

BREAKING BOUNDARIES

QUARTERLY NEWSLETTER
12TH ISSUE

TOP NEWS INSIDE

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

■ EDITORS' NOTE

Dear Readers,

The Editorial Team warmly welcomes you to the 12th Issue of the MGI Quarterly Newsletter 'Breaking Boundaries'! We are humbled by the overwhelming support and response for this issue of the newsletter.

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

In the 1st quarter of 2024, we have continued our streak of breaking boundaries and going forward at an unstoppable speed. We have achieved a lot in this quarter. Three of our brands 'Super Fresh Packaged Drinking Water', 'Fresh Atta-Maida-Suji' and 'Fresh Refined Sugar' has continued their dominance as the 'Most Loved Brand' in 'Best Brand Award' organized by 'Bangladesh Brand Forum'. Bangladesh's first and only casting specialist 'Dhalai Special Cement' has been launched to speed up the infrastructural development in Bangladesh, opening up a new horizon for the building material sector. Alhaj Ayesha Khatun Polytechnic Institute has been established as a continuation of MGI's Corporate Social Responsibility (CSR) in fostering the education sector in our country.

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

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

Enjoy 'Breaking Boundaries'.

EDITORIAL

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ARTICLES



MGI Chairman & Managing Director Mr. Mostafa Kamal

“I GET MORE PLEASURE TO VISIT FACTORIES DURING EID” – MOSTAFA KAMAL

On April 05, 2024, ‘Banik Barta’ published a series of interviews of the entrepreneurs reminiscing their Eid-Ul-Fitr memories. An interview of MGI Chairman & Managing Director Mr. Mostafa Kamal was published in the first part of the series. In it, he shared his Eid stories of childhood and adulthood.

Here is a part of the interview-

MGI Chairman & Managing Director Mr. Mostafa Kamal cannot match Eid celebrations of the recent times with the past. The story of his Eid celebrations in two chapters of life is very different due to social and economic reasons, “We were very poor in our childhood. The situation at that time was not easy at all. Parents used to sacrifice their own happiness to feed their children. Now I find happiness in sharing the joy of Eid with my loved ones along with the poor & needy people of the society. I try to spend Eid holidays in Bangladesh. Factory-depots that are far away are less frequently visited. For example, I visited Mymensingh, Jessore, Bogra and other areas during Eid. There is a plan to go to Bhaluka in Mymensingh this Eid. I have two small units there and will go check those out. Besides, I will visit the less frequented units in areas like Tongi, Savar etc. around Dhaka. Honestly speaking, this is what I find solace in. Other than business meetings or some other requirements, my heart doesn’t really want to go abroad during Eid vacations.”

To read the full interview, visit: <https://tinyurl.com/2x2a2442>



MGI Chairman & Managing Director Mr. Mostafa Kamal

MOSTAFA KAMAL DOESN'T SEE ANY REASON FOR SUGAR CRISIS

On March 07, 2024, 'Banik Barta' published a special report on the recent stock and import of sugar. An opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal was included in it.

Here is the opinion in full-

Import traders informed that considering the existing reserves and imports, there is no reason for sugar shortage in the country's market. According to them, under normal conditions, the supply of sugar in the country is approximately 1.5 lac tons every month.

MGI Chairman & Managing Director Mr. Mostafa Kamal said, "There is almost no production at the local level in the country now. In spite of various adversities, we have always tried to maintain the supply according to the demand in the local market by importing raw sugar and refining it. Even if the demand for this food item increases during Ramadan, there will not be a crisis if imports and supplies are maintained."

To read the full article, visit: <https://tinyurl.com/yctybbp88>

“CEMENT SECTOR WILL TURN AROUND NEXT YEAR”- MOHAMMED KHURSHED ALAM

On January 29, 2024, 'Banik Barta' published a special supplement on the cement sector. An interview of Unique Cement Industries Limited (UCIL) Executive Director Mohammed Khurshed Alam was also included in it.

Read excerpts of the interview-

“Last year, the cement industry experienced a downturn in business. In 2021, 3 crore 95 lac tons of cement were used. The following two years in 2022 and 2023, cement sales were expected to be increased. However, it declined. The sector will turn around after budget,” says Mohammed Khurshed Alam.

“If you compare per capita cement consumption at the global level, we have the possibility of growing the cement market here. Cement consumption per person in the world is 550 kg. Whereas, our per capita consumption is 230 kg. It shows that we have the scope to do better.” He further adds.

To read the full article, visit: <https://tinyurl.com/bds64c48>



Unique Cement Industries Limited (UCIL)
Executive Director Mohammed Khurshed Alam

“WE EXPECT THAT THE TAX DUTY WILL BE ADJUSTED”- AKM ZIAUL ISLAM

On May 21, 2024, 'Banik Barta' published a special supplement on the expectations of different industry leaders on Budget 2024-25. An interview of Meghna Ceramic Industries Limited (MCIL) Chief Operating Office (COO) AKM Ziaul Islam was also included in it.

Read excerpts of the interview-

“When we import the raw materials for ceramic tiles, we have to pay the tax duty of the water & moisture of it too. As always, we expect that the govt. will adjust the tax duty accordingly.”

“The demand for ceramic tiles will keep on increasing in the future. The employment will also be increasing if the production line, factory area are expanding and new factories are being established accordingly. There will be further opportunity of earning foreign currency by exporting after meeting the national demand.” He further adds.

To read the full article, visit: <https://tinyurl.com/3nf5cr83>



Meghna Ceramic Industries Limited (MCIL)
Chief Operating Officer (COO) AKM Ziaul Islam

ACHIEVEMENTS



A scene from the TVC

FRESH REACHES 60 MILLION VIEWS IN LANDMARK CAMPAIGN

Recently, the global marketing research company Kantar Worldwide validated 'Fresh' as the most chosen food brand in Bangladesh based on CRP (Consumer Reach Point), further solidifying our credibility in the market. Leveraging this validation, the third communication of the 'Khushi Chhorai Proti Ghore' campaign was launched, aiming to inform the audience about this achievement while maintaining the same theme and insight of spreading happiness in every household.

The outcome of this subsequent communication was highly successful on the digital platform, and a TVC version of the content was also aired on popular TV channels. The video has earned 60 million views on Facebook, becoming the most-viewed video among all other campaigns till now from MGI. This indicates that the main objective of the event, which was to foster a strong connection between the brand Fresh and its audience, was indeed achieved.

As a token of appreciation, a special product combo was offered at a special price to the consumers. The most attractive part of this product combo was a 'Khushi Chhorai Proti Ghore' branded tote bag, given as a gift. This different packaging was available in superstores and popular e-commerce websites. Our consumers loved it as it went stock out within a very short time.



Special Product Combo in Tote Bag



MGI GM (Sales) Mohammad Akterul Alam Shah, AGM (Brand) Muntasir Mamun and Assistant Manager (Brand) Towsif Ahmed receiving the award for Fresh Refined Sugar

FRESH ATTA-MAIDA-SUJI, SUPER FRESH PACKAGED DRINKING WATER AND FRESH REFINED SUGAR SHINE AT BEST BRAND AWARD 2023

Bangladesh Brand Forum (BBF) organized the 'Best Brand Award 2023' in partnership with nSearch Limited on December 19, 2023. BBF recognizes the best brands based on consumer surveys conducted by Bangladesh Brand Forum and nSearch Limited across Bangladesh.

In it, BBF has recognized Fresh Atta-Maida-Suji as the 'Most Loved Brand' for the 8th consecutive year in the specific category. Fresh Refined Sugar and Super Fresh Packaged Drinking Water were also honored as 'The Most Loved Brand' for the 7th and 2nd time respectively in their own category.

The awards were presented by the Co-founder & Managing Director of International Distribution Company Bangladesh (IDC) Mr. Ashraf Bin Taj and received by MGI GM (Sales) Mohammad Akterul Alam Shah, AGM (Brand) Muhammad Mahbubur Rahman and Muntasir Mamun, Assistant Manager (Brand) Anika Tahsin, Masab Nur Rahman and Towsif Ahmed.



