

QUARTERLY NEWSLETTER

BREAKING BOUNDARIES

14TH EDITION

TOP NEWS INSIDE

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

EDITORIAL

EDITORS' NOTE

With great enthusiasm the Editorial Team proudly welcomes you to the 14th Issue of the MGI 'Breaking Boundaries' Quarterly Newsletter. Our heartiest gratitude goes to MGI Director Mr. Tanveer Mostafa and Sr. GM (Brand) Mr. Kazi Md. Mohiuddin, as well as the Brand Team, In-house Design Team, and Admin Department for their unwavering dedication in producing this edition.

In the third quarter of 2024, MGI has achieved remarkable milestones. MGI has once again topped the billion-dollar club in the export-import sector for the 2023-24 fiscal year. MGI's Plastic Farming initiative has won three awards at MAD STARS 2024. Moreover, the same initiative has been honored with the 'SDG Brand Champion in Climate and Environment' award at the SDG Brand Champion Awards 2024. Additionally, BNIC has been awarded the highest possible credit rating of AAA by Emerging Credit Rating Ltd.

As always, this edition also highlights the hobbies and talents of our colleagues, along with a quiz section where participants can win an exciting gift. We hope you enjoy this latest issue of 'Breaking Boundaries.'

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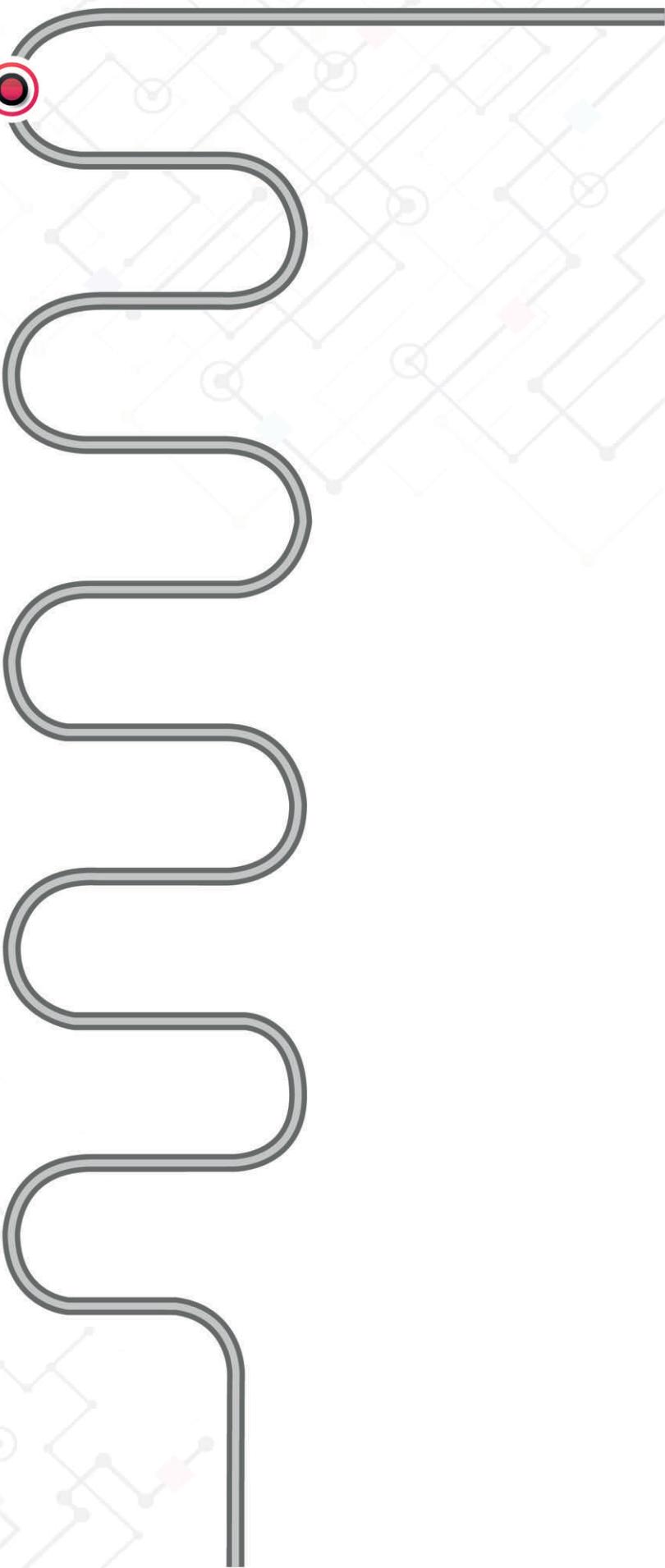
TALENT BEYOND WORKPLACE

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ACHIEVEMENTS

ACHIEVEMENTS

3



আমদানি-রপ্তানির শতকোটি ডলারের ক্লাবে শীর্ষে এমজিআই, ফিরল বিএসআরএম গ্রুপ

তালিকায় যেসব শিল্প গ্রুপ (২০২৩-২৪ অর্থবছর)

গ্রুপের নাম	আমদানি	রপ্তানি	মোট
এমজিআই	২৬১.৫	১৭.৫	২৭৯
আবুল খায়ের গ্রুপ	১৮৭.৬	৪.৪	১৯২
সিটি গ্রুপ	১৬৬	১.১	১৬৭
প্রাণ-আরএফএল গ্রুপ	১১৪.৮	৪৪.৫	১৫৯
বিএসআরএম গ্রুপ	১১২.৪	১.৬	১১৪
শশ্যার গ্রুপ	৭০.২	৩৭	১০৭
টি কে গ্রুপ	১০২.৩	০.৮	১০৩
বঙ্গুন্ধি গ্রুপ	১০১.২	১.২	১০২

হিসাব কোটি ডলারে

ছিটকে পড়েছে (কোটি ডলারে)

গ্রুপের নাম	আমদানি	রপ্তানি	মোট
এস আলম	৮১	০	৮১

আমদানিতে
রাজস্ব প্রদানে
শীর্ষে তিনি
হিসাব কোটি
টাকায়

৪,০৬০
এমজিআই

৩,৩৯৬
আবুল
খায়ের

২,৬৭৭
প্রাণ-
আরএফএল



A graphics from the Prothom Alo highlighting MGI's achievement

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MGI TOPS THE BILLION DOLLAR CLUB ONCE AGAIN

MGI has topped the billion-dollar club in the export-import sector again. This came up in an analysis of Prothom Alo, from the data provided by the National Board of Revenue (NBR) on the export-import sector in the 2023-24 fiscal year.

Speaking to Prothom Alo, MGI Chairman & Managing Director Mr. Mostafa Kamal said, "The prices of raw materials were low in the global market in the 2023-24 fiscal year as compared to the previous. Import also declined due to the fall in demand and restrictions imposed by the government. However, we have been trying to increase the export of local products and services in the foreign market as well as in the local market. Export is increasing as a result of this."

He feels that there will be new investments once the existing situation and the prevailing business environment in the country improves. This will also increase employment opportunities.

To read the full article, scan -





Team MGI, spearheaded by Sr. GM (Brand) Kazi Md. Mohiuddin receiving the accolade of 'SDG Brand Champion in Climate and Environment'

MGI'S 'PLASTIC FARMING' SHINES AT SDG BRAND CHAMPION AWARDS & MAD STARS 2024



Three awards from MAD STARS 2024

MGI's Plastic Farming initiative have won three awards at MAD STARS 2024. The awards are-

1. Gold in 'Brand Experience & Activation Stars' category
2. Silver in 'SDG Stars' category
3. Bronze in 'Innovation Stars' category

Moreover, MGI has been awarded the 'SDG Brand Champion in Climate and Environment' at SDG Brand Champion Awards 2024 for the same initiative.

The MAD STARS Festival is an annual global advertising and creative festival held in Busan, South Korea. It celebrates creative excellence across a variety of fields, including advertising, design, and digital innovation.

