



BOUNDARIES

QUARTERLY 9th ISSUE

TOP NEWS INSIDE

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

BREAKING



EDITORS' NOTE

Dear Readers,

The Editorial Team warmly welcomes you to the 9th Issue of the MGI 'Breaking Boundaries' Quarterly Newsletter! We are humbled by the overwhelming support and response for this issue of the newsletter.

In the second quarter of 2023, we have continued our streak of breaking newer boundaries and going forward as an unstoppable force. We achieved a lot in this quarter: one, the inauguration of Germany-based Company CHT & China-based Company Ismartu factories at our economic zones, two, a USD 35 million loan from IFC (International Finance Corporation) for ensuring food security in Bangladesh, and three, the receiving of our ship Meghna Progress, being the highlights.

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

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

Enjoy 'Breaking Boundaries'.

Breaking Boundaries

EDITORIAL TEAM

Advisory Board

Tanveer Mostafa
Kazi Md. Mohiuddin

Project Manager
Faisal Rahman

Creative and Graphic
Monsorul Alam
M A F Fahim
Sabuj Karmaker

Coordinator
Tasfia Hasin Nawar

Copywriting & Proofreading
Chowdhury Md. Tanim

Contributors

Md. Kazal Arefin, Bilkis Rahman Mita, Mohd. Rafiqul Islam, Ali Kamal Mostafa Rubel, Md. Abidur Rahman, Shuvashish Kundu, Md Waliul Haque, Israt Jahan, Abhishek Bikash Datta, Tufazzal Hossain, Md. Shahadul Haque, Ragib Hasanuzzaman, Ibnun Taihan Shaon, Md. Tarique Aziz, Istiaque Hossain Sajid

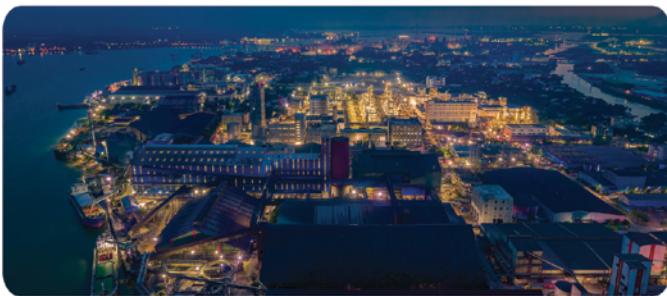


CONTENT

EVENTS
10-30



ARTICLES
03-09



NEWS & UPDATES
40-44



CAMPAIGNS
31-39



INITIATIVES
45



NEW PRODUCT
DEVELOPMENT
46-47



Q&A (QUIZ QUESTIONS)
AND LAST EDITION WINNERS
49



TALENT BEYOND
WORKPLACE
48



DID YOU KNOW?
50

DID YOU
KNOW?



'TAX ON TURNOVER EVEN AFTER LOSS IS CONTRADICTORY'- MOSTAFA KAMAL



On May 30, 2023, the leading newspaper The Daily Star published an article based on an interview of MGI Chairman & Managing Director Mr. Mostafa Kamal regarding Budget 2023-24.

Here is the article in full-

The income tax provision requiring companies to pay a 0.6 percent tax on their gross receipts, even after reporting losses, contradicts the spirit of the income tax law, said Mostafa Kamal, Chairman & Managing Director of Meghna Group of Industries (MGI).

The rule should be removed as it is detrimental to firms, he added in an interview with The Daily Star.

Responding to allegations of tax evasion by claiming losses by many companies, he said the tax authority can examine records if any company claims losses year after year.

They can investigate and if they find any anomalies, they can take action, Kamal added.

He also urged the tax administration to expand the tax net.

"Higher pressure is given on those who pay tax," Kamal said.

He also mentioned that business costs have risen due to limited availability of US Dollars.

Furthermore, the devaluation of the Taka has driven up import costs, leading to increase in customs duty, value-added tax, and other taxes.

"This is affecting us," Kamal said.

"And although commodity prices have declined in the international market, we cannot pass the benefit to consumers," he added.

The chief of one of the leading and diversified business houses also spoke about the export of non-traditional goods.

The government offers incentives to promote the export of non-traditional goods, aiming to diversify the country's export portfolio.

However, Kamal informed me that there are a lot of formalities to get the incentive.

"This should be made hassle-free. If anyone makes fake or inflated claims, policymakers can consider imposing heavy penalties," he said.