MGI GM (Sales) Mohammad Akterul Alam Shah, AGM (Brand) Muhammad Mahbubur Rahman and Assistant Manager (Brand) Anika Tahsin receiving the award of Fresh Atta-Maida-Suji



MGI AGM (Brand) Muntasir Mamun, Assistant Manager (Brand) Anika Tahsin and Masab Nur Rahman receiving the award of Super Fresh Packaged Drinking Water

EVENTS



LEAP OF PROGRESS 2024

MGI Board of Directors with the promoted high officials

MGI RECOGNIZES EMPLOYEE EFFORTS IN 'LEAP OF PROGRESS 2024'

MGI marked a historic occasion with the 'Leap of Progress: Employee Appreciation Program 2024', a platform dedicated to honoring the hard work & dedication of the employees on February 29, 2024. Held at a luxurious hotel in Dhaka, the event saw the participation of senior leaders from across the organization.

The program commenced with the recitation from the Holy Quran, setting a solemn tone for the proceedings. MGI Chief Human Resources Officer (CHRO) Mr. Atiq uz zaman Khan, extended a warm welcome to the esteemed management and senior leaders, highlighting the significance of the occasion. He provided a comprehensive overview of the key accomplishments of the previous year and unveiled the details of this year's promotions.

The event gained momentum as senior leaders took the stage to share their valuable insights and experiences. MGI GM (Accounts, FMCG) Mr. SK. Bellal Hossain outlined strategic plans for business growth, emphasizing successful initiatives like credit-to-cash conversion and proposing innovative approaches for boosting business in the upcoming year.



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



MGI Directors – MS. Tahmina Mostafa, MS. Tanjima Mostafa during their speeches



MGI Directors – Mr. Tanveer Mostafa and Barrister Tasnim Mostafa during their speeches

Similarly, other leaders including MGI GM (Sales, FMCG) Mr. Md. Akterul Alam Shah highlighted achievements in cost-saving initiatives and operational improvements. They stressed the importance of upholding product quality and sustainability in the face of evolving market dynamics.

The event also showcased plans for future development across various departments. From operational enhancements to market expansion strategies, leaders including MGI GM (Operations, MNBFL) Mr. Arman Mahmud and Plant Head (PVC, VCM- MPVCL) Mr. PC Ratha, presented ambitious agendas aimed at driving growth and efficiency.

Furthermore, MGI Executive Director (UCIL) Mr. Mohammed Khurshed Alam and Chief Operating Officer (MCIL) Mr. AKM Ziaul Islam outlined challenges and proposed innovative solutions to navigate market complexities and maintain competitive edges in their respective sectors.

The program also featured remarks from the board of directors, emphasizing the importance of skilled human resources, innovation, and collaboration. MGI Directors Tahmina Mostafa, Tanjima Mostafa, Tanveer Mostafa and Barrister Tasnim Mostafa congratulated the promoted employees and expressed optimism for the company's future.

MGI Chairman & Managing Director Mr. Mostafa Kamal echoed these sentiments, highlighting the collective responsibility of all employees in driving the company's success. He emphasized the importance of cost control, innovation, and knowledge sharing, while also addressing safety measures and job grading initiatives.

The event concluded with a delicious dinner, symbolizing not just a corporate gathering, but a reaffirmation of MGI's commitment to growth, innovation, and a supportive workplace culture.



MGI Chairman & Managing Director Mr. Mostafa Kamal participating in a segment



Some of the MGI high officials in the event



MGI officials in attendance were given gift hampers



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

ALHAJ AYESHA KHATUN POLYTECHNIC INSTITUTE INAUGURATED

MGI Chairman & Managing Director Mr. Mostafa Kamal always emphasizes the need for skilled manpower for national prosperity, advocating for widespread technical education in Bangladesh. Under his leadership, MGI's Corporate Social Responsibility (CSR) efforts have peaked in education, healthcare, environmental sustainability, and mother & child care aspect.

Alhaj Ayesha Khatun Polytechnic Institute was inaugurated on December 13, 2023 in Kankapait, Chaudhogram, Cumilla. This institute is a continuation of MGI's Corporate Social Responsibility (CSR) efforts in fostering the education sector along with previously established schools, colleges, madrasahs & degree colleges. MGI Vice Chairman Beauty Akter, Directors Tahmina Mostafa and Barrister Tasnim Mostafa were present at the inauguration ceremony and addressed the crowd.

The Polytechnic Institute has begun its academic activities in 2022-2023 with over 100 students, offering programs in Civil Engineering, Mechanical Engineering, Electrical Engineering, and Computer Science. Plans are underway to expand the curriculum and develop the campus further, including the construction of academic, administrative, medical and hostel facilities on newly acquired land.



MGI Chairman & Managing Director Mr. Mostafa Kamal visiting the classrooms



MGI Director Barrister Tasnim Mostafa with the participants and the speakers of the session

MGI LAUNCHES LEADERSHIP DEVELOPMENT PROGRAM TO NURTURE FUTURE LEADERS

Under the direction of MGI Director Barrister Tasnim Mostafa, MGI has launched a significant leadership development initiative on January 20, 2024. Inspired by insights from the 2023 Leadership Summit at Radisson Blu, this project underscores MGI's commitment to fostering talent and an excellence-oriented culture. A highlight of the 2023 Summit was MGI Chairman & Managing Director Mr. Mostafa Kamal receiving the first 'Iconic Business Leader Award' for his 50-year contribution to the economy, a moment celebrated by MGI colleagues.

10 attendees of the 2023 Summit designed an internal Leadership Summit to disseminate their knowledge and accelerate leadership development within MGI. The meticulously planned program aimed to empower approximately 50 participants with skills to excel in dynamic business environments. Distinguished speakers delivered sessions on various leadership aspects.

Chief Human Resources Officer Atiq uz zaman Khan emphasized leading by example with integrity, empathy, and authenticity. Sr. Manager (Brand, Corporate) Faisal Rahman highlighted the necessity of visionary leadership for organizational success. DGM (Accounts) Kazi Mohammad Atik, FCA focused on innovation, compassion, and integrity as key leadership components. Sr. Manager (Brand) Bilkis Rahman Mita stressed the importance of sustainable practices and ethical business. Deputy Manager (Foreign Trade) Iftakharul Alam Patwary discussed embracing change for progress and creativity. DGM (Accounts) Mahbubul Alam and AGM (Brand, FMCG) Muntasir Mamun explored managing organizational change while maintaining core values. GM (Sales & Marketing, FMCG) Md. Akterul Alam Shah conducted a team bonding and decision-making exercise. Manager (Brand) Israt Jahan provided strategies for thriving in leadership roles. Assistant Manager (Foreign Trade) Tanvir Ahmed Masum discussed fostering a culture of innovation and psychological safety.

Participants received gifts as appreciation. Additionally, a resource website for ongoing leadership development was created. The MGI Leadership Training Program's success highlights the organization's commitment to continuous learning and developing visionary, integrity-driven leaders.

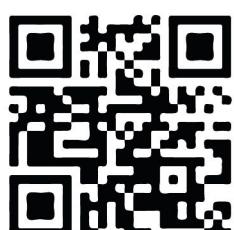


MGI Director Barrister Tasnim Mostafa with the speakers



MGI Director Barrister Tasnim Mostafa during her speech at the session

Scan to know more -





MGI Director Barrister Tasnim Mostafa, with other jurors and the participants of the event

FRESH ANONNA SANITARY NAPKIN PRESENTS 'ANONNA ADVOCACY CHAMPIONSHIP'

Fresh Anonna Sanitary Napkin organized a debate competition titled 'Anonna Advocacy Championship' for the first time, where all of the female employees of Fresh Villa & Fresh House participated. The main objective of this competition was to enhance public speaking & presentation skills, interpersonal & communication skills, teamwork, critical thinking & research skills, as well as building self-confidence amongst the female employees of MGI. Promoting Fresh Anonna Sanitary Napkin as a brand was also prioritized through this initiative.

The competition took place in three rounds. MGI Director Barrister Tasnim Mostafa was the main judge for the competition. MGI Sr. Manager (Brand, Corporate) Faisal Rahman and Deputy Manager (Brand) Chowdhury Md. Tanim were alongside her as the other two jury. The final round took place on January 21, 2024.