The SDG Brand Champion Awards is a prestigious recognition program that aims to commend and celebrate the exceptional efforts made by brands in Bangladesh towards achieving the United Nations Sustainable Development Goals (SDGs).

To tackle climate change and environmental degradation in Bangladesh, Meghna Group of Industries (MGI) has been instrumental by pioneering a solution titled 'Plastic Farming' following two years of research.

In this initiative, MGI trains landless farmers to utilize basic materials such as bamboo, plastic bottles, and water hyacinth to grow crops.



A glimpse of the published press ad to celebrate the occasion

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BNIC ACHIEVES AAA RATING: SETTING NEW BENCHMARK FOR TRUST

Bangladesh National Insurance Ltd. (BNIC) has been awarded the highest possible credit rating of AAA by Emerging Credit Rating Ltd. (ECRL), signifying an outstanding capacity to fulfill financial commitments with minimal credit risk. BNIC has achieved this AAA long-term rating and an ST-1 short-term rating for the first time, both with a stable outlook. This milestone is a testament to our ongoing commitment to strengthening our creditworthiness.

Emerging Credit Rating Limited (ECRL) is a Bangladesh-based credit rating agency established in 2009, providing independent, transparent, and well-researched credit rating and research services to assist businesses in accessing broader investment opportunities and evaluating financial risks.



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CSR



CSR

7





MGI vehicles carrying reliefs for the flood victims

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MGI STANDS BESIDE FLOOD VICTIMS

MGI has distributed reliefs to flood victims of Feni, Cumilla, Noakhali, and Laxmipur like other organizations in August 25, 26 & 29, 2024. The reliefs included rice, lentils, edible oil, sugar, salt, drinking water, biscuits, and other dry foods.

In this regard, MGI Sr. GM & Head of Accounts SM Mujibur Rahman stated, "Our Honorable CMD Mr. Mostafa Kamal, instructed us to carry out relief activities in the flood-affected areas. Therefore, we have sent 'Fresh' products by vehicles to different areas over the three days. We have sent the goods through the DC of Cumilla, and distribution was carried out through him in that region. Additionally, we sent goods to the UNO of Burichang Union Parishad. Apart from these, the DC of Narayanganj also collected the goods from us to distribute in the Feni-Noakhali areas. We have provided 4 vehicles loaded with our 'Fresh' products for these areas. Furthermore, we have collaborated with RAB to distribute products in those regions."

We are committed to come forward for the people whenever the country needs support, extending our hand with empathy.



Team MGI managing the relief goods



Meghna Aviation team stuffing relief goods inside a helicopter



From left to right : Pilots Captain Reza, Captain Anwar, Captain Saniat, Captain Sohel, Captain Islam, Captain Zakir and Captain Haque



A helicopter which was used to aid flood victims

MEGHNA AVIATION LTD. RESCUES AND AIDS FENI FLOOD VICTIMS

MGI's sister concern Meghna Aviation Ltd. demonstrated an unparalleled commitment during the flooding in the Feni region in August 2024. For the first time in the history of Bangladesh, privately owned commercial helicopters actively participated in rescuing stranded individuals and delivering critical relief supplies. The operations were extremely challenging due to the unavailability of suitable landing ground.

The initiative began after obtaining permissions from the Civil Aviation Authority of Bangladesh (CAAB) and the Ministry of Civil Aviation and Tourism (MoCAT). Operating between August 24 and September 03, 2024, the team of professional pilots undertook 14 flights using all 6 helicopters, showcasing exemplary coordination with government and military agencies.

During this period, Meghna Aviation Ltd. transported 52 passengers to safety and delivered 1,500 kilograms of life-saving supplies to flood-affected communities. Notably, 4 of these flights were conducted in partnership with World Central Kitchen (WCK). This effort underscores MGI's unwavering commitment to the nation, blending professionalism and compassion to support those in need during critical times.



MGI Sr. GM (Brand) Kazi Md. Mohiuddin handing over the donation to Mahin-Maria's family

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MGI SUPPORTS SIBLINGS WITH RARE MEDICAL CONDITION

For the past two years, siblings Mahin (9) and Maria (7) have been battling a rare and unidentified illness. They are currently receiving treatment at the National Institute of Burn and Plastic Surgery, Dhaka, suffering from severe itching, blisters, and sores all over their bodies. Despite numerous tests, doctors have yet to diagnose their condition.

Their father, who sold vegetables on a van had his van stolen. Struggling to cover medical expenses, the family received support from MGI. We have donated a total of BDT 11 lac for their proper treatment.

The donation was handed over to Mahin and Maria's mother, Shefali, on August 18, 2024, by MGI Sr. GM (Brand) Kazi Md. Mohiuddin. MGI Sr. Manager (Brand, Corporate) Faisal Rahman, and Executive Md. Wasif Hossain were also present during the time.

We hope & pray for the speedy recovery of the siblings. We also hope to extend our support for the people suffering in medical crises.



Two siblings Mahin and Maria

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MGI Brand Team providing drinking water, pocket tissues, biscuits, caps, umbrellas, and masks to the students

MGI SUPPORTS STUDENTS IN POST-REVOLUTION TRAFFIC EFFORTS

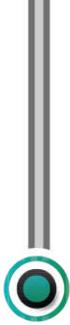


On August 10-11, 2024, MGI extended its support to students of different institutions for their brave efforts in managing the traffic situation following the July revolution.

Led by MGI Sr. GM (Brand), Kazi Md. Mohiuddin, the MGI Brand Team provided essential supplies, including drinking water, pocket tissues, biscuits, caps, umbrellas, and masks to the students. These items were distributed to students and volunteers stationed at different points across Dhaka City, for their comfort & convenience during their commendable service.