The MGI Chairman further mentioned discrepancies in the rules regarding incentives for companies whether they operate inside or outside economic zones.

Companies producing food items in economic zones are not receiving the '20 incentives' for exports.

To read the article, visit: <http://tiny.cc/9uk9vz>

MGI IS WORKING ON EXPORT DIVERSIFICATION

On April 17, 2023, the leading newspaper Daily Bonik Barta published an interview of MGI Chairman & Managing Director Mr. Mostafa Kamal.

Here is the interview in full-

MGI economic zones are the most active and successful among the current private economic zones in Bangladesh. Tell us about your experience in such planned industrialization.

The planned economic zone is the brainchild of our Honorable Prime Minister Sheikh Hasina. Other countries around the world carry out planned industrialization within their economic zones. Keeping that in mind, our Honorable Prime Minister announced the establishment of 100 economic zones which was a very timely decision. We received permission for 3 economic zones out of these. We immediately started working after getting the permission. Land acquisition, lowland filling, and authorization are all tied to permission since the government has distinct requirements. We continued developing the drainage system, power hydrant system, road construction, etc. BEZA authorities were always there and urged us to keep up with the pace of work. Economic zones are not created overnight as it takes approximately 10-15 years to develop. We started developing the land after the acquisition. We cannot conduct civil construction as fast as Europe or the USA, but we have worked continuously. Our work did not stop even during the COVID-19 pandemic, the Russia-Ukraine war, and other national crises. For this reason, we were able to reach this stage successfully. There is still a lot of work to be done. There have already been some foreign investments, and more are anticipated. This is a continuous process.

It's a hobby for you to visit factories in various parts of the world. Thus far, do you notice any fundamental differences between the rest of the world and Bangladesh in the planned industrialization of Bangladesh?

This is an enormous aspect. The financial system is essentially the same across all nations. However, there may be slight variations depending on the country. Our former Finance Minister late Abul Maal Abdul Muhith and I attended a consortium visit delegation in Paris, where he remarked that 'Bangladesh is a land-hungry country'. Our economic zone planning had not yet begun. Taiwan, Malaysia, China, and India are all enormous countries with massive economic zones.

Despite having less land, our nation is denser. Their amenities are a lot more from that standpoint. We have extremely little room compared to other nations. Every country follows roughly the same laws and rules. The only thing that sets them apart is that they have sizable landmasses, robust infrastructure, and well-established, active businesses.

Since they have plenty of land, the industrialization will be horizontal. Is it possible for us to do vertical industrialization? Can we do multistoried infrastructure factories?

All of the factories cannot be multistoried. Lighter factories such as ICT, and garment factories can be possible. But, heavier industrializations are not possible.

Tell us about the domestic-foreign investment projects inside the economic zones of Meghna.

Eleven foreign companies in total have invested here. 1 is from China, 1 is from India, 2 are from Australia, 2 are from Japan, and the rest are from Europe. Factories from Germany-based CHT will be inaugurated on May 09, 2023, and a Chinese mobile phone manufacturer factory will be inaugurated on May 24, 2023. Investors from China, Taiwan, and other countries have visited the economic zone. Investment takes time. If we were to invest anywhere, we would research the location and surrounding area, the political situation, and the amenities available. We are keeping the economic zones well-equipped. They will now be able to invest once they see that the roads, infrastructure, port, and jetty are already present. Bangladesh has a lot of economic zones. A lot of foreign investments are coming. Roads, port, jetty, naval aviation, transportation-everything is okay. Now they will come to invest. We have been able to prepare that context.

What are the plans for economic zones from the Meghna Group of Industries? We already know about 3 economic zones. What are the new plans?

As a part of the new plan, we have acquired approximately 400 acres of land. We are planning to establish another economic zone called Titas Economic Zone. We have done our submission to BEZA and it is in process. One thing is, the government has allocated 1,400 acres of land in Matarbari for a 1,300 MW power plant. There are several items that must be kept at the warehouse and godown. In our country, the amount of land is limited. We have just acquired 400 acres. Insufficient land area will make industrialization challenging. To construct heavy or huge industries, vast areas are needed. Although we have plans, the 400 acres are still insufficient. A minimum of 600-700 acres are needed. We are having conversations with large-scale financial firms, large-scale financiers, and tech-based workers. This strategy is long-term. Financing and technological support are required for planning long-term. By large financing, I mean a few million Dollars. Establishing a mid-large economic zone is not possible without a thousand acres of land here. We cannot even think about the large economic zones such as the USA, Russia, China, and India. Mid-large economic zones require at least 1-2 thousand acres of land.