A total of 8 teams, each consisting of 4 team members participated in the competition. Out of these 8 teams, Team 'Aporajita' emerged as the winner and Team 'Sugandha' was the runner up and won attractive prizes. The winning team 'Aporajita' members were Afroza Amin (Executive, Accounts), Sharmin Jahan Shoity (Executive, S&M), Selina Akter (Executive, Admin) and Meghla Khanum (Executive, Admin). Runner up team 'Sugandha' members were Mousumi Hossain Pinky (Executive, HR), Shirin Sultana (Executive, MIS), Syeda Masuma Jannat (Senior Officer, Foreign Trade) and Rekha Sultana (Senior Officer, P&P).

The female employees of MGI were widely benefited from this competition. They had the opportunity to connect & communicate with the other female employees of MGI, while presenting logic on some pressing & challenging topics. Besides the daily official activities, the competition was a platform to get away from their comfort zones and excel in their potential.



MGI Director Barrister Tasnim Mostafa, Sr. Manager (Brand) Faisal Rahman, Chief Human Resources Officer (CHRO) Atiq uz zaman Khan, Manager (Brand) Israt Jahan and Deputy Manager (Brand) Chowdhury Md. Tanim with the winners 'Team Aporajita'



MGI Vice Chairman Beauty Akter inaugurating Athlete's Hub by MGI

ATHLETE'S HUB INAUGURATED TO OFFER PREMIER SPORTS FACILITIES

Athlete's Hub by MGI in Bangladesh offers premier indoor sports facilities catering to sports enthusiasts. With a focus on becoming the go-to destination for the younger generation, the facility provides amenities for football, badminton, and pickleball—a first in Bangladesh. The venue, located in 100 feet road, Beraid, includes features such as ample seating, locker rooms, showers, and a snacks corner called 'Refresh'. Beyond sports, it aims to foster inclusivity and community cohesion.

On February 24, 2024, an inauguration event was organized. MGI Vice Chairman Beauty Akter, MGI Directors Tahmina Mostafa, Tanjima Mostafa, Tanveer Mostafa, and Barrister Tasnim Mostafa were present during the inauguration. Notable attendees included Sr. Executive Director Taif Bin Yousuf, Executive Director (Head of Export) Sameera Rahman and Executive Director (Admin) Syed Towfique Uddin Ahmed. Former captain of the Bangladesh National Cricket Team, Tamim Iqbal, also graced the event with his presence.



Outside branding of Athlete's Hub by MGI



Inside facilities of Athlete's Hub by MGI





Some visitors taking a closer look at the books at the '1st Ever Multilingual Handwritten Book Fair'

FRESH STATIONERY ORGANIZES THE 1ST EVER MULTILINGUAL HANDWRITTEN BOOK FAIR

Amidst the prevailing digital age where the art of handwriting and the joy of reading books holding by hand are gradually getting obsolete, Fresh Stationery stands as a beacon of preserving this cherished traditions. With the initiative of MGI Director Barrister Tasnim Mostafa, joined by MGI Senior GM (Brand) Kazi Md. Mohiuddin, GM (Sales) Md. Yeasin Mollah and other distinguished officials, Fresh Stationery proudly inaugurated a culturally enriched 'First Ever Multilingual Handwritten Book Fair' event on January 26, 2024, at Justice Shahabuddin Ahmed Park, in Gulshan-2. Fresh Spark Ball Pen, the latest addition to Fresh Stationery, was unveiled at the event as a representation of the brand's continuous commitment to delivering quality products to the valued customers.

Drawing in a crowd of over 4,000 book lovers, the fair became a vibrant celebration of literature. The event featured engaging multilingual handwritten stories from six genres with separate stalls for Horror, Science Fiction, Comedy, Adventure, Thriller, and Fantasy. The fair also included seminars, open mic sessions, game engagements, and stalls that fostered a dynamic exchange of ideas, connecting individuals through the universal language of literature.

Fresh Stationery remains committed to fostering a love for literature and aims to organize more events that inspire appreciation for the written word.



Some moments from the fair



Tahsan performing at the event

FRESH SPONSORS ‘SYMPHONY OF LOVE’ IN RADISSON BLU CHATTOGRAM

Radisson Blu Chattogram Bay View hosted ‘A Symphony of Love: Valentine Special 2024’ on the occasion of Valentine’s Day in February 14, 2024. ‘Fresh’ was one of the sponsors of this event.

The event promised a romantic evening filled with enchanting music, delicious food, and exciting prizes. Renowned musician Tahsan performed live, offering soulful melodies to set a romantic ambiance. Attendees enjoyed lavish buffet dinner and participated in a raffle draw for a chance to win prizes.



The enchanted live audience at the event

ফ্রেশ অনন্যা স্যানিটারি ন্যাপকিন-এর ভেঙ্গিং মেশিন স্থাপন



Fresh Anonna Vending Machine installation program at Alhaj Nur Miah University College

FRESH ANONNA SANITARY NAPKIN VENDING MACHINE INSTALLED AT EDUCATIONAL INSTITUTIONS

Fresh Anonna Sanitary Napkin vending machines were installed at Alhaj Noor Miah University College, Institute of Business Administration (IBA), and Birshreshtha Noor Mohammad Public School & College during February-March 2024. The initiative was taken as a part of Fresh Anonna Sanitary Napkin's emphasis on raising mass awareness regarding menstrual hygiene throughout the nation. The female students of the aforementioned institutions are availing Fresh Anonna Sanitary Napkins at an affordable price from these vending machines.

Fresh Anonna Sanitary Napkin will continue installing vending machines at different institutions of the country and raise awareness on menstrual hygiene.



An installed Fresh Anonna Sanitary Napkin vending machine at Alhaj Nur Miah University College



Fresh LP Gas Chief Marketing Officer (CMO) Abu Sayed Raza along with other officials and distributors during the trip

FRESH LP GAS THAILAND EXPEDITION BOLSTERS DISTRIBUTOR RELATIONS

Fresh LP Gas has organized a trip to Thailand for esteemed distributors from all over the country based on their sales performance. The 4 night 5 days trip of 43 participants was full of enjoyment and engaging activities amongst the vibrant natures and colors at the city of Pattaya and Bangkok. Fresh LP Gas Chief Marketing Officer (CMO) Abu Sayed Raza and the other officials also joined the distributors in this trip.

The trip not only strengthened the bond amongst the Fresh LP Gas distributors, but also paved the way for its continuous success in the years to come.



A group photo from the trip



MGI Stall at Gulfood 2024

MGI PARTICIPATED IN GULFOOD 2024

Gulfood 2024, the world's premier annual food and beverage exhibition, took place at the Dubai World Trade Centre from February 19-23, 2024. This year, the event featured 5,500 companies from 127 countries and attracted 140,000 trade visitors from 195 countries. The fair provided an excellent opportunity to connect with existing importers and explore new markets.

Bangladesh had a significant presence at Gulfood 2024, with 41 companies including Meghna Group of Industries (MGI). MGI Manager (Export) Faysal Ahammed and Deputy Manager (Export) SK. Humayun Ahmed represented the company at the fair. They met key buyers from the UK, Saudi Arabia, Bahrain, Singapore, and Malaysia, introducing new products and gifting branded notebooks. MGI received 90 queries from 37 countries, primarily from the Gulf region and others from Asia, North America, South America, Europe, and Africa. Most of the queries were for cookies, spices, noodles, beverages, and snacks.

Notable stall visitors included Honorable Ambassador of Bangladesh to UAE and Permanent Representative to IRENA Mohammed Abu Zafar, and Consul General, Consulate General of the People's Republic of Bangladesh, Dubai Mr. B.M. Jamal Hossain. They praised MGI's participation and efforts. Visitors were greeted with Fresh Premium Tea and GEAR beverages at the stall. MGI anticipates opening new export opportunities from this successful exhibition.