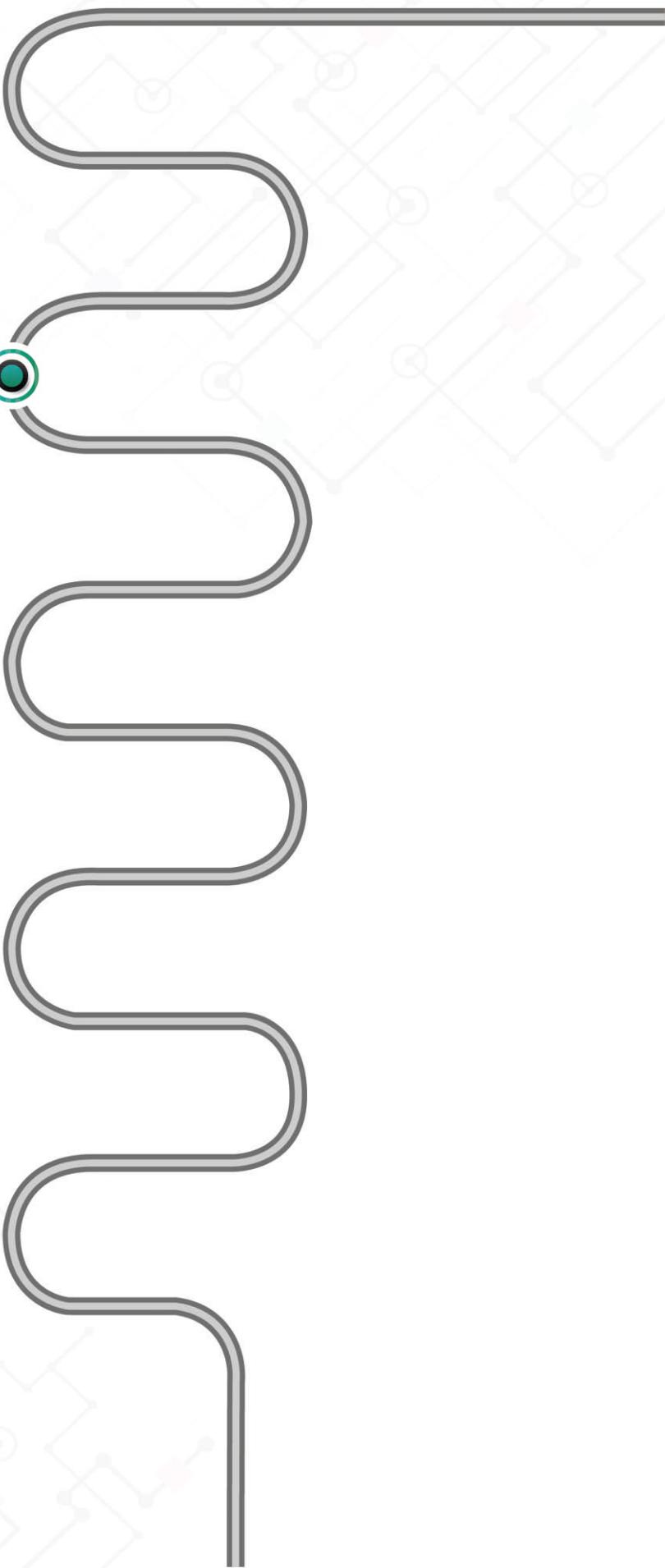


EVENTS



EVENTS

12





High officials from both organizations after the agreement signing

MIEZ SIGNS LAND LEASE AGREEMENT WITH CHINA INFRASTRUCTURE CONSTRUCTION BD CO., LTD.



MGI Director Tanveer Mostafa and China Infrastructure Construction BD Co., Ltd. Managing Director Li Yongjiang signing on behalf of their respective organizations in the presence of MIEZ Chairman & Managing Director Mr. Mostafa Kamal



MGI Chairman & Managing Director Mr. Mostafa Kamal and Director Tanveer Mostafa in the agreement signing ceremony

Meghna Industrial Economic Zone (MIEZ) Ltd. has signed a land lease agreement with China Infrastructure Construction BD Co., Ltd.

The agreement was formalized on September 08, 2024. MGI Director Tanveer Mostafa and China Infrastructure Construction BD Co., Ltd. Managing Director Li Yongjiang signed the agreement on behalf of their respective organizations. MGI Chairman & Managing Director Mr. Mostafa Kamal, GM (Accounts) Suman Chandra Bhowmik FCA, Director of the Publicity Office of the Chinese Enterprises Association in Bangladesh Zhang Xiaoliang and high officials of both organizations attended the signing ceremony.

According to the agreement, the company will establish a prefabricated pipe pile factory inside MIEZ, investing approximately USD 9 million in Bangladesh. This investment will cover the establishment of factories, equipment area, office space, material storage, silo and warehouse on approximately 3 acres of land inside MIEZ.

China Infrastructure Construction BD Co., Ltd. is a subsidiary of China Yunnan Lituo Pipe Pile Group. The group is renowned as a leading foundation construction and prefabricated pipe pile production enterprise in Yunnan Province, China.



Panam Food Park

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PANAM FOOD PARK INAUGURATED AT MIEZ

MGI Director Tanveer Mostafa inaugurated the Panam Food Park, located at the Meghna Industrial Economic Zone (MIEZ) on August 30, 2024. He was accompanied by MGI GM (Accounts) Suman Chandra Bhowmik FCA, COO (Sugar) Md. Abu Bakr, Fresh Food Park Chairman Md. Farhad Nasim Ali, and Panam Food Park Directors Md. Mahbubur Rahman, Md. Mamun Mia, Kazi Rasel Tarun, Syed Md. Rumman, Md. Murad Hossain. Other officials were also present to welcome them.

Panam Food Park, near the historic ruins of Panam City, blends modern comfort with the timeless charm of Sonargaon's heritage. Whether dining indoors or enjoying views of the ruins, it's the perfect spot to savor great food and soak in the rich heritage of Panam Nagar.



MGI Director Tanveer Mostafa, being greeted by Fresh Food Park Chairman Md. Farhad Nasim Ali



A moment from the duah mahfil during Panam Food Park inauguration

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Left to right - MGI GM (Accounts) Suman Chandra Bhowmik FCA, MGI Director Barrister Tasnim Mostafa, E-Crane Worldwide Managing Director & CEO Leiven Bauwens, International Sales Manager Bas Tolhuizen and Country Manager Md. Faruque Hossain at the agreement signing ceremony

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E-CRANE WORLDWIDE TO START COMMERCIAL OPERATIONS IN MIEZ

MGI and E-Crane Worldwide have signed an agreement to establish their facilities in Meghna Industrial Economic Zone (MIEZ) and continue operations. E-Crane Worldwide is a global organization with expertise in construction material business and manufacturing & after sales services especially Cranes & spare parts. The organization aims to expand their presence in the region in collaboration with MGI.

MGI Director Barrister Tasnim Mostafa and E-Crane Worldwide International Sales Manager Bas Tolhuizen, signed the agreement on behalf of their respective organizations. MGI GM (Accounts) Suman Chandra Bhowmik FCA, E-Crane Worldwide Managing Director & CEO Leiven Bauwens and Country Manager Md. Faruque Hossain were also present in the ceremony.

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TCCL officials with MGI Director Barrister Tasnim Mostafa and Tamishna and Convince Group Executive Director Rashik Alam Chowdhury

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BARRISTER TASNIM MOSTAFA'S VISIT AT TCCL INSPIRES PROGRESS

On September 28, 2024, Tasnim Chemical Complex Ltd. (TCCL) had the privilege of welcoming MGI Director Barrister Tasnim Mostafa, and her husband, Tamishna and Convince Group Executive Director Rashik Alam Chowdhury for a factory visit. MGI Senior Executive Director (TCCL) BM Islam and General Manager (Factory) Lutful Hasan warmly welcomed them upon their arrival.

The visit began with a tour of the complex's operational units. Barrister Tasnim Mostafa and Rashik Alam Chowdhury were introduced to various production lines, where they observed day-to-day processes and gained insight into the methodologies to maintain efficiency and product quality. The first of its kind & advanced PVC production systems in Bangladesh was also shown to them.

Safety remains at the core of TCCL's operations, and the Director emphasized the importance of the safety protocols in maintaining a secure environment for all employees. They appreciated learning about the stringent safety measures implemented across the complex, from hazard management to emergency response procedures.

The Director's visit was a memorable and motivating experience. It reinforced the shared vision and commitment to excellence in safety, production, and employee well-being.



MGI Director Barrister Tasnim Mostafa and Tamishna & Convince Group Executive Director Rashik Alam Chowdhury being greeted by the TCCL officials

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MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and Insaf Barakah Kidney & General Hospital Additional Managing Director Md. Altaf Hossain during the agreement signing

SPECIAL DISCOUNTS FOR MGI EMPLOYEES AT INSAF BARAKAH KIDNEY AND GENERAL HOSPITAL



During the MoU signing

Scan to watch the news -



All MGI and Ekattor Media Ltd. employees will receive healthcare services at Insaf Barakah Kidney and General Hospital (IBKGH) at a discounted rate from now on. An agreement was signed among the 3 organizations regarding this on June 03, 2024. Discounts of up to 40% will be available for outpatient visits, 20% for hospital admissions, and up to 15% for ICU and HDU services.

IBKGH agrees to provide the following discounts on some particular medical services which are available for the MGI & Ekattor Media Ltd. referred cardholders and their legal dependents- directors, journalist, officers, employees (permanent, contractual, retired) and family members (parents, spouse & children)

- All kinds of medical tests (outdoor)- 40%
- Admitted patient's medical tests (indoor)- 20%
- Hospital bed rent and service charges- 20%
- ICU & HDU bed charges- 15%
- Emergency fees (outdoor)- 15%
- Dental and Physiotherapy charge- 15%
- Ambulance rent- 15%
- All kinds of Bangladeshi medicine in general (outdoor)-7%

The agreement signing ceremony was attended by MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, PPM, NDC, Additional Managing Director of IBKGH Md. Altaf Hossain, and AGM (Accounts) of Ekattor Media Limited Md. Zulfiqar, and others.