We are establishing 10, 20, and 30 factories within 100-200 acres of land since the Honorable Prime Minister has instructed us to establish labor-dense factories. Our entrepreneurs are now thinking about how they can work with better technology and better investment. The Honorable Prime Minister has always instructed us to aim for exports. We have labor power, and we are also exporting the labor force. Simultaneously, we are thinking about other sectors & products to achieve export diversity.

What are you thinking about exports? What can the Meghna Group of Industries bring in for export diversification?

Our target of 500 million US Dollars in exports is still in place, even though we are still bringing in 300-350 million US Dollars of revenue from exports currently. There are some hiccups in the government administration & bureaucracy. The Honorable Prime Minister has directed officials to provide export incentives for unconventional goods. We export unconventional goods, but we frequently need to lobby the ministries of commerce and finance for years.

Diversification of exports is a possibility. However, it is not something I can do on my own. This needs to be done collectively and the government must put its foot forward for this. The Honorable Prime Minister has emphasized the need for export diversification time and time again. But who will implement this diversification? Along with the Ministry of Commerce, there is the Export Promotion Bureau and other players in the sector. When we send unconventional items, we will need the government's support. We were the first to produce specialized chemicals in the country. However, we compete with Fujian from Taiwan, and Reliance from India and they established factories 10-15 years ago. Back then, the value was less, and the prices of the machines were low. They regained the capital of establishing the factory back then. It would probably take between 50 and 100 million US Dollars there, I have invested 400 million here. I will be able to expand this petrochemical project if I receive government policy support. The government needs to take steps in terms of encouragement & incentive, if not incentive then at least some other benefits. After 2026, we won't have access to the GSP facility so the government also has to consider ways to support exporters. The high officials will assist the administration in making choices in this regard.

From Kamal Trading to Meghna Group of Industries- tell us about the journey.

People say- middle class, lower-middle class. We were not even lower-middle class, we were lower class. Whomever you identify as 'Chasha-Bhusha' (Farmers) in this country. My father was a government employee. Our story of growing up in a big joint family is very long.

What you refer to as 'Monga' (severe poverty, scarcity, and famine) in Rangpur is referred to as 'Raat' where I come from. My family and the families in my neighborhood experienced that. Not just once or twice, but frequently for around 10-15 years. I can still clearly remember how people struggled with scarcity of food and how we were unable to eat. This is a fact rather than folklore.

If you could tell us a bit about your childhood memories.

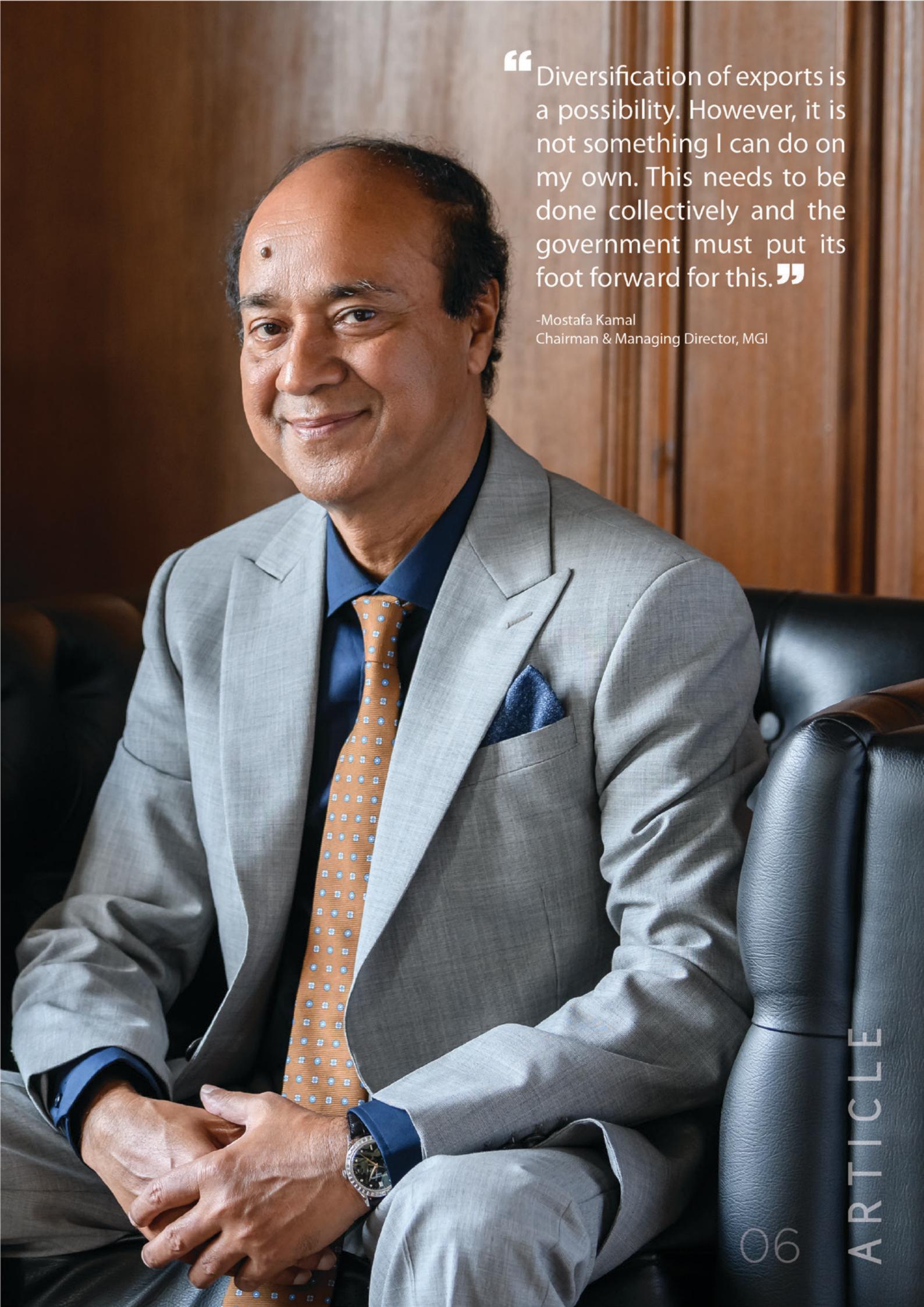
We would wake up before sunrise. Since we had a small cow, I was tasked with cutting grass for it. Before going to Moktob (Islamic elementary school) I used to get something to eat. Returning home, I used to practice my Bangla & English homework. Then I used to often play by the pond. Tubewell water was our only source of drinkable water. This is how we grew up. There were no tidbits or snacks to munch on back then. We went to school without eating anything. After all, where could one find food during a 'Raat' (a period of extreme poverty, scarcity, famine)? We used to walk 8-10 miles to go to school. After enrolling in college, I asked my father for a bicycle but he didn't give me one. I was hurt and came to Dhaka. I managed lodging at a home in Jatrabari. Later on, I secured a job at a Puran Dhaka store through an acquaintance, with a salary of 175 Taka. Now that I had managed a job, the rickshaw fare from Jatrabari to where I worked would take up my entire salary. So I shifted to Puran Dhaka from there. Now, how would I spend my free time? I took one lodging in the morning, and again in the evening. I used to get my lunch & dinner from there. I constantly thought of my extended family and their hardships. A friend persuaded me to acquire a boxed car. Then we used to take passengers from Fulbaria to Mirpur-11 via Gulistan Suhrawardy and Farmgate. I worked as a conductor.

Do you think the current global economic instability will cause any drawback to the potential of our economic zones?

Global economic crises, including cyclones and other natural disasters slow down development. Following the COVID-19 pandemic and other global economic unrest, the world started to recover. But following the Ukraine-Russia war, the world is witnessing a change in world politics, and we must prepare for whatever may come. This is why we are in a crisis that resulted in the economy suffering, and a speedier recovery is impossible. When the incident is over, the healing process begins. Although we are optimistic, the problems won't be resolved immediately.

The government's plan of establishing 100 economic zones was going at a good speed. Do you think that any specific plans regarding economic zones should be slowed down considering the current scenario?

Not at all. I do not think so. The work will keep on going, nothing can stop. The economic zones in the country are not in a situation to be canceled out or put on hold. We need to establish the economic zones as fast as possible to keep holding onto the investments that are pulling out.



“ Diversification of exports is a possibility. However, it is not something I can do on my own. This needs to be done collectively and the government must put its foot forward for this. ”

-Mostafa Kamal
Chairman & Managing Director, MGI

Given the lack of land, the unpredictability of fuel prices, and a shortage of water, are we attracting a significant amount of investment? Not enough FDI is being seen. Are we able to draw in investors considering that you, yourself have established a few economic zones?

Your observations are accurate. We are in the process of establishing multiple industries. We are establishing several industries. The government has done enough infrastructure development. We hope that these crises will not be there anymore. While similar crises existed in Singapore, Vietnam, and Thailand, they were surmountable, and we must proceed as planned. Given how our government has planned, and how intellectuals have complemented their efforts we need to work hand in hand to address these issues. If we lack resources, we need to determine suitable alternatives.

Do you think the government's plan to solve the uncertainty of fuel is on the right path?

It's not on the right path. Petrobangla needs to be given more power. Gas can be lifted through BAPEX. A few years ago, we conquered the sea and we should efficiently use this achievement. China is taking advantage of these facilities as they are not sitting idle. If there are any gas fields within the 2-3 kilometers distance of our pit, they are extracting it all. We need to work more to extend our Blue Economy. There are gas fields in different parts of Bangladesh, but the extraction process is very slow, making fuel a big financial issue.

For the ones who have grown big through unplanned investments, the ones who are current investors, and the policy discrepancy for the ones who are opting for planned investment- do you think the investment is getting hampered?

There is no logic to shift or cancel out the investments that have already occurred. New investments need to be planned. Sector-specific investments like chemical, tannery, and dyeing facilities need to have specialized sites since waste control is crucial. These wastes need to be uniquely processed so that they do not damage our cultivable fields. That's why the government instructed to establish planned economic zones. There are no economic zones in Bogura. The District Authority of Bogura will locate the space and one of the criteria is that there should not be any industry where the land yields crop three times a year. I would request the government to encourage investors to go to undeveloped areas by giving incentives.

What is your advice to those who are yet to get into planned industrialization?

If you do not make planned investments, you will only encounter difficulties. Gas, water, and other services won't be available to you and an investor needs them. If there are no roads and highways, the cost of transportation will be higher and a variety of environmental problems will arise.

We have witnessed generational business in some of the countries around the world. There are conflicts in Bangladesh while passing over the business from one generation to another. What are the plans for Meghna Group of Industries regarding that?

I have been thinking about this for the last 7-8 years and I consulted PricewaterhouseCoopers International Limited. We did come to a conclusion with them but still were not able to trust them. We have set a non-written constitution. For example, Tata in India does not have any heir in their family but they have still acquired Indian Airlines since Tata follows their set rules. There were around 20/22/24 ruling business families during the Pakistan period, who do not exist anymore. This issue bothers me. For that, we made a rule and I made my children put down their signatures on it. If our future generation survives, they cannot be directors under the age of 30. The deserving needs to sit where he/she deserves. If they cannot come to a 'consensus', then the company will have its board of professionals, who will run the company.

To read the interview, visit: <http://tiny.cc/iyk9vz>

BONIK BARTA PUBLISHES INTERVIEWS OF MGI SENIOR OFFICIALS ON BUDGET 2023-24

On May 25, 2023, Bonik Barta published an interview of Unique Cement Industries Ltd. (UCIL) Executive Director Mohammed Khurshed Alam regarding his expectations on Budget 2023-24.

In the interview, he was asked about different aspects of the cement industry including production capacity & its shortages, excessive number of cement factories in Bangladesh, raw material imports difficulty due to Dollar crisis etc. He has stated that the industry expects cooperation regarding taxation to keep the price of building materials stable in Budget 2023-24.

To read the interview, visit: <http://tiny.cc/2oo8vz>



Unique Cement Industries Ltd. (UCIL) Executive Director
Mohammed Khurshed Alam



Meghna Ceramics Industries Ltd. Chief Operating Officer
(COO) A. K. M. Ziaul Islam

On May 25, 2023, Bonik Barta published an interview of Meghna Ceramics Industries Ltd. Chief Operating Officer (COO) A. K. M. Ziaul Islam regarding his expectations on Budget 2023-24.

In the interview, he was asked about the gas crisis on ceramics production, prospects of importing ceramic products, customers accepting the locally produced ceramics, Dollar crisis & LC complexities, etc. He has stated that it will help the industry if the Supplementary Duty is taken out while conveying his expectations from the Budget 2023-24.

To read the interview, visit: <http://tiny.cc/tco9vz>

On May 25, 2023, Bonik Barta published an interview with Fresh LP Gas Chief Operating Officer (COO) Mohammad Nurul Alam regarding his expectations for Budget 2023-24.

In the interview, he was asked about the growing prospect of the LPG sector & the expectations from the operators, the Dollar