abul Kalam, Senior GM (Brand) Kazi Md. Mohiuddin, Senior DGM (Sales) Md. Yeasin Mollah were also present during the inauguration.



MGI Directors Tahmina Mostafa, Tanjima Mostafa and Tasnim Mostafa, along with higher officials of MGI in Fresh Happy Nappy Pants Diaper launching event

MGI SPONSORED 'DIGITAL MARKETING AWARD 2021'

MGI was the lead sponsor of the 'Digital Marketing Award 2021', organized by the Bangladesh Brand Forum (BBF). On December 18, 2021, the event was held at the Grand Ballroom, Le Meridien, Dhaka.

As the lead sponsor of the ceremony, we have conducted a special quiz contest. The participants needed to answer an MGI fact and follow mgi.bd on Instagram. From the participants, each of the 2 lucky winners received a brand new iPhone 13.

GM (Sales) Mr. Md. Akterul Alam Shah and AGM (Brand) Mr. Zoheb Ahmed handed over the prizes.



MGI was the title sponsor of the 'Digital Marketing Award 2021'

BREAKING BOUNDARIES

EVENTS

FRESH FEEDS DIVISIONAL DEALER CONFERENCE 2021 HELD



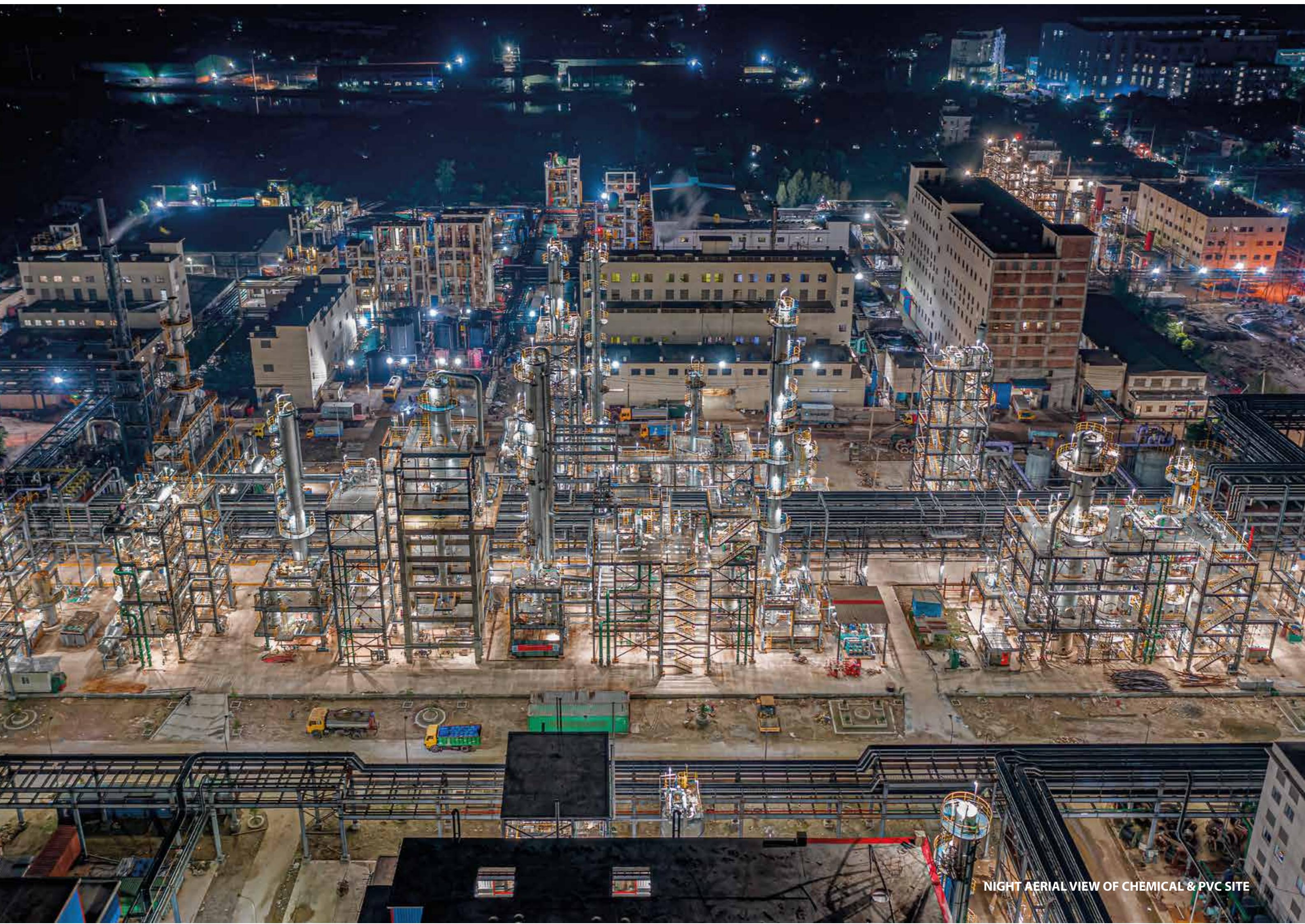
MGI Executive Director (Fibre & Feeds) Md. Harun-Or-Rashid, GM, Marketing (Fibre & Feeds) Md. Rafiqul Islam, Sr.DGM (Feeds) Hafijur Rahman & Fresh Feeds Team at Dealer Conference 2021

Fresh Feeds organized separate dealers' conferences in 8 divisional cities of Bangladesh. The conferences held in Barisal, Khulna, Cumilla, Chattogram, Mymensingh, Bogura, Sylhet & Dhaka Metro turned out to be the reunion for the invited dealers and Fresh Feeds officials. MGI Executive Director (Fibre & Feeds) Md. Harun-Or-Rashid was present in all of the conferences. He conveyed his gratitude to the dealers and communicated the progress of Fresh Feeds to the attendees. He also communicated the upcoming establishment of 3 new feed mills as part of the master plan. Md. Harun-Or-Rashid said, "In Sha Allah, we are hopeful that Fresh Feeds will reach all of the farmers in future."

Fresh Feeds & Fibre GM, Marketing (Fibre & Feeds) Md. Rafiqul Islam said, "The management has already established a floating plant which uses the latest technology in Narayanganj to meet up the growing demand of the dealers. This plant will start to operate for producing all kinds of feeds including floating feeds very soon." He conveyed his gratitude to all and promises to stay with them in future. Fresh Feeds Senior DGM (Sales & Marketing) Agriculturist Md. Hafizur Rahman communicated with the dealers and shared different plans regarding the products, policies and services. He also inspired the dealers to generate more sales for Fresh Feeds while providing them with sales stragies. He also conveyed that Fresh will take a major role in the feeds sector of Bangladesh in future. The programs were moderated by AGM (Technical) Dr. Md. Mahfuzur Rahman. AGM (Sales & Marketing) SM Ibrahim Sarkar, Senior Manager (Accounts) Md. Mizanur Rahman. Other officials played their role in organizing the conferences. The conferences ended with the yearly award handover to the performing dealers, followed by the lunch.



Fresh Feeds dealers conferences & gift handover ceremony snapshots at Barisal, Khulna, Cumilla, Chattogram, Mymensingh, Bogura, Sylhet & Dhaka Metro



NIGHT AERIAL VIEW OF CHEMICAL & PVC SITE

BREAKING BOUNDARIES

EVENTS

FIRST-EVER SALES CONFERENCE FOR FRESH CERAMICS HELD



MCIL team at the sales conference

Meghna Ceramics Industries Limited (MCIL) held the first-ever sales conference of Fresh Ceramics in Cox's Bazar on December 02-03, 2021. MCIL COO A.K.M. Ziaul Islam, Deputy General Manager (Sales & Marketing) Iftekhar Alam, National Sales Manager Md. Obaidul Haque were present at the conference along with the sales force.

With the brand motto of 'A Fresh Start to an Aesthetic Life'- Fresh Ceramics has already achieved customer satisfaction within the first 3 months of its inception. MCIL COO and DGM (Sales & Marketing) have given some guidance regarding the distribution, service quality, and sales achievements of Fresh Ceramics in the event. After the sales conference, there were different entertainment and team building activities for the sales force to boost their morale.



MCIL team having fun at Cox's Bazar

EVENTS

NEW YEAR, NEW BEGINNING

To start the year with hope and energy, MGI Management wanted to motivate and inspire employees. With the aim to strengthen the bridge connecting the Management and the employees, an initiative was taken to welcome the New Year with a festive mode at our office premises.

Just like the beginning of the year 2021, the major focus of the event was to convey the New Year wishes from our Management to each of the employees by offering flowers and a token of appreciation. Pitha & Fuchka Utshab, a photo contest with the photo booth, office decorations, were also arranged to make the occasion more memorable. Senior GM (HR) Mr Atiq Uz Zaman Khan conveyed the greetings of the Management to all the employees by handing over the New Year gifts. The Mission, Vision & Values of MGI were discussed in an open session on each floor to inspire our colleagues to start the year with a positive and progressive mindset.



MGI HR Team greeted Honorable CMD sir with flowers



MGI HR Team



MGI higher officials greeted Honorable Director Tahmina Mostafa and Sr. ED Taif Bin Yousuf with flowers on the occasion of New Year 2022

BREAKING BOUNDARIES

EVENTS

MGI HR & ADMIN DEPARTMENT ORGANIZED 'CLEAN DESK COMPETITION'

As a continuation of the previous two years- HR & Admin Departments jointly organized a 3 day-long 'Desk Cleaning Activity' from December 28-30, 2021. During this time, our HR & Admin Department colleagues participated by cleaning their own desks & surrounding area, sorting and discarding papers/files, and organizing them systematically.

The Admin Department declared a 'Clean Desk Competition' winner and subsequently awarded Rashidul Islam, Assistant Manager (Admin), to make the event more significant. He received the winner's crest from Syed Towfique Uddin Ahmed, NDC, PPM, Executive Director- Admin and Md. Omar Faruque, DGM- Admin.



'Clean Desk Competition' gift handover

HOME BUILDERS CLUB SEMINAR HELD IN NARSINGDI

Home Builders Club is a unique platform from Fresh Cement. A platform that provides necessary home building-related information and tips to everyone.

Recently, Home Builders Club held the 10th seminar in Narsingdi. Professor of BUET, Dr. Mehedi Ahmed Ansary, former Chief Engineer of Roads & Highways Department Aminur Rahman Laskar, former Chief Engineer of Public Works Department (PWD) Dewan Md. Yamin, Fresh Cement Senior General Manager (Marketing & Sales) Md. Shah Jamal Sikder, Senior General Manager (Brand) Kazi Md. Mohiuddin and Senior Deputy General Manager (Technical Support) Engineer Shudipta Roy were present in the seminar and shared different information regarding home building.

Visit: www.homebuildersclub.org



From L to R: Shudipta Roy (Sr. Deputy GM, Technical Support, UCIL), Aminur Rahman Laskar (Former Chief Engineer Roads & highway Department), Dewan Md. Yamin (Former Chief Engineer, Public Works Department), Dr. Mehedi Ahmed Ansary (Professor, BUET), Md. Shah Jamal Sikder, (Sr. GM Sales & Marketing, UCIL), Kazi Md. Mohiuddin (Sr. GM, Brand, MGI), Md. Azad Rahman (Asst. GM, Sales & Marketing, Fresh Cement) attending the seminar

EVENTS

FRESH DRINKING WATER CONDUCTS A BEACH ACTIVATION IN COX'S BAZAR

December being the month with multiple holidays and year-end celebrations, Cox's Bazar becomes the top favourite tourist destination every year. Keeping that aspect in mind, our Beverage Team decided to take the initiative to boost the sales for Super Fresh Drinking Water at beach points and nearby outlets there during December 2021.

We performed the activation around Laboni, Kolutoli, Shugandha, and Inani beach successfully achieved the highest ever sales in winter for our 500 ml water SKU. The program was executed with the help of 200 vendors from those areas.



Some snapshots of the activation

FRENCH DELEGATES FROM STARCOURS SUPERSTORE VISIT MGI FACTORIES

3 French delegates from StarCours Superstore, France and their Bangladeshi agent have recently visited our factories at Meghna Economic Zone (MEZ) & Meghna Industrial Economic Zone (MIEZ), along with our Export Team. The participants during the visit were-

The day-long visit mainly focused on giving them a detailed experience about our plants, vast capacity, versatile business portfolio and state-of-the-art technology. The factories they visited included Meghna Pulp and Paper Mills Limited (MPPML), Meghna Sugar Refinery Limited (MSRL), Meghna Edible Oils Refinery Limited (MEORL), Meghna Beverage Limited (MBL) & Meghna Noodles and Biscuit Factory Limited (MNBFL).



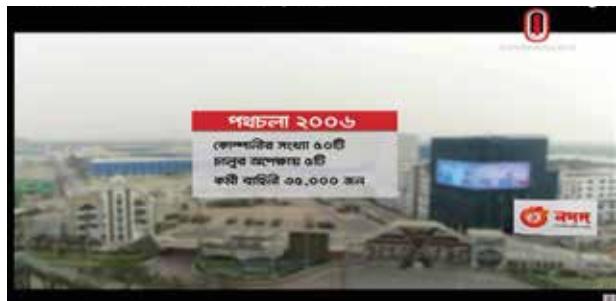
From L to R: Rasel Mahmud (Manager, Spices), S.M Aynul Islam (AGM, QC, MBL), Mahmudul Hasan (Manager, Export), Muhammad Mehrab Noor (Asst. Manager, SCM), Faysal Ahammed (Deputy Manager, Export), Tripura Shamol (French Agent & Translator), Samir Kumar Dutta (GM, Plant Head, MBL), Fabrice Gerber - President (StarCours Superstore, France), Nicolas Mario (Business Partner)

BREAKING BOUNDARIES

NEWS & UPDATES

MGI CHAIRMAN & MANAGING DIRECTOR'S INTERVIEW ON INDEPENDENT TV

On December 24, 2021, Independent TV Facebook Page posted a full interview of MGI Chairman & Managing Director Mr. Mostafa Kamal. The interview was a part of their campaign 'Odioman Bangladesh'- where the page has shared the success stories of different business magnates in Bangladesh.



Some snapshots from the report on MGI

Watch the interview in full-tiny.cc/q4kpuz

As a part of the campaign, Independent TV also posted a report on their official YouTube channel.

Watch the report in full-tiny.cc/s4kpuz



Scan code to
watch the interview



Scan code to
watch the report

BREAKING BOUNDARIES

NEWS & UPDATES

'FRESH CERAMICS' MAKES HISTORY

Fresh Ceramics have achieved the impossible: They sold 1 crore square feet of tiles in their 6th month of operation in January 2022. This is a historical achievement in the ceramics industry of Bangladesh. And, this was made possible with proper planning, ensuring the best quality and implementing efficient teamwork.

We want to congratulate everyone related to Fresh Ceramics. This achievement would not be possible without their relentless effort and perseverance.

Fresh Ceramics promises to continue providing the best services in the future.



Some snapshots of 1 crore square feet sales achievement

BREAKING BOUNDARIES

NEWS & UPDATES

MGI TEAM COMPETES IN THE 'YOUNG LIONS COMPETITION BANGLADESH 2021'

The 3rd edition of 'Young Lions Competition Bangladesh 2021' was held on December 10, 2021. The competition is organized every year by Bangladesh Brand Forum (BBF), in association with Cannes Lions, to bring out the young marketing minds from the country. Different organizations and marketing agencies send a two-member team as their representative in this competition. This year, 42 teams participated in different categories in the Young Lions Competition 2021. Out of these teams, 18 participated in the Digital Competition, 15 in the Integrated Competition, and 9 in the Marketers Competition. The champion team of each category has represented Bangladesh in the Spikes Asia 2022, on January 10-24, 2022, in Singapore.

We picked up Fahim Bin Najib (Executive, Brand) and Angkon Arohi (Executive, Brand) to represent MGI in 'Young Lions Competition Bangladesh 2021'. Fahim & Angkon were given a case study and were asked to develop a marketing campaign to solve the issue. The case study topic was branding Bangladesh as a nation at the international level. They had 7 hours to develop the marketing campaign plan, prepare, and present it before the jury. Our MGI team had to compete with 9 other teams. And they have done well, as the jury appreciated their efforts and ideas.

This is the first time a young team has represented MGI in such a competition. We hope that we will continue to participate and eventually win such competitions in the future.



MGI Team "Bangla- Onneshi" competes in the Young Lions competition (L-R) Angkon Arohi and Fahim Bin Najib

ARAFAT CROSSES BANGLA CHANNEL FOR THE 8TH TIME IN 7 YEARS

Arafat, the celebrated Bangladeshi Triathlete, has crossed the 'Bangla Channel' for the 8th time in the last 7 years on December 20, 2021. Continuing the journey since 2015, Arafat vowed to raise awareness on global warming this time around.

In 10 years of his sports journey and experience, Arafat has closely contemplated the impact of climate change while swimming through Bangla Channel in the Bay of Bengal. He quotes, "Previously, we could walk around the entire shore of the island. And now we cannot, as the erosion around it has influenced the loss of island area and the amount of water that goes inside the island during high tides."

As a conscious athlete, Arafat pleaded, "We will lose our island and Bangla Channel in line with many parts of low lying land in our country just because of rising ocean level due to global warming. I am requesting all my national and international friends and their communities to step forward and take part in controlling the climate change by reducing carbon emission. Through my swim in Bangla Channel at the Bay of Bengal I am inviting people to reduce carbon foot print."

The MGI family is proud of Arafat's passion & purpose. We wish him all the best for his future endeavours.

Facebook Post Link- tiny.cc/90opuz



Visual for Arafat's campaign

BREAKING BOUNDARIES

NEWS & UPDATES

AVIK ANWAR- ON A WINNING STREAK DESPITE THE ODDS

Avik Anwar came out 1st in the two races of the first round of the NGK UAE Procar Championship in the Toyota Grand Tourer 86 category in mid-November 2021 at the Dubai Autodrome circuit. He also secured 1st and 3rd position in the second round of the same championship.

One month later, He participated in the Indian Car Racing Championship- Volkswagen Polo Category in Chennai, where he secured 2nd place in the 2nd round and was positioned at 3rd place for the overall event.

In the last week of January 2022, he finished with 3 wins, including 1 in the prominent YAS Marina Circuit, where Formula 1 races are held. He earned a podium finish as well for latter part of the NGK UAE Pro Car Championship. Despite being off the pace for health reasons, Avik Anwar secured 1st and 3rd place in the third round of the Toyota GT86 category once again.

MGI was the proud sponsor for him in all of these races. We wish all the best to Avik Anwar in his forthcoming races. We will always stand by him as he keeps on breaking boundaries wherever he goes.



Avik Anwar during his road to breaking boundaries

BREAKING BOUNDARIES

NEW PRODUCT LAUNCH

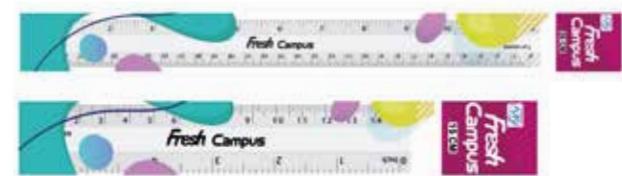
FRESH CAMPUS EXTENDS THE PRODUCT RANGE

Fresh Campus has recently added two types of products- stationary ruler and colourful plastic pencil boxes in the market. Our primary Target Group is school and college-going students for the rulers, for they need it in geometry drawing and other usages.

Our rulers include features such as bold marking that does not fade, perfect calibration for accuracy, transparent body with clear visibility and rounded edges that do not chip.

For the pencil boxes, our main TG is primary school students. Kids love pencil boxes with fascinating designs, so we introduced four designs and five different colour variations to attract them. Our pencil boxes have the best quality plastic body & convenient lock system.

We are looking forward to achieving good results with this product range expansion



Newly launched Fresh Stationary ruler and pencil box designs

TRAINING PROGRAM

TCML ORGANIZED A FIRE DRILL IN NOVEMBER 2021

Tasnim Condensed Mills Limited (TCML) organized a fire drill with the Fire Safety Department and Bangladesh Fire Service & Civil Defence Authority on November 14, 2021. For the first time in MGI, a rescue operation was conducted through the emergency window from the 1st floor of the TCML building.

The drill was very helpful for all of the participants. The TCML Fire Safety Committee learned what to do in case a fire emergency occurs. They also learned what is their responsibility & duties during a fire incident. The drill improved coordination amongst different disaster control departments. It identified potential errors and risks.



Some snapshots of the fire drill

BREAKING BOUNDARIES

TRAINING PROGRAM

ACHIEVING TOGETHER WITH THE LEADERS

MGI has conducted a leadership session for our invaluable leaders. The session was conducted by Mr Mohammad Saif Noman Khan, Associate Professor, IBA, University of Dhaka. The two levels of the sessions were: Self Leadership, Managerial Skills & Communication Excellence (November 20 & 21, 2021) and Leading People & Team, Adaptive Leadership, Supervisory Excellence & Team Skills (December 11 & 12, 2021).

The objective of the session was to build a connection between our leaders to share their unique views, knowledge and expertise. The session created a scope of networking among the leaders to enhance their leadership skills collaboratively and achieve our organization's vision. It also created a good learning atmosphere that enlightened the leaders to accelerate their leadership skills and become more confident by overcoming the obstacles and performing beyond the conventional benchmark.

All the participating leaders enjoyed the sessions, adding value to their prior experience. The instructor opened a platform for the participants to share their knowledge & experience through group discussions, making the session interactive and fruitful.

Some of our respected leaders shared their feedback and desire for arranging more engaging sessions. The honourable Board of Directors shared their valuable thoughts and handed over the medals & certificates to the leaders to make this session special. The Honorable Board of Directors also hoped for the continuation of such knowledge sharing sessions in future.



Some snapshots of the leadership training session

BREAKING BOUNDARIES

TRAINING PROGRAM

MGİ BRAND TEAM TAKES PART IN CONSUMER RESEARCH TRAINING SESSION

As an integral part of the Strategic Brand Management function, MGİ emphasizes consumer product research in everyday brand management and New Product Innovation (NPI). On November 06, 2021, The Brand Department had arranged an interactive training session on Consumer Product Testing Research. MGİ Senior GM (Brand) Kazi Md. Mohiuddin initiated and presided over the session. Robi Axiata Ltd. General Manager, Head of Insight, Market Strategy & Planning, Rifat Bin Salam, was the key resource person of this session and conducted the training. All the brand managers of MGİ attended the session.

During the training session, Rifat Bin Salam conducted a 40-minute briefing session on the overview of market research from his more than 10 years of experience in market research. Interpretation is more important than analysis; research is not insight; like these, the trainer has drawn a picture of market research for effective decision-making. Afterwards, in a 30-minute slot, the audience was enlightened with 3 essential Product Testing methods-

Central Location Test

Home/Shop Placement

Testing in a Group

Brand Managers participated in mock-up product testing research to bring new learning into the experience. After forming different groups, each group of participants executed the 3 product testing methods mentioned above by testing Gear, Fresh Mojito, and Fresh Butter Cookies separately. After the product test, our brand managers presented their key findings to the research report.

At the end of the session, MGİ Senior GM (Brand) handed over the crest to Rifat Bin Salam as a token of appreciation.



Some snapshots of Brand Team's interactive training session on market research

INITIATIVE**NEWLY PREPARED HELIPAD FOR NIGHT OPERATION IN CUMILLA ECONOMIC ZONE (CEZ)**

Meghna Aviation Ltd., an enterprise of MGI, operates a fleet of four helicopters that includes one Bell-429 helicopter to carry dignitaries to different airfields and remote parts of Bangladesh at day time and also at night between aerodromes/airfields in compliances with standards as per the Civil Aviation Authority, Bangladesh (CAAB) Circular. This Bell-429 helicopter is operated under Meghna Aviation Ltd.'s Air Operator Certificate with Bangladeshi flight and ground crew employed by MGI.

As a continuation of expanding capabilities for night operations, a new night helipad has been prepared in Cumilla Economic Zone (CEZ) to facilitate safe connectivity between Airport(s) and CEZ.

The photos of this new helipad in this article were taken on January 12, 2022- during the evaluation by CAAB. It was only possible to prepare such a helipad for MGI because we work under the leadership of our respected Chairman & Managing Director, Mostafa Kamal.

The CAAB compliance-audit team has noted that the helipad is of very high standard out of all the aviation parameters as defined by manuals of the International Civil Aviation Organization (ICAO), European Union Aviation Safety Agency (EASA) and Civil Aviation Authority, Bangladesh (CAAB). These standards were achieved due to the professional efforts of an engineering team that worked tirelessly to construct this helipad under close supervision and guidance of Executive Director (Technical) Kartick Chandra Das. CAAB Audit team also expressed their satisfaction in compliances after observing the facilities of Security and Rescue & Fire Fighting (RFF) and competence of all members in the team- that was prepared by Brig. Gen. Qazi Abidus Samad (Retd.), CLO and Maj Sheikh Salahuddin Ahmed (Retd.), GM, Security, Fire and Safety of MGI Factory Complex.



Night view of CEZ helipad



BREAKING BOUNDARIES

TALENT BEYOND WORKPLACE



Hello, I am Ryan Marzan from IT Department. I am the lead guitarist of a rock band.

I have been playing the guitar since class 7. It has been almost 22 years now. Being a member of a rock band, I was dreaming about studio recording. After practising hard, we made it possible. Our band (KROSS) has two studio-recorded songs titled 'Bhuture Shomaj' and 'Shorbohara'. Our band (KROSS) have performed many indoor and open-air concerts. We also performed in Djuice Rock-star and got the best band award in Sylhet.

Playing with my band (KROSS) helped me learn team playing and team management. A band is where all the members must be in sync and play their parts. If one goes down, the entire song goes down. It has helped me throughout my career.



Hello, I am Ibnun Taihan Shaon from HR Department. I have been a cyclist for more than 2 years now.

I used to commute to office by bus or rickshaw. Due to traffic and increased expenses, I found out that the electric bicycle is the best option without any hassles for my daily commute. A friend of mine inspired me to start electric cycling. The COVID-19 pandemic mostly amplified my need for an electric bicycle.

I have explored many places for motors & parts and imported a battery from China to build an electric bicycle. After working so hard, I have finally made a fully customized electric bicycle. Every day I ride my customized bicycle with joy, as I have created my own flexibility of commuting from work & home.



BREAKING BOUNDARIES

Q&A

Visit the link



tiny.cc/jl2quiz

Participate in the quiz from your official e-mail ID
by April 30, 2022.
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' ISSUE-1, VOLUME-3

A total of 36 participants successfully answered all the questions in the Q&A segment of 'Breaking Boundaries' Issue-1, Volume-3. The Brand Team did a raffle draw to pick the winner.

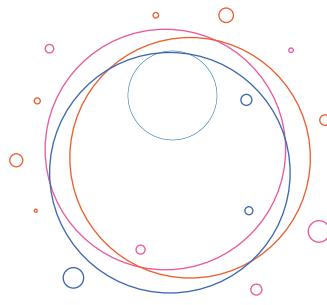
Md. Nazmul Huda, Executive (Accounts), was the lucky winner of the raffle draw.

A gift handover ceremony was held at Fresh Villa. MGI ED, Admin, Syed Towfique Uddin Ahmed; Sr.GM, HR, Atiq Uz Zaman Khan; DGM, Admin, Md. Omar Faruque; DM, Brand, Faisal Rahman handed over a brand new **Samsung Galaxy A32** Smartphone to the winner. Md. Nazmul Huda- the quiz winner, was very excited to receive the gift from MGI.



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



GET TO KNOW —**DID YOU
KNOW?**

We have commissioned a Pressure Swing Absorption (PSA) Nitrogen Generator (Nitrogen Blanketing) for an edible oil plant to minimize colour conversion of oil

Oxygen and water vapour in the air cause unwanted reactions in edible oil storage tanks. These reactions reduce the stability of the oil and alter the colour, flavour & aroma. This PSA Technology removes both oxygen and water vapour from the storage tanks and prevents oxidation- making it an effective way to maintain the integrity of the oil.

This technology also reduces the possibility of fire or explosion, decreases evaporation and protects the tank from structural corrosional damage caused by air & moisture by removing oxygen. As a result, blanketing ensures significant benefits in terms of product quality and process safety.

Some of the details for this technology are-

- Air Separation Principle- Pressure Swing Absorption
- Nitrogen Storage Tank Capacity- 3,000 Liter.
- Nitrogen Generation Capacity- 120Nm³/hour
- Nitrogen Purity- 99.9%
- Safety Retention Time- 16 days



Pressure Swing Adsorption- PSA Nitrogen Generator (Nitrogen Blanketing) machine



BREAKING BOUNDARIES