MGI HR Team interacting with some of the attendees

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MGI PARTICIPATED AT FMCG JOB FAIR

MGI took part in the 'FMCG Job Fair' hosted by Skill Jobs at Daffodil Plaza on September 07, 2024. Our participation highlighted MGI's dedication in attracting fresh talent and expanding career opportunities within our dynamic organization.

During the event, MGI representatives actively engaged with attendees, offering insights on the company's culture, extensive product portfolio, and the array of career pathways available across different functions within the organization. This interaction not only showcased the versatility of MGI's operations but also fostered brand awareness, leaving a positive impression on potential candidates.

The fair proved to be highly successful, as we gathered a substantial number of CVs from candidates eager to contribute to MGI's growth and vision. The success of this job fair reflects MGI's commitment to nurturing fresh talent and further establishes our leadership within the industry.



MGI HR Team interacting with some of the attendees



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Fresh LP Gas Chief Marketing Officer (CMO) Abu Sayed Raza and MGI Chief Human Resources Officer (CHRO) Atiq uz zaman Khan with the participants of the National Sales Meeting 2024

FRESH LP GAS ORGANIZES NATIONAL SALES MEETING 2024



Fresh LP Gas Chief Marketing Officer (CMO) Abu Sayeed Raza handing over the recognitions to some of the top performers

Fresh LP Gas held its National Sales Meeting on September 07, 2024. The event brought together Fresh LP Gas's dedicated team members to reflect on the company's growth, analyze market trends, and strategize for a future of continued success. The meeting, held under the leadership of Fresh LP Gas Chief Marketing Officer (CMO) Abu Sayed Raja and MGI Chief Human Resources Officer (CHRO) Atiq uz zaman Khan featured an inspiring agenda designed to foster team spirit and elevate performance standards.

The event began with team-building exercises, allowing employees from across the country to connect, share experiences, and strengthen bonds. The day concluded with a ceremony to recognize the top performers across different sales divisions. These awards recognized their outstanding achievements & dedication, motivating the entire team to strive for excellence.

Fresh LP Gas National Sales Meeting 2024 was a resounding success, reinforcing the brand's strategic goals and cultivating a supportive, forward-thinking environment.



Some of the participants of the event

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UCIL REWARDS RETAIL ACHIEVERS WITH COX'S BAZAR TOUR

Unique Cement Industries Ltd. (UCIL) organized a Cox's Bazar tour for Meghnacem Super Deluxe Cement and Dhalai Special Cement retailers. The tour aimed to foster strong and sustainable business relationships with the stakeholders from across the country. It also served as an interactive platform to exchange ideas about the products, explore business opportunities, and strengthen partnerships.

Below are some key aspects of the tour.



A moment from the business session

Number of Retail Achievers	104 in total
Tour Name	Shomudro Chhowa
Campaign	90-day Trade Offer
Concerned Brands	- Meghnacem Super Deluxe Cement - Dhalai Special Cement
Tour Date	July 02 - July 04, 2024
Tour Package	- 3-day, 2-night accommodation at a luxurious hotel in Cox's Bazar - Cultural performance

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FRESH CERAMICS INAUGURATES 4 NEW EXCLUSIVE DEALER SHOWROOMS

Meghna Ceramics Industries Ltd. (MCIL) has inaugurated four new showrooms under the Fresh Ceramics brand. These inauguration ceremonies were spearheaded by Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, accompanied by General Manager (Sales & Marketing) Iftakhar Alam.



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Asadul Amin and others during the inauguration of 'M/S Ahsan Enterprise' in Gopalganj

M/S Ahsan Enterprise (Gopalganj)

- Inaugurated on September 12, 2024
- Proprietor name: Mofizul Islam
- Showroom area: 4,500 sft.
- Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam and others during the inauguration of 'Unique Tiles' in Keraniganj

Unique Tiles (Keraniganj)

- Inaugurated on September 4, 2024
- Proprietor name: Mohammed Bellal Hossain
- Showroom area: 600 sft.
- Location:



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

M.M. Tiles & Sanitary (Chapainawabganj)

- Inaugurated on August 21, 2024
- Proprietor name: Md. Makerin Alam
- Showroom area: 1,700 sft.
- Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Asadul Amin and others during the inauguration of 'Urmila Hardware' in Rajbari

Urmila Hardware (Rajbari)

- Inaugurated on September 12, 2024
- Proprietor name: Bishno Kumar Halder
- Showroom area: 1,060 sft.
- Location:



A snippet from the event

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MGI PARTNERS WITH PROTHOM ALO TO RECOGNIZE SSC GPA-5 ACHIEVERS

Just like every year, Daily Prothom Alo organized an event to recognize the SSC GPA 5 achievers, held from June 25, 2024 to September 28, 2024, covering 64 districts nationwide. This year once again, MGI participated as the official food partner, offering Fresh Noodles and Fresh Biscuits to the attendees. Notably, the large-scale events were held in Dhaka and Chittagong, hosted at Fantasy Kingdom and Foy's Lake respectively.

Fresh Stationery was also present with its wide range of product for the students. Additionally, MGI provided Super Fresh Packaged Drinking Water, Fresh Fantasy Biscuit, Fresh Crispee Wafer, and Fresh Sprint Pen to over 1 lac students as compliments.

A photo booth was also available for engagements through social media platforms. There were game engagements such as ping pong ball & dartboard. There were kiosks for Fresh Biscuits, Fresh Noodles, and Fresh Stationery direct sales and branding opportunities.



Students and guardians purchasing Fresh Noodles and Fresh Biscuit from the kiosk

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MGi stall at the fair

MGi Sparks New Export Prospects at SAARC Trade Fair



MGi Senior Manager (Export) Mithun Kumar Gayen with the Director General (Colombo Chamber of Commerce) Mr. Sabir

The three-day SAARC Trade Fair is an annual event for the member countries to showcase products & services and explore new markets in South Asia. This year's fair began on August 02, 2024 in Sri Lanka. Approximately 90 companies from 8 countries and 9,000 visitors participated in the event.

A total of 20 companies from Bangladesh including MGi, participated in the fair. Representing MGi, Senior Manager (Export) Mithun Kumar Gayen attended the event. We received a total of 15 inquiries from 4 countries- Sri Lanka, Afghanistan, Maldives, and Pakistan. Most of the inquiries came from Sri Lanka.



Stall visitors were greeted with 'Gear' as a compliment

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This three-day fair provided an excellent opportunity to meet new importers and generate leads in new markets. During the event, we engaged with potential buyers such as Executive Commercial Director, Import, Keells Supermarket, Sri Lanka Panchali Gurudasa; Managing Director, SISILI Trading Pvt. Ltd. (Sri Lanka) Susuri Kumararatne; Managing Director, Laksman Group (Sri Lanka) Laksman Abeysekera; Head of Company, Khadim Qadari Food (Afghanistan) Rizwan and Rafiq Khadim; Director, AS Group (Afghanistan) Mr. Sherzad; Owner, Nashid Group (Maldives) Ahmed Nashid; and Obaidur Rahman (Pakistan).

We introduced all of our products to them and provided leaflets, brochures, and sample products as tokens of appreciation. Guests from different countries who visited our stall were welcomed with Gear Energy Drink. The majority of inquiries we received were for spices, noodles, snacks, puffed rice, cookies, milk powder, and beverages.

Prominent visitors such as Mr. Sabir (Director General, Colombo Chamber of Commerce), Mr. Tilan M. Wijesooriya (Secretary General, Chamber of Commerce and Industry, FCCISL), and Mr. Malinthia Gajanayake (Head of Corporate Affairs and Export Promotion, Sri Lanka) also visited our stall. They were delighted with our product presentations and arrangements.