From left to right: Commercial Counsellor, Embassy of the People's Republic of Bangladesh in UAE Ashish Kumar Sarkar, Consul General, Consulate General of the People's Republic of Bangladesh B. M. Jamal Hossain, and MGI Manager (Export) Faysal Ahammed

From left to right- MGI Manager (Export) Faysal Ahammed, Deputy Manager (Export) SK. Humayun Ahmed, AS Export Import Pvt. Ltd. Owner (Singapore Importer) Shibli Sadiq, Ecoserve UK. Ltd. CEO (UK Importer) DS Kabir, Unified Foodstuff W.L.L. Director (Bahrain Importer) Hanifur Rahman Fadel

Honorable Ambassador of Bangladesh in UAE Mr. Mohammed Abu Zafar and MGI Manager (Export) Faysal Ahammed



South African Delegation Team with the MGI officials after the meeting

SOUTH AFRICAN BUSINESS DELEGATION EXPLORES INVESTMENT OPPORTUNITIES AT MIEZ

On March 15, 2024, seven high-ranking business representatives from South Africa visited the Meghna Industrial Economic Zone (MIEZ). The visit was overseen by the Bangladesh Investment Development Authority (BIDA) and the Bangladesh Securities and Exchange Commission (BSEC). BSEC Assistant Director Rana Das hosted the delegates. This visit was a follow up of an invitation from the Honorable Prime Minister Sheikh Hasina of Bangladesh during the Africa Trade and Investment Forum on August 23, 2023.

Ms. Nokuthula Patience Ndlovu, Head of the delegation, introduced herself along with the other representatives: Ms. Brilliant Thandazile Nkosi from Isizinda Somnotho Group (Pty) Ltd, Ms. Precious Badelile Patience Ntombela from The New Look, Ms. Thobile Mpungose from Transnet Property, Ms. Felicia Thandeka Dlamini, who is self-employed, Dr. Absolom Nhlanhla Mabaso from Dr. M Brands (Pty) Ltd, and Ms. Ntsatsi Elisa Makwa from Mthunzi Mhle Management Service. MGI Executive Director (Technical) Kartick Chandra Das, Sr. GM & Plant Head (MBL) Samir Kumar Dutta, Manager (Export, FMCG) Faysal Ahammed, Deputy Manager (Export, FMCG) SK. Humayun Ahmed, Deputy Manager (Foreign Trade) Saiful Islam accompanied the delegates.

We showcased our range of products and conducted a company presentation during the visit. In addition to discussing export business, the respected delegates proposed us to invest in the African region, providing details on facilities and business prospects.



A moment from the meeting



A moment from MIEZ visit



A snippet from sports day

FRESH SPONSORS TWO EVENTS AT CANADIAN MAPLE INTERNATIONAL SCHOOL

Canadian Maple International School hosted its annual sports day on February 03, 2024 in its campus. The event drew a crowd of more than 650 people, comprising 200 students, 350 parents, 100 teachers, and special guests. Also, the school organized its annual Ramadan Show on March 09, 2024, inside school premises. The event drew a crowd of over 800 including students, teachers, and distinguished guests.

Our flagship brand 'Fresh' was the title sponsor for both the events. The primary objective of these sponsorships were to showcase the diverse range of Fresh products and promote the brand to the attending audience, including Fresh Instant Full Cream Milk Powder, Fresh Noodles in Cup, Fresh Cake, Beverage (Super Fresh Packaged Drinking Water, Fresh Googly, Fresh Mojito), Fresh Candy and Fresh Stationery.



A moment from the annual Ramadan Show



Fresh branded stall at the annual Ramadan Show



MGI Chief Human Resources Officer (CHRO) Mr. Atiq uz zaman Khan and Sr. Manager (HR) Md. Ruhul Amin receiving crest from a BUET representative

MGI PARTICIPATES IN BUET, SUST, AND EWU CAREER FAIRS

As a leading conglomerate in Bangladesh, MGI is committed to attracting top-tier talent and fostering the next generation of professionals. By participating in career fairs, we aim to engage with bright and ambitious students from diverse backgrounds, offering them insights into our culture, career paths, and potential job opportunities.

In this connection, MGI participated job fairs in Bangladesh University of Engineering & Technology (BUET), Shahjalal University of Science & Technology (SUST) and East West University (EWU). At SUST, we capitalized on the tailored interview facilities for chemical engineering graduates, underscoring our commitment to talent acquisition. Likewise, our longstanding partnership with BUET has established MGI as a premier destination for skilled engineers, reinforcing our reputation as a top employer. At EWU, the enthusiastic response from participants further solidified MGI's standing as an employer of choice.

Throughout these events, MGI representatives effectively conveyed our core values and vision, emphasizing our dedication to excellence, innovation, and professional development. Overall, MGI's active participation in these career fairs facilitated meaningful interactions, strengthened our brand presence, and attracted top talent to join our team.



With the representatives at EWU Career Fair



Interacting with job seekers at BUET Career Fair



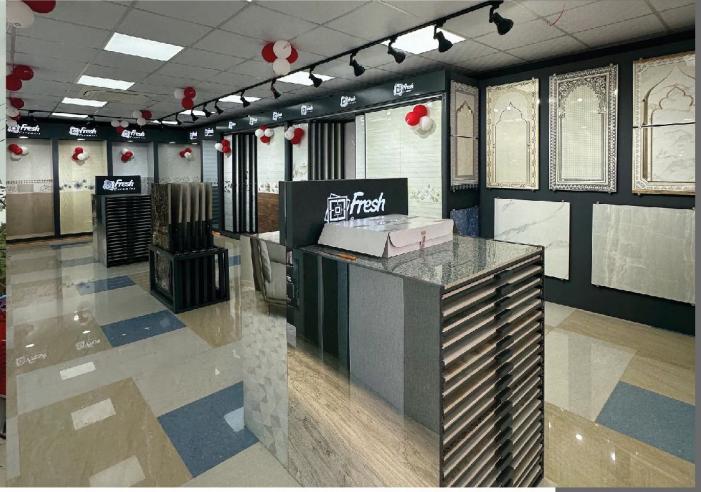
Interacting with job seekers at EWU Career Fair

Interacting with job seekers in SUST Career Fair

With the representatives at SUST Career Fair



Fresh Ceramics Chief Operating Officer (COO) AKM Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Deputy Manager (Sales) Md. Mizannur Rahaman and others during 'Tiles Bhandar' inauguration in Bagerhat



Interior of Tiles Bhandar

FRESH CERAMICS INAUGURATES NEW EXCLUSIVE DEALER SHOWROOMS IN BAGERHAT AND MADARIPUR

Over the last few months, Meghna Ceramics Industries Ltd. (MCIL) has inaugurated 2 new exclusive dealer showrooms of Fresh Ceramics in Bagerhat and Madaripur.

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

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

Tiles Bhandar (Bagerhat)

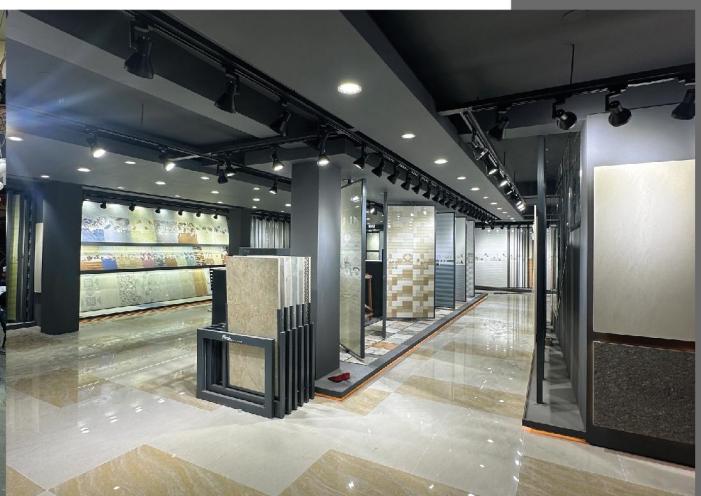
- Inaugurated on March 07, 2024
- Proprietor name: Fakir Md. Khalid Kalimullah
- Showroom area: 1,000 sq. feet
- Location:

M/S Kazi Tiles (Madaripur)

- Inaugurated on March 06, 2024
- Proprietor name: Kazi Azizul Hakim
- Showroom area: 2,200 sq. feet
- Location:



Fresh Ceramics Chief Operating Officer (COO) AKM Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Assistant Manager (Sales) Md. Asadul Amin and others during the inauguration of 'M/S Kazi Tiles' in Madaripur



Interior of M/S Kazi Tiles



From left to right: MGI Executive Director (Technical) Kartick Chandra Das, Sr. GM (Factory Complex) Md. Kaoser Alam, MGI Chairman & Managing Director Mr. Mostafa Kamal, Chief Operating Officer (COO, Ceramics) AKM Ziaul Islam and GM (Sales & Marketing) Iftakhar Alam on the picnic day

MCIL ORGANIZES ANNUAL PICNIC AT FACTORY COMPLEX

Meghna Ceramic Industries Ltd. (MCIL) has organized the annual picnic with more than 2000 employees gathering at the factory premise on January 27, 2024. The picnic titled 'Shobaike Chhariye Oshim Akashey' was to motivate everyone at the MCIL to rejuvenate & keep on working with a spirited mind. The day began with a 360-degree photo booth engagement, capturing moments of joy and sharing on social media. A Kids Game Zone entertained children with mini-games such as Biscuit Run and Ball Shooting contests. Scrumptuous meals were provided, enhancing the festive atmosphere.

Fresh Ceramics Chief Operating Officer (COO) AKM Ziaul Islam, Sr. GM (Factory Complex) Md. Kaoser Alam, General Manager (Sales & Marketing) Iftakhar Alam highlighted the values of unity, teamwork, and excellence in their speeches. A gratitude was also conveyed to MGI Chairman & Managing Director Mr. Mostafa Kamal, recognizing his visionary leadership. Awards were presented to top performers across 14 categories, and a raffle draw awarded prizes, including the grand prize of a brand new refrigerator.



Stage of the event

Fresh Ceramics COO AKM Ziaul Islam during his speech

Raffle draw winner wins a brand new refrigerator



Visitors in front of the MGI stall in the fair

MGI PARTICIPATES AT B2B FAIR IN GPHOUSE

Grameenphone Ltd. organized a B2B fair at GPHouse during March 31-April 01, 2024, exclusively for its employees to purchase necessary items at special price on the occasion of Eid-Ul-Fitr. The event attracted a crowd of approximately 2000.

MGI placed an attractive stall at the fair. The stall displayed different products of MGI's flagship brand 'Fresh'. The objective of setting up the stall was customer acquisition and brand awareness by encouraging trial of various product selling and free cup noodles sampling. 8 combo packs were also offered at special prices during the B2B Fair. MGI's stall was regarded as one of the top sellers at the fair.



Visitors in front of the MGI stall in the fair

CAMPAIGNS



Tahsan Rahman Khan during his session

FRESH PREMIUM TEA HOSTS POSITIVITEA 2.0

'PositiviTea' is a platform of Fresh Premium Tea with the goal of inspiring and harnessing creative minds to foster a culture of innovation through expert sessions. The season 2 of this platform was done during February 10 - March 2, 2024 with the collaboration of The Daily Star.

This time around, there were 4 sessions on Music, F-commerce, Health & Lifestyle, and AI in Marketing. Esteemed session speakers were Tahsan Rahman Khan, Ayman Sadiq, Nazia Hassan, and Shariful Hasnain Sabuj respectively, bringing their unique expertise to the forefront. More than 2,500 people expressed interest from which, 500 select people participated.

Tahsan shared his unforgettable experience and anecdotes from his life in music. Ayman Sadiq discussed interesting facts about F-commerce strategies and emerging trends. Nazia Hassan enlightened participants on the importance of maintaining fitness and wellness in everyday life. Shariful Hasnain Sabuj shed light on the transformative impact of AI in Marketing, providing valuable insights to enhance career skills and prospects.

Participants expressed their gratitude to Fresh Premium Tea for organizing such a creative and inspirational event. Fresh Premium Tea looks forward for PositiviTea 3.0 in near future.



Shariful Hasnain Sabuj during his session



Ayman Sadiq during his session



A portion of the attendees at the event



Nazia Hassan with the participants



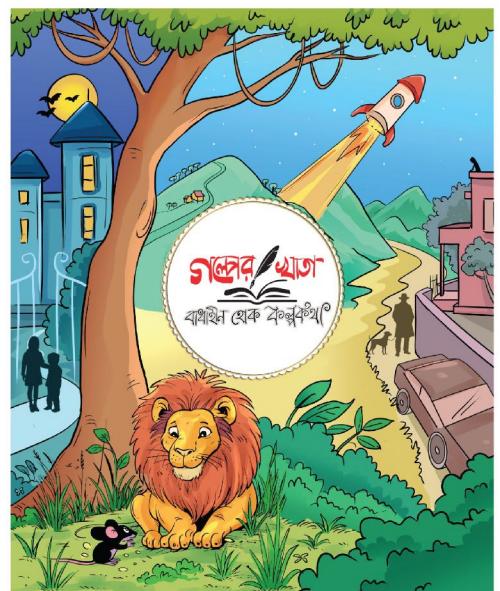
MGI dignitaries with honorable guests at the publication ceremony

FRESH STATIONERY REVIVES HANDWRITTEN TALES AT BOI MELA WITH ‘GOLPER KHATA’ CAMPAIGN

In a world increasingly shaped by digital technology, the cherished tradition of handwritten storytelling is fading away. To revive that, Fresh Stationery presented the online campaign ‘Golper Khata’. Handwritten stories from all over Bangladesh were collected via email. Later on, select stories were compiled and published at Omor Ekushe Boi Mela on February 21, 2024. Esteemed cartoonist Ahsan Habib and MGI officials graced the book unveil event with their presence.

Spanning across various genres, including Thriller, Science Fiction, Horror, Comedy, and Fantasy- ‘Golper Khata’ offers 50 captivating stories for readers of all ages. Each story is a testament to the creativity and imagination of its writers. A panel of renowned writers Anisul Hoque, Ahsan Habib, Sadat Hossain, Palash Mahbub, and Isteaque Hossain selected the stories.

With this publication, Fresh Stationery aimed to inspire the writers & readers to revive their love for handwritten words & tradition.



Golper Khata cover



A scene from the OVC

FRESH ANONNA SANITARY NAPKIN PARTNERS WITH PATHAO IN 'A STORY OF MOMO'

On the occasion of International Women's Day 2024, Fresh Anonna Sanitary Napkin released an online video content in collaboration with Pathao. Majority of the Pathao riders are male and female riders are very rarely seen. A societal taboo we have is, that only men can work and should be the only breadwinner of the family. With the aim to break down this backdated mindset and change the norm of the society, the OVC was done based on a storyline.

The central character of the OVC was a doctor named Momo, who is also a regular female Pathao rider. In the OVC, she gave out a message that both men & women are equal in every aspect. Women are advancing everywhere. In addition to living a regular life, the digital world has also become popular with their spontaneous walk. Along with men, women riders, merchants, food delivery agents, are moving towards their freedom every day. As a token of appreciation for Momo and other Pathao female riders, special gifts were given from Fresh Anonna Sanitary Napkin.

Fresh Anonna Sanitary Napkin is taking more initiative to come up with more inspiring contents such as this to prioritize women workforce and create a balance in the society.

To see the OVC, scan:





From left to right: MGI AGM (Brand) Mohammad Mahbubur Rahman, Head of Business (Dairy) Galib Bin Mohammad and GM (Sales) Mohammad Akterul Alam Shah

FRESH INSTANT FULL CREAM MILK POWDER 10 TK. EASY PACK LAUNCHED

Fresh Instant Full Cream Milk Powder (Fresh IFCMP) has marked a pivotal moment during January 01, 2024, with the introduction of its 10 taka easy pack- a 10g SKU designed to ensure customer convenience and market presence. This initiative was aimed to gain market share by responding to shifting market dynamics, offering a smaller, more accessible SKU.

The response of the SKU was remarkable, as it generated sales of a total of 151 metric tons nationwide in just 3 months. The result indicates that the customers have resonated with it. The main objective of gaining market share was achieved through meticulous planning and strategic execution.

Key internal stakeholders including Wing Managers, Regional Managers, and Territory Managers underwent comprehensive training to promote the new SKU. By diversifying Fresh IFCMP's product offerings and executing a comprehensive launch strategy, we have reaffirmed our commitment to customer satisfaction and market leadership in the dynamic dairy industry.



Fresh Instant Full Cream Milk Powder 10 Tk. easy pack



Some moments of 'Fresh Milk Obak Khushir Ayojon' campaign and a snippet of the branding

'FRESH MILK OBAK KHUSHIR AYOJON' HELD IN SYLHET AND SUNAMGANJ

Fresh Milk Obak Khushir Ayojon – a caravan activation by Fresh Instant Full Cream Milk Powder – was organized during February 21-March 21, 2024, covering 89 spots in Sylhet & Sunamganj. The main objective of the activation was brand engagement & trial generation.

At each spot, brand promoters showcased Fresh IFCMP, engaging consumers and facilitating sales while offering confirmed gifts to incentivize trial. The activation reached 26,700 individuals and captured consumer interest. Throughout the activation period of 29 days, the activation generated a total of 2,551 trials, averaging 88 per day.

The Fresh Milk Obak Khushir Ayojon Caravan activation succeeded in achieving its objectives by directly engaging with consumers in their communities. It strengthened brand presence, fostered engagement, and encouraged trial of Fresh IFCMP.



Some moments of 'Fresh Milk Obak Khushir Ayojon' campaign



Prothom Alo and MGI dignitaries with the winners

'FRESH MILK OBAK KHUSHIR RECIPE' HIT 10 MILLION REACH AND RECORD ENGAGEMENT

Fresh Instant Full Cream Milk Powder, in partnership with Prothom Alo, introduced the 'Fresh Milk Obak Khushir Recipe' program during Ramadan, featuring video recipes and quizzes hosted by actress Masuma Rahman Nabila. Renowned celebrities including Pritom Hasan, Nusraat Imroz Tisha, Tasnia Farin, Nirob Hossain, Tanjin Tisha, and Sallha Khanam Nadia participated, adding to the program's appeal.

'Fresh Milk Obak Khushir Recipe' showcased mouthwatering video-based recipes on Prothom Alo's platforms including their website, YouTube, and Facebook, as well as Fresh's social media channels and 8 TV channels. A quiz engaged viewers, with 20 winners announced over 4 weeks.

The program gathered extensive coverage, with 30 episodes on Prothom Alo's website and engaging posts on Facebook and YouTube. It reached 10 million people and garnered more than 271,336 engagements.

The program's success was evident, with Fresh Instant Full Cream Milk Powder achieving the highest engagement percentage among competitors, with 51% of likes and 97% of comments and shares. The prize-giving ceremonies were held at Prothom Alo's headquarters, and those events were featured in Prothom Alo's newspaper and online portal. This is the 3rd year of collaboration with Prothom Alo for this program.



A social media post of the campaign



Left to Right: Prothom Alo Chief Coordinator (Digital Transformation & Youth Programme) Munir Hasan, Kallyanpur Girls' School and College Principal Shahnaz Begum and renowned author & Prothom Alo Managing Editor Anisul Hoque

FRESH ANONNA ORGANIZES 'AGAMIR ANONNA'

Fresh Anonna Sanitary Napkin organized a school activation campaign titled 'Agamir Anonna' in different schools around Dhaka City in collaboration with Kishore Alo of Prothom Alo. The main objective of the campaign was to raise awareness to uphold proper menstrual hygiene amongst the young girls of the society.

The activation took place in prominent schools including Kollyanpur Girls School & College, Azimpur Girls School, Mirpur Girls Ideal Laboratory Institute, Kishaloy Girls School & College and Mohammadpur Girls High School during January to March 2024. Approximately 300 female students attended the event from each school. The activities included doctor session, Q/A session, briefing session on menstrual hygiene and interactive session with the students where the students were given gifts. Additionally, free sanitary napkins were distributed to the participating female students. A 'Surakkha Box' was set up in each schools through which the students can purchase Fresh Anonna Sanitary Napkins at an affordable price.

Renowned author Anisul Hoque, principals from the specific schools and MGI officials attended & spoke during the school activations. Fresh Anonna Sanitary Napkin will continue different activities to spread proper menstrual hygiene awareness in the future.



A moment from the activation

Prothom Alo Managing Editor Anisul Hoque and MGI dignitaries with the gift winners

NEWS & UPDATES



MGI Chairman & Managing Director Mr. Mostafa Kamal (second from left) and MGI Sr. Executive Director Taif Bin Yousuf (on the right) at the RAB 20th anniversary ceremony

MOSTAFA KAMAL ATTENDS 20TH ANNIVERSARY OF RAB

The 20th anniversary of the Elite Force formed for counter-terrorism, Rapid Action Battalion (RAB) was held on March 06, 2024, with the slogan 'Smart Bangladesh, Smart RAB'.

Honorable Prime Minister Sheikh Hasina, was present as the chief guest at the Darbar organized at the headquarters of RAB in Kurmitola, Dhaka. MGI Chairman & Managing Director Mr. Mostafa Kamal and Sr. Executive Director Taif Bin Yousuf were also present on the occasion.



MGI Sr. Executive Director Taif Bin Yousuf receiving a token of appreciation from honorable Home Minister of Bangladesh Mr. Asaduzzaman Khan Kamal



MGI Sr. Executive (Brand) Nishat Ahmed and Management Trainee Officer (MTO) Khondoker Rifat Anjum Raka during campaign plan development

MGI COMPETE IN THE ‘YOUNG LIONS COMPETITION BANGLADESH 2024’

Bangladesh Brand Forum (BBF), Advertising Agencies Association Bangladesh (AAAB) and ADClub in association with Cannes Lions, AP ADFest 2024 and The Daily Star, have organized the ‘Young Lions Competition Bangladesh 2024’, in search of the most creative and competitive young professionals in the marketing and communication sector of the country on January 20, 2024 at The Daily Star Centre. Different organizations and marketing agencies sent two-member teams as their representatives in this competition.

From MGI, we picked up 6 representatives to participate in 3 teams. MGI Assistant Manager (Brand), Towsif Ahmed, Sr. Executive (Brand) Nishat Ahmed, Management Trainee Officers (MTO) Omar Faruk, Tashfiq Ahmed, Joshua Quiah and Khondoker Rifat Anjum Raka represented MGI in ‘Young Lions Competition Bangladesh 2024’.

All of the participating teams were given a case study and were asked to develop an integrated marketing campaign. The teams had 7 hours to develop the marketing campaign plan, prepare, and present it before the jury. MGI teams had a commendable response from the jury as it appreciated their efforts and ideas.



MGI Management Trainee Officers (MTO) Tashfiq Ahmed, Joshua Quiah, Omar Faruk and Assistant Manager (Brand) Towsif Ahmed during presentation



Mohammad Shamsuzzaman Arafat

ARAFAT CREATES HISTORY IN THAILAND AND BANGLA CHANNEL

Bangladeshi triathlete Mohammad Shamsuzzaman Arafat has qualified for Ironman 70.3 World Championship for the 3rd time. He secured a spot by finishing 60th among 971 male athletes from 59 countries at the Ironman 70.3 Bangsaen in Thailand. His total timing was 4 hours 57 minutes. He took 35 minutes 15 seconds for the 1.9 km swimming, 2 hours 30 minutes 38 seconds for the 90 km bicycling, and 1 hour 45 minutes 27 seconds for the 21.1km running. The championship will take place in Taupo on December 14-15, 2024.

Not only that, he has crossed the Bangla Channel for the 10th time, as he swam the challenging 16.1 KM stretch from Teknaf to Saint Martin in an impressive 4 hours and 14 minutes. We wish him all the best wishes as he continues to make waves in his extraordinary journey.



Mohammad Shamsuzzaman Arafat running at the Ironman 70.3 Bangsean in Thailand



Avik Anwar, celebrating his victory with fellow winners

AVIK ANWAR: DEFYING THE ODDS AND BREAKING BOUNDARIES

The Bangladeshi racer Avik Anwar has emerged victorious in both Round 1 and 2 of the 2023-2024 Gulf Pro Car Championship finals, which took place at the Dubai Autodrome on March 30, 2024. Despite battling a rib fracture, Avik surpassed competitors from the UAE, UK, France, Italy, India, and Russia in two intense contests spanning 20 minutes each and comprising 18 laps.

Earlier in the same year, Avik secured a podium finish in Round 5 of the UAE Gulf Pro Car event and achieved a remarkable double victory in Round 1 of the Gulf Pro Car Championship in the preceding October. MGI conveys heartfelt congratulations to Avik Anwar and eagerly awaits his future triumphs at the racing circuit.

INITIATIVE



Participants posing with the special guest of the event Mr. Md. Alamgir Hossain, Deputy Assistant Director, Bangladesh Fire Service and Civil Defence

UCIL CONDUCTS FIRE DRILL TO RAISE FIRE SAFETY AWARENESS

A successful fire drill was conducted by Unique Cement Industries Ltd. (UCIL) on February 05, 2024, under the watchful eyes of Bangladesh Fire Service & Civil Defense and MGI Fire Safety Department. The purpose of the drill was to raise awareness and improve workforce skills in terms of firefighting methodologies, rescue from heights and first-aid. A total of 110 people participated in the fire drill. Deputy Assistant Director of Bangladesh Fire Service & Civil Defense Md. Alamgir Hossain was present during the drill as special guest.

Fire safety is one of the most integral aspect of any industrial safety. It is important to ensure that the team is:
1. Well-equipped, 2. Well-trained and 3. Well-prepared, in order to reach out & bring the situation under control within the shortest possible time in case of such an emergency. This drill at UCIL has addressed the issue to spread awareness to the factory force.



A moment before the start of the fire drill



A moment from the fire drill

NEW PRODUCT DEVELOPMENT



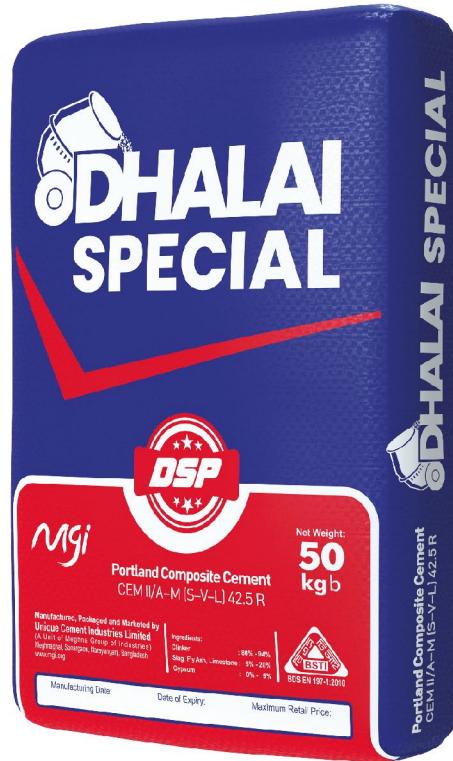
ঢালাই স্পেশাল

বাংলাদেশের প্রথম ও একমাত্র

চালাইয়ের বিশেষজ্ঞ সিমেন্ট

CEM II/A-M (S-V-L), 42.5R

Compressive Strength 2 days (MPa) ≥ 20



BANGLADESH'S FIRST AND ONLY CASTING SPECIALIST 'DHALAI SPECIAL CEMENT' LAUNCHED

Unique Cement Industries Ltd. (UCIL), a concern of Meghna Group of Industries (MGI) has introduced 'Dhalai Special Cement'- a special type blended cement in Bangladeshi market. This special type blended cement keeping the infrastructural development of Bangladesh in mind, opens up a new horizon for the building material sector.

Dhalai Special Cement is the first 'R' (Rapid High Early Strength) category CEM II/A-M (S-V-L) 42.5R type cement in Bangladesh, which has the special characteristics of both PCC & OPC cements. On one hand, Dhalai Special Cement ensures double sturdiness in comparison to regular PCC cements. On the other hand, it makes the construction sturdier over time. Therefore, Dhalai Special Cement is perfect for casting roof, beam, & column in any construction. Dhalai Special Cement also-

- Achieves equal strength of OPC cement in first 2 days
- Ensures the 50% of 28 days sturdiness of PCC cement in just first 2 days, and 85% sturdiness in just first 7 days
- Reduces the need for long-term shuttering due to its rapid hardening tendency and eventually saves cost
- Ensures approximately 25% more sturdiness in comparison to PCC cements
- Helps in starting the internal brick work earlier due to its rapid hardening tendency and reducing the need for long term shuttering



Fresh Malai Cake

FRESH LAUNCHES THREE NEW SNACKS

Fresh has launched 3 new items in snacks category: Fresh Delight Bite, Fresh Malai Cake, and Fresh Slice Bread.

Fresh Delight Bite is a sugar-coated, Tutti Frutti-filled baked snack designed for on-the-go lifestyles. It is crafted to be both delightful and distinctive, offering an energy boost for busy moments. Ideal for any occasion, it transforms snack time into a memorable experience with its unique blend of sweetness and energy.

Fresh Malai Cake is a soft, baked cake infused with rich Malai flavor, providing a luxurious, melt-in-your-mouth texture. This cake is a perfect sweet treat for those who love traditional Malai, offering a comforting and indulgent flavor experience. It's not just a dessert but a memorable treat to enjoy anywhere, anytime.

Fresh Slice Bread with Jelly caters to the fast-paced lifestyle of modern consumers. Baked fresh daily, the bread is soft and delicious, perfect even on its own. Each packet includes a mini jelly packet, making it a convenient and satisfying snack. It's designed for ease of enjoyment whether for a quick breakfast, between meetings, or a simple snack for kids, combining wholesomeness with sweetness.



Fresh Slice Bread



Fresh Delight Bite Bread

TEAM BUILDING ACTIVITY



MGI Brand Team members with Sr. GM (Brand) Kazi Md. Mohiuddin

MGI BRAND TEAM MEETING HELD

With the aim to strengthen the bond within the MGI Brand Team, a daylong outing was organized at Fortis Downtown Resort on January 29, 2024. The day included various activities held from morning to evening, where all of the team members participated. Additionally, newcomers of the team were also introduced as they stepped into the culture of learning from the experienced colleagues.

The event day commenced with a yoga session guided by a certified instructor under one of the marketing campaign of Fresh motto 'Fit Thako, Fresh Thako'. Since the brand team members typically begin their workday early, they often miss out the opportunities for physical exercise. For that, one of the goals of the yoga session was to motivate team members to engage in regular exercise, which in turn enhances productivity in their everyday lives.

Following the yoga session and breakfast, the MGI Brand Team engaged in game engagements such as Moon Walk, and Tent Walk with the primary objective of fostering understanding amongst the team members through collaborative play. The team members then participated in a football match.

After lunch, all of the brand team members gathered and a team meeting took place. Following that was the cultural session where the team members showcased their hidden talents, including dancing, singing, and magic. And with that, the outing was called to an end.



A moment from the yoga session



A moment from the outing



A moment from the football match



MGI HR Team group photo

MGI-HR TEAM BUILDING 2024: A DAY OF STRENGTHENING COLLABORATION AND FOSTERING EFFICIENCY

In today's competitive business environment, organizational efficiency is crucial for success, with Human Resources (HR) playing a central role in achieving and sustaining this efficiency. Within MGI, HR serves as the backbone of the organization, responsible for aligning the workforce with strategic goals, streamlining processes, and promoting a culture of productivity and collaboration.

Through strategic workforce planning, recruitment, and talent management efforts, HR ensures that the right individuals are in the appropriate positions at the right times, equipped with the requisite skills and resources to accomplish organizational objectives. Additionally, HR oversees initiatives aimed at enhancing employee engagement, development, and retention, fostering a motivated and high-performing workforce.

As part of our ongoing success, the HR department participated in the MGI HR Team Building Event 2024 on February 17, 2024, at The Basecamp, Gazipur. The event aimed to strengthen collaboration within the team and cultivate a sense of responsibility.

The venue provided professional trainers, specialized equipment, and a tailored team-building program. Throughout the day, the HR Team engaged in different activities, including zip-lining and ground-based sports such as cricket, football, archery, and kayaking. The MGI HR Team expressed their unity and enthusiasm for embodying the values of MGI.



MGI Chief Human Resources Officer (CHRO) Atik uz zaman Khan handing over prize to the activity winners



HR Team during archery activity



HR Team during different activities

TRAINING PROGRAM



Participants of the training session were joined by MGI CHRO Atiq Uz zaman Khan, GM (OGV) Captain Aman Ullah Chowdhury, and GM (Accounts) Rajib Kumar Saha

BASIC OVERVIEW ON VESSEL OPERATIONS TRAINING HELD

In alignment with the MGI HR Department's steadfast dedication to cultivating a culture of continuous learning, a dynamic training session was orchestrated for the OGV Accounts Team titled 'Basic Overview on Vessel Operation'. The session aimed to provide a comprehensive understanding of the OGV (Ocean Going Vessels) Department, covering topics such as ship contracts, operations, procurement, health & safety, personnel management, and shipping guidelines—both domestic and international.

MGI GM (OGV) Captain Aman Ullah Chowdhury drew upon his extensive experience in the shipping industry to facilitate the session adeptly. He elucidated technical terms with real-life examples, aiding participants in grasping the nuances of the mother vessel industry. Additionally, some of the MGI HR personnel also attended the session to gain insight into the broader shipping business value chain.

The training concluded with a certificate giving ceremony attended by the MGI Chief Human Resources Officer (CHRO) Atiq uz zaman Khan and GM (Accounts) Rajib Kumar Saha. All in all, the training session provided a valuable opportunity for participants to broaden their understanding of vessel operations and connect HR strategy with broader business objectives.



MGI GM (OGV) Captain Aman Ullah Chowdhury interacting with the participants

TALENT BEYOND WORKPLACE



A PASSION FOR RUNNING

I am Major Md. Nasir Uddin Khan (Retd.), working at MGI as GM (Security & Fire Safety). I have participated in numerous walking and running competitions and aim to continue to do so in the future. I have participated in a 10 km mini marathon that took place at Gojaria Upazila, a 5 km mini marathon in Hasanpur, Daudkandi, and a 21 km half marathon named Bangabandhu Sheikh Mujib Dhaka Marathon 2024. In this, I was awarded a certificate and a medal.





CAPTURING MOMENTS IN FRAMES

I am Md. Mahmudul Hasan, working at MGI as Sr. Executive (Brand). Photography ensnared my imagination from a young age, weaving its magic into the fabric of my being and sparking a passion that burns brightly to this day. For over a decade, I've wandered through the realms of portrait, music and still life photography, driven by a curiosity that knew no bounds. Along the way, I've encountered a multitude of souls, each with their own story to tell, each offering a lesson in authenticity. With each photograph, I've ventured deeper into the essence of humanity, learning from the diverse array of faces that have crossed my path, and emerging richer in experience and creativity.



A glimpse of my photographic world

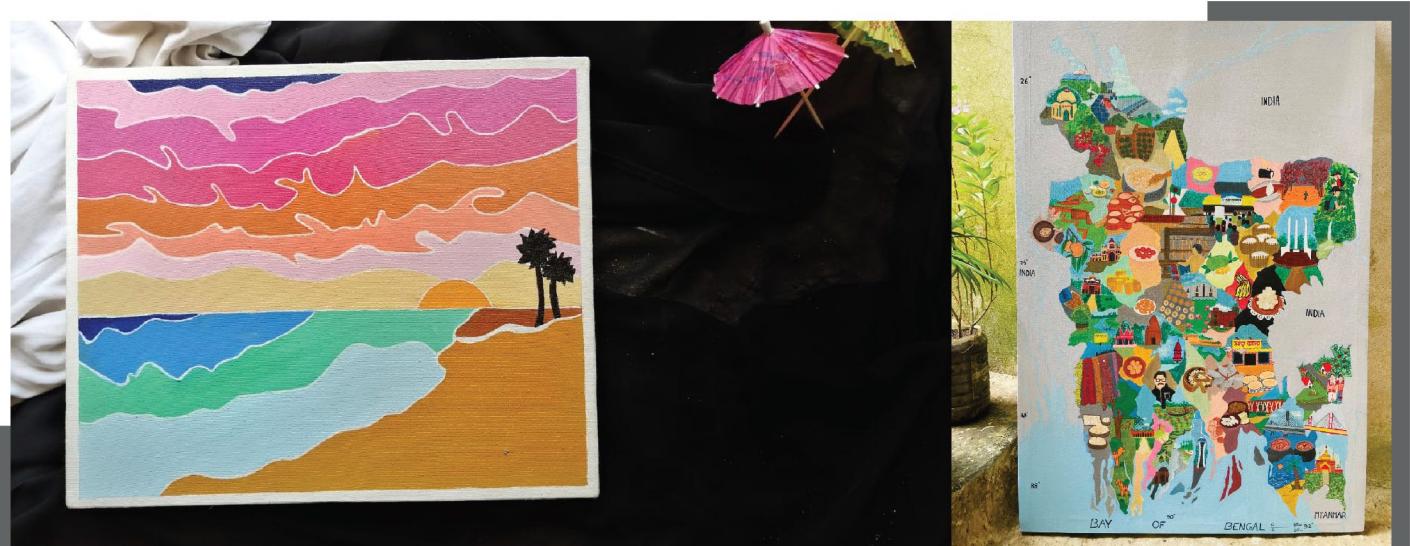


LIVING IN COLORS

I am Fairoza Islam, working at MGI as Officer (Market Research, UCIL). I'm a girl from sea and nature. Besides professional & social life, I have my own universe full of colors. I picked up my first paintbrush when I was 4 years old. My inspiration is certainly my family members, as they have encouraged me to bring out the real me.

Art is the only thing for which I didn't search for any mentor. Each of my paintings have its own story, of joy, untold pain and the reality.

I participated in my first art competition and became the district champion in Cox's Bazar. Besides, I have done several exhibitions with IOM Bangladesh, Udichi and different art clubs. Art is not the only aspect I am attached to. I have worked with Bangladesh Betar as rhyme artist and exhibited my photography in Cox's Bazar Photography Club. I believe painting is a way of keeping diary, holding thousands stories for future generation.



Some snippets of my paintings

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



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



CONGRATULATIONS TO THE QUIZ WINNER OF BREAKING BOUNDARIES 11TH ISSUE

The Q&A segment of the 11th issue of 'Breaking Boundaries' saw active participation from a total of 59 individuals. Among them, 54 successfully answered all the questions. The Corporate Brand Team organized a raffle draw to pick the winner. MGI Executive (IT) Mahfuzur Rahman was the winner of the raffle draw.

A gift handover ceremony took place at Fresh Villa on June 10, 2024. MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and Sr. GM (P&P) Md. Abdur Rouf handed over a brand-new Marshall Willen Portable BT Speaker to the winner. The winner expressed great joy & gratitude upon receiving the prize.



Visit the link



<https://tinyurl.com/2ap239rz>

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

Or scan the QR code

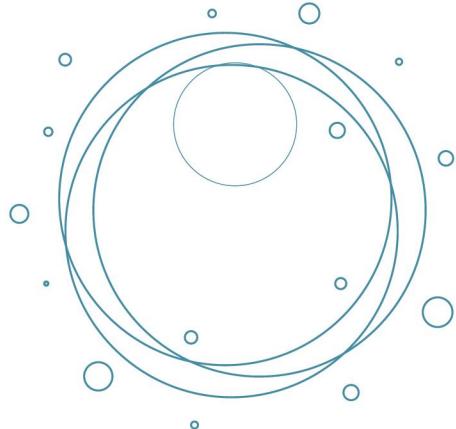


Scan Here



DID YOU KNOW?

DID YOU KNOW?



Meghna Bulk Bag Industries Ltd. (MBBIL), a sister concern of MGI, has achieved a significant milestone by exporting 1000 containers of Jumbo Bags to the European and North American markets. Since its inception in 2018, MBBIL has emerged as the fastest FIBC manufacturer in Bangladesh, accomplishing this feat in half the time compared to its nearest competitors in the country.

Within these 1000 containers, MBBIL has exported jumbo bags facilitated the handling of 20 million metric tons of materials worldwide, equivalent to the loading capacity of 3500 Mother vessels approximately.

A photograph of a hand pouring dark brown soil from a white plastic bag into a large, light-colored concrete planter. The planter is filled with a lush green plant with many leaves. In the background, there's a ladder leaning against a wall and some other garden equipment.

BREAKING BOUNDARIES

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