'Fresh' product placements at the stall

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MGI Sr. GM (Brand) Kazi Md. Mohiuddin, AGM (TSBD, UCIL) Bidyot Kumar Banik, AGM (Sales & Marketing) Khan Zafar Altaf, M/S Shakil Steel proprietor Shakil Ahmed Siam, along with other distinguished officials at the inauguration ceremony

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DHALAI SPECIAL CEMENT DEALER INAUGURATED IN MUNSHIGANJ

Unique Cement Industries Ltd. (UCIL), a concern of MGI, has introduced 'Dhalai Special Cement'—a specially formulated blended cement in the Bangladeshi market. Designed with the nation's infrastructural development in mind, this innovative product opens up new opportunities in the building materials sector.

The inauguration of the 'Dhalai Special Cement' dealership, M/S Shakil Steel, took place in Munshiganj on Sunday, September 08, 2024. The event was attended by MGI Senior GM (Brand) Kazi Md. Mohiuddin, AGM (TSBD, UCIL) Bidyot Kumar Banik, AGM (Sales & Marketing) Khan Zafar Altaf, as well as Shakil Ahmed Siam, proprietor of M/S Shakil Steel, along with other distinguished officials.

'Dhalai Special Cement' is a blended cement that combines the key benefits of both PCC (Portland Composite Cement) and OPC (Ordinary Portland Cement). It offers superior performance in construction applications, particularly for casting roofs, beams, and columns, ensuring enhanced durability and strength over time.

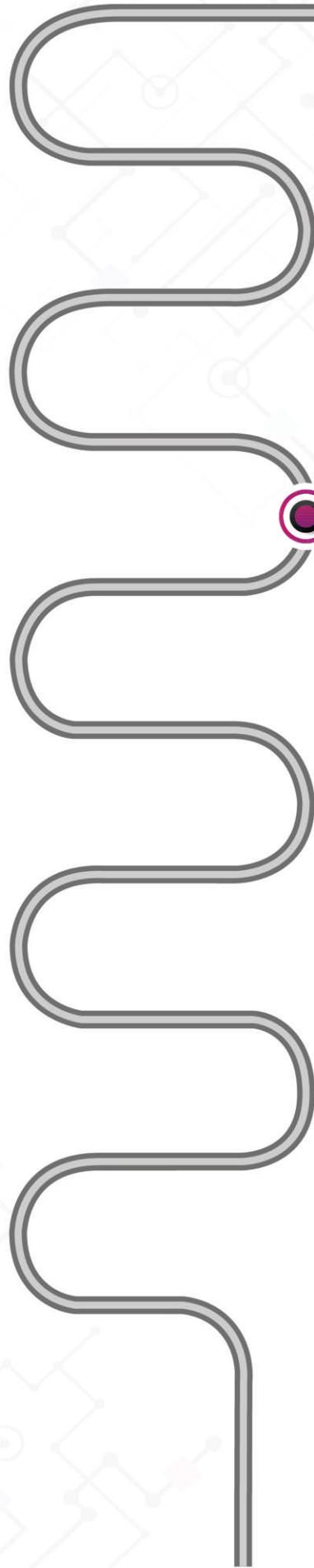
Key features of Dhalai Special Cement include:

- Achieves the same strength as OPC cement within the first 2 days.
- Achieves 50% of the 28-day strength of PCC cement within the first 2 days and 85% within 7 days.
- Reduces the need for prolonged shuttering due to its rapid hardening properties, helping to save costs.
- Provides approximately 25% greater strength than regular PCC cement.
- Facilitates quicker internal brickwork by reducing the need for extended shuttering.

This groundbreaking product sets a new standard for speed, efficiency, and durability in the construction sector, making it the ideal choice for modern infrastructure projects.



NEWS & UPDATES



NEWS & UPDATES
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From Left to Right (Top): MGI Manager (Accounts & Finance) Md. Al Mahmud, DGM (Accounts & Finance) Md. Afzal Hossain, FCA, MGI Director Tanjima Mostafa, MGI CFO Yousuf Ali, FCMA, DEG Local Representatives in Bangladesh Faiyaz Hossain and Fahmeda Ahmed, Advocate (Farooq & Associates) Arunima Dutta Aurni. From Left to Right (Bottom): MGI Director Tanveer Mostafa, MGI Chairman & Managing Director Mr. Mostafa Kamal, Vice President (DEG) Parvez Akhter, Country Director (KfW Bangladesh and Nepal) Michael Sumser-Hellstern

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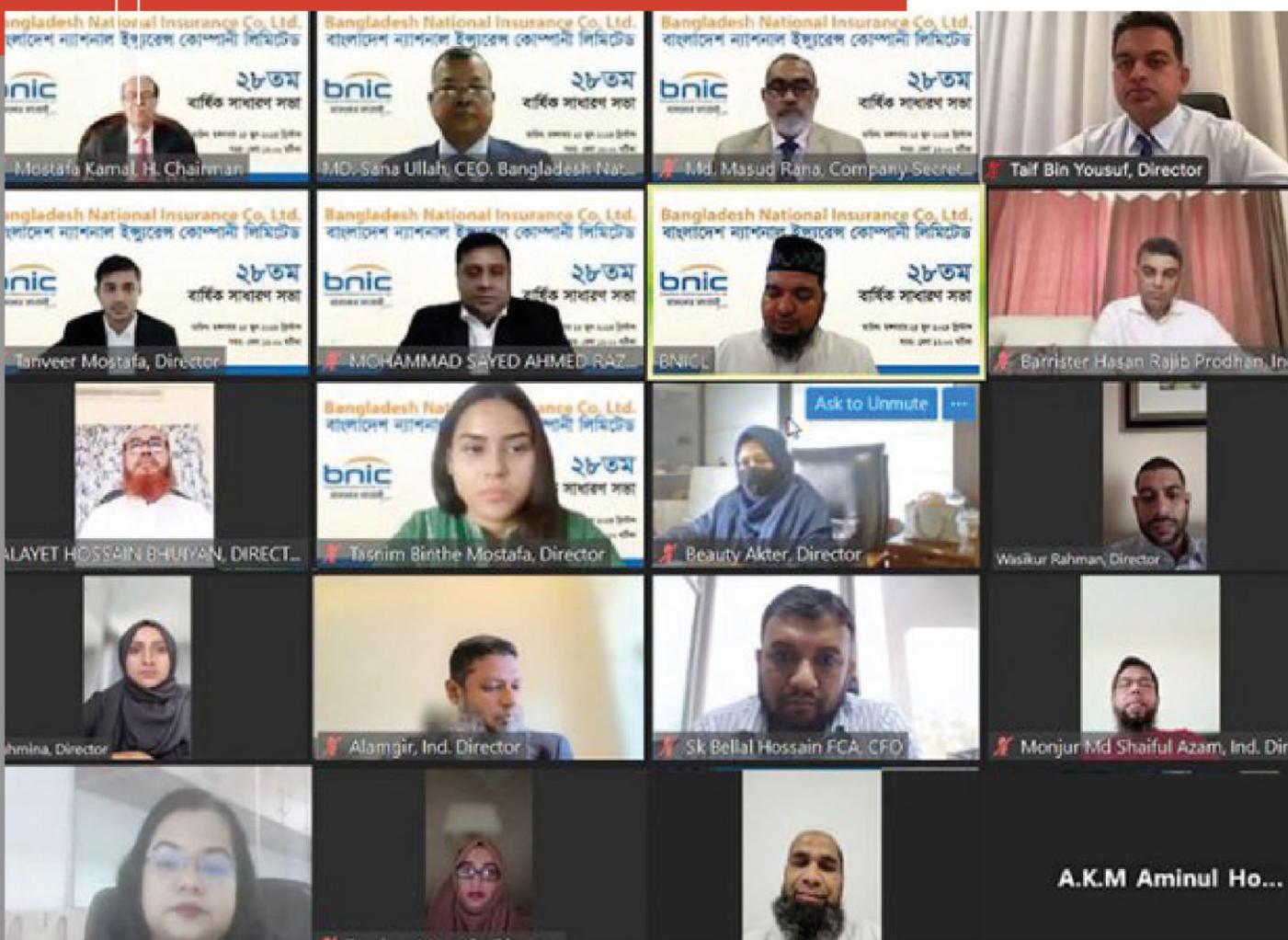
SSCML SECURES USD 25.5 MILLION FINANCING FROM DEG

Sonargaon Seeds Crushing Mills Ltd. (SSCML), a concern of MGI, has signed a loan agreement with DEG Germany for financing USD 25.5 million, comprising USD 20.5 million as long-term working capital and USD 5 million for the expansion of its bottling and packaging plant. This USD-denominated long-term working capital financing opens a new arena for MGI and will facilitate foreign currency financing for opening LCs for importing raw materials. MGI Chairman & Managing Director Mr. Mostafa Kamal and DEG Vice President Parvez Akhter signed the documents for their respective organizations.

MGI Directors Tanjima Mostafa and Tanveer Mostafa, KfW Bangladesh and Nepal Country Director Michael Sumser-Hellstern, MGI Chief Financial Officer (CFO) Yousuf Ali, FCMA, DGM (Accounts & Finance) Md. Afzal Hossain, FCA, Manager (Accounts & Finance) Md. Al Mahmud; DEG Local Representatives in Bangladesh Faiyaz Hossain and Fahmeda Ahmed, Advocate (Farooq & Associates) Arunima Dutta Aurni were also present in this occasion.

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A moment from the AGM

BNIC APPROVES 20% CASH DIVIDENT FOR SHAREHOLDERS

Bangladesh National Insurance Company Limited (BNIC) approved 20% Cash dividend for its shareholders for the year 2023. The dividend was approved in its 28th Annual General Meeting (AGM) held via digital platform on June 25, 2024. MGI & BNIC Chairman Mr. Mostafa Kamal presided over the meeting.

BNIC Board of Directors Beauty Akter, Barrister Hasan Rajib Prodhian, Md Alamgir Hossain Khan, Monjur Md. Shaiful Azam, Tahmina Mostafa, Taif Bin Yousuf, Tanjima Mostafa, Wasikur Rahman, Tanveer Mostafa, Tasnim Mostafa, Md. Balayet Hossain Bhuiyan, Mohammad Sayed Ahmed Raza were present in the meeting.

BNIC Chief Executive Officer (CEO) Mohammad Sana Ullah, Chief Financial Officer (CFO) SK. Bellal Hossain, M/S Rahman Mostafa Alam & Co. (Chartered Accountants) Director Israt Jebin, ACA, AKM Aminul Hoque, Md Ferozul Islam, SEVP (F&A) & Company Secretary Md. Masud Rana were also present in the meeting.



An LPG Reticulation Spot

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LPG RETICULATION: REVOLUTIONARY STEPS TAKEN BY FRESH LP GAS

Fresh LP Gas has become one of the leading providers of centralized LPG reticulation systems, offering a hassle-free, reliable solution for managing gas needs. The company installs centralized storage tanks in household apartments, providing a consistent gas supply for cooking and heating. In commercial kitchens, Fresh LP Gas ensures uninterrupted energy for restaurants and hotels, while in the industrial sector, its robust systems support complex processes like metalworking and manufacturing.

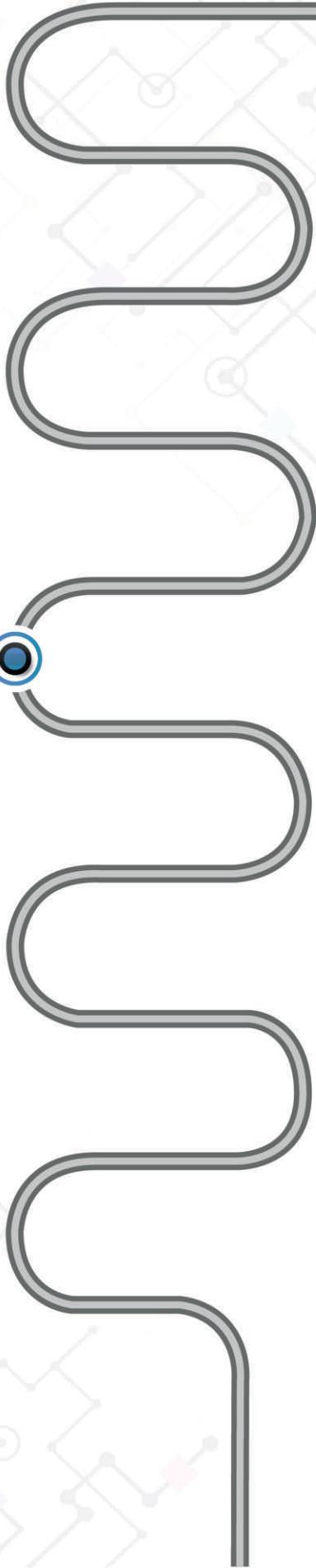
The company has built strong relationships with notable clients, including Runner Automobiles, Rancon Motors, City Ispat, Akij Jute Mills, Sun Pharmaceuticals and Dabur Bangladesh.

Fresh LP Gas's dedication to customized solutions, technical expertise, and safety has set new standards in the industry. As it expands its portfolio, the company continues to be a trusted LPG provider, contributing to a cleaner, more energy-efficient future for Bangladesh.

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CAMPAIGNS

CAMPAIGNS
30





A scene from the TVC

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FRESH ATTA, MAIDA, SUJI NEW TVC BRINGS FITNESS TO THE FOREFRONT

Most working people spend a significant portion of their day at the workplace. During this time, they often consume junk food, which are high in calories but low in nutritional value. Due to their busy lifestyles, they struggle to find time for physical exercise. Many aim to start exercising from the next day. But unfortunately, this plan often goes unfulfilled.

With the aim to raise awareness on staying fit and healthy- Fresh Atta, Maida, Suji launched a TVC campaign with a catchy pay-off line, 'Healthy Beshi, Shadéo Khushi'. The campaign was developed in collaboration with the agency The Big Content Limited and the production house Jungle Films, with Shamim Khan serving as the director.

By November 2024, the total campaign airtime on TV reached 4,488 minutes. The compelling narrative of the campaign garnered an overwhelmingly positive response from the audience.

To watch the TVC, scan -





5 lucky winners with MGI officials

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FRESH MILK'S T20 WORLD CUP CAMPAIGN HITS A SIX

Fresh Milk partnered with On-field, a show hosted by renowned sports journalist and analyst Adnan Hossain Sami for the 'Fresh Milk Obak Kora Moments' campaign. The campaign captured the most thrilling moments from the ICC Men's T20 World Cup, spotlighting the game-changing plays and unforgettable performances that kept fans on the edge of their seats. In each video, the host also invited fans to share their own 'obak kora moments', creating a more interactive experience for the audience.

The campaign featured 11 videos, including 1 teaser and 10 match analysis videos, and combinedly reached an impressive 5.46 million people on social media. With 48.37 million impressions and 3.64 million views across Facebook and YouTube, it resonated deeply with cricket fans, generating over 2 lac interactions.

To further engage fans, Fresh Milk invited viewers to share their surprising moments in the comments. From these, 10 lucky winners were selected, with the top 5 invited to receive their prizes at a special ceremony held at Fresh House. The event was attended by senior leaders, including MGI Chief Accounts Officer (CAO) Md. Rahmotullah Khondoker, GM (Sales, PL-A) Md. Akterul Alam Shah, GM (Accounts) Sk. Bellal Hossain, DGM (Accounts) Md. Mahbubul Alom, AGM (Brand) Muhammad Mahbubur Rahman, and other officials.

Through this campaign, Fresh Milk successfully connected with cricket fans by becoming a part of their T20 World Cup excitement.



Campaign host Adnan Hossain Sami in a video

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During the rally

MPVCL AND TCCL ORGANIZED MONTH-LONG ROAD SAFETY CAMPAIGN



Prizes are being handed over to the quiz competition winners



A moment from the pledge signing

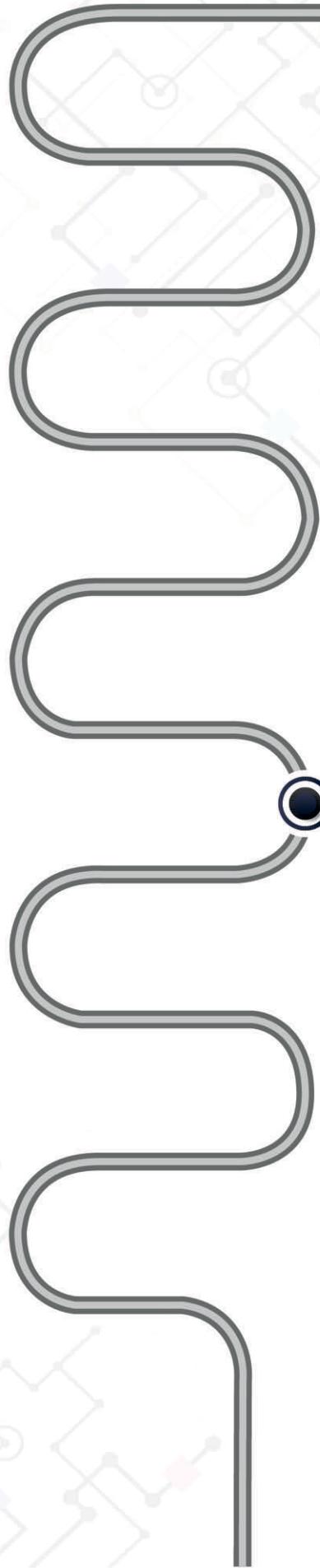
In August 2024, Meghna PVC Ltd. (MPVCL) and Tasnim Chemical Complex Ltd. (TCCL) organized a month-long Road Safety Campaign aimed at fostering a culture of safety among our vehicle drivers and employees.

Key highlights of the campaign included defensive driving training sessions for vehicle drivers, onsite physical verification of driving licenses, and the identification of critical areas for improvement, such as the development of pedestrian walkways and designated parking zones. The campaign also emphasized the importance of regular vehicle maintenance to ensure road safety. Senior officials from MPVCL and TCCL were present as special guests, including Sr. General Manager Maj. Sheikh Salahuddin Ahmed, General Manager (Chemical Complex) Lutful Hasan, Plant Head (MPVCL) Prakash Chandra Ratha and all departmental heads.

A quiz competition and reward program was also organized, aiming at engaging both vehicle drivers and employees in a fun and educational way. The competition had enthusiastic participation, with winners recognized and rewarded for their excellent performance, further motivating everyone to prioritize safety in their daily work routines.

One of the most engaging events was a rally, with over 100 participants, including company leaders and drivers, marching from the Chemical Complex main gate to the South Cooling Tower. The campaign concluded with a Pledge Signing, reinforcing our commitment to road safety.

TEAM BUILDING ACTIVITY



TEAM BUILDING
ACTIVITY
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Fresh Ceramics Team at Dera Resort, Manikganj

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FRESH CERAMICS UNITE FOR TEAM BUILDING SESSION

Fresh Ceramics Sales, Marketing and Distribution teams gathered for a team building and motivation session at Dera Resort in Manikganj on September 06-07, 2024. The session was led by Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam and General Manager (Sales & Marketing) Iftakhar Alam. The event brought together 76 team members under the slogan, 'Align & Above'.

The agenda included individual and team sessions centered on strategies for achieving new goals and elevating market performance. Special recognitions were given to the value makers and top performers, acknowledging their significant contributions to the company's success.

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A moment from the workshop

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TEAM BUILDING WORKSHOP HIGHLIGHTS THE ENHANCEMENT OF SAFETY IN HSE&S

On August 26, 2024, the Team Building Workshop 2024 for the Health, Safety, Environment & Social (HSE&S) Department was held at the TCML Conference Room. The workshop aimed to foster collaboration on common issues, knowledge & experience sharing, and discuss industry best practices within the HSE&S domain.

The session was led by MGI GM (HSE&S) Mostafa Abu Hasan and attended by 24 participants representing various MGI units. Discussions focused on bridging gaps in management and worker engagement, enhancing the safety culture, and ensuring compliance with HSE&S standards. Key topics included the introduction of new safety programs, improving incident reporting, and addressing challenges such as fire safety and PPE procurement.

The meeting concluded with a commitment to continuous improvement, teamwork, and the alignment of job descriptions (JD), key performance indicators (KPI), and daily work plans. The feasibility of introducing employee health insurance or medical benefits were also explored. Commemorative trophies were presented to three employees who were promoted this year.



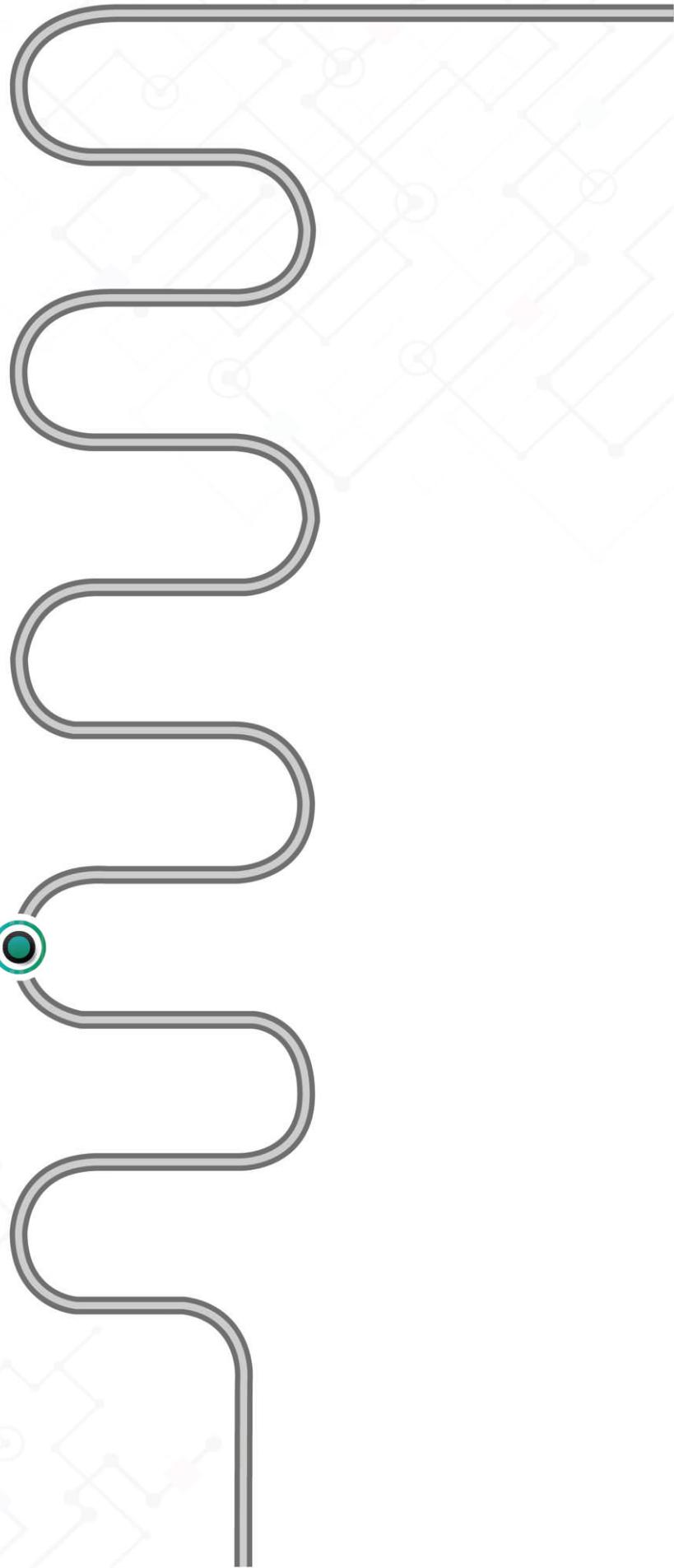
Commemorative trophies being presented to the promoted employees

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NEW PRODUCT DEVELOPMENT

NEW PRODUCT
DEVELOPMENT

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Fresh Orange Love

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FRESH ORANGE LOVE – ORANGEY TWIST IN EVERY BITE

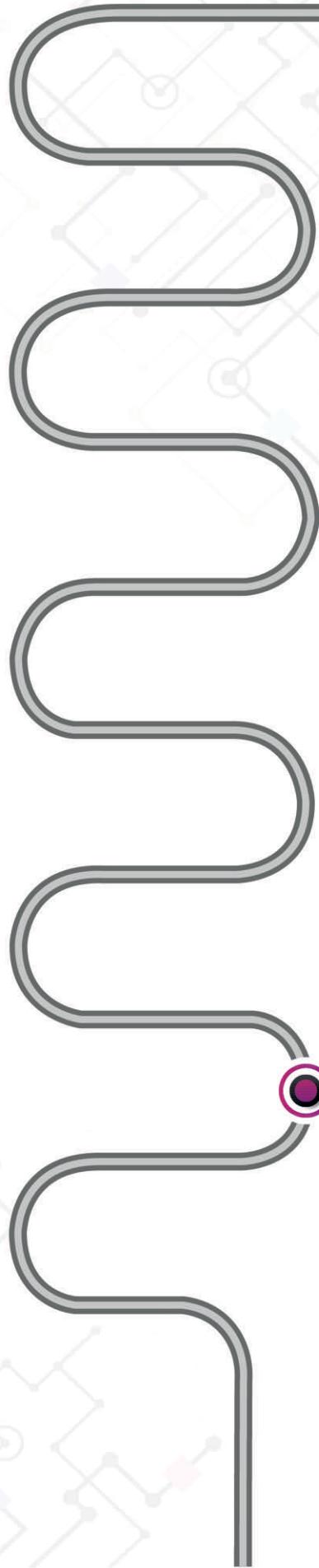
Introducing Fresh Orange Love – Bangladesh's first-ever orange-flavored sweet treat! Our unique creation combines the delightful tang of oranges with the natural sweetness of honey, offering a snack like no other. Perfect for any occasion, Fresh Orange Love is crafted as your perfect snack-time companion- whether you're on the go, sharing moments with friends, or enjoying a travel break.

With its refreshing orange flavor, Fresh Orange Love is designed to satisfy those small hunger pangs instantly. It's so tasty, you won't be able to resist reaching for more! Take it along on your daily adventures and transform ordinary snack moments into bursts of flavorful delight. So savor the joy of 'Fresh Orange Love' today!



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TALENT BEYOND WORKPLACE



TALENT BEYOND
WORKPLACE
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RUNNING TOWARDS EXCELLENCE

MAHMUD KAISER, ASSISTANT MANAGER (CORPORATE, UCIL)

Five years ago, a running competition ignited my passion for running. It has become an integral part of my life ever since.

My passion has brought me numerous accolades including Smart Bangladesh Run 2024, UCR Summer 10K Run 2024, Inspiring Bangladesh Run 2024, Dhaka International Run 2024, Biman Half Marathon 2024, Dhaka 25K Run 2024, Uttara 10K Run 2023, Netrokona Half Marathon 2023, Tangail Half Marathon 2023, Bijoy Marathon 2023, Dhaka Half Marathon 2020, CCCL Run Bangla 10K 2020, Gazipur Half Marathon 2021, Chandpur Half Marathon 2021, Biman Half Marathon 2022 and others. Running helps me stay fit, both physically and mentally.



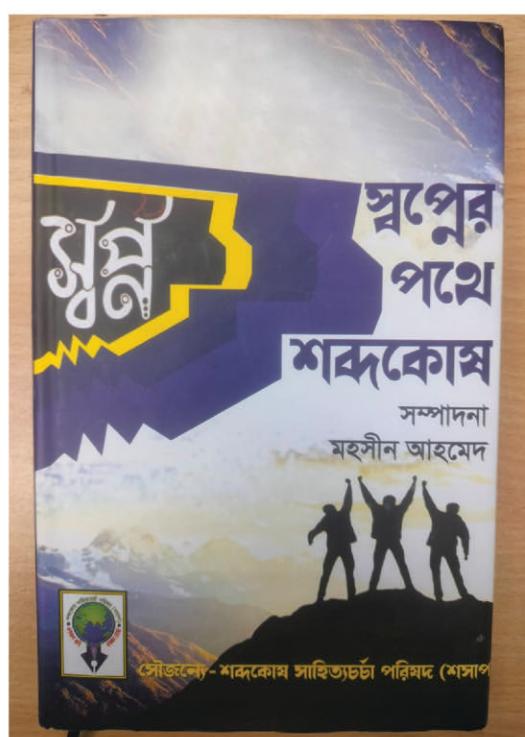
Running has been an integral part of Mahmud Kaiser's life

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TWO DECADES OF POETIC VOYAGE

MOHAMMAD MOHSIN (POET MOHSIN AHMED), ASSISTANT MANAGER (ACCOUNTS)



A poetry book edited by Poet Mohsin Ahmed

I was interested in writings since childhood. I have been pursuing to write poetry for almost twenty years now. My wife has been the main inspiration behind my poetry.

I have contributed to various online groups in Bangladesh and India, through which I have received numerous honors and mementos. In 2024, I was honored with the 'Allama Iqbal Award' by the Honorable Pakistan High Commissioner Mr. Qamar Abbas, at an event organized by the Allama Iqbal Cultural Society, Dhaka. I have also received the 'Poetry for Palestine Award 2024' for my poem 'Ami Eka, Etim' in the Poetry for Palestine Competition, jointly organized by the National Poetry Forum and the Iranian Cultural Center, Dhaka. This award was presented by the Honorable Ambassador of Iran to Bangladesh, Mr. Mansur Chavoshi. One of my poetry books titled 'Swapnogulo' was published at the Ekushey Book Fair 2020. Additionally, I edited a poetry book titled 'Swapner Pothe Shabdokosh', which includes 10 of my poems. I aspire to promote pure Bengali through poetry, enrich the nation's literature and culture, and shed light on various contemporary societal inconsistencies.



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THE GROOM AS THE COOK

MD. HASAN, EXECUTIVE (CORPORATE SALES)

Have you ever heard of anyone cooking for their own wedding? Even for a professional chef, this is a rare occurrence. I have personally cooked for 500 guests at my own wedding.

My motivation for cooking began in my early school years, when I used to assist my mother at family functions. This enthusiasm extended to helping my neighbors, who started inviting me to their personal occasions to guide the cooking. As a professional marketer, I enjoy organizing formal events. The gratitude I receive from guests inspires me to break my own boundaries.

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Q/A SECTION

Q/A SECTION

43



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



MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and GM (P&P) Md. Hasan Masud handed over a brand-new JBL Charge 5 Speaker to the winner of the Breaking Boundaries Newsletter Edition 13 Quiz Contest Md. Anwar Hossain (Sr. Executive - Accounts - Cash).

Visit the link



<https://tinyurl.com/5ymuptjr>

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

Or scan the QR code



Scan Here





BREAKING BOUNDARIES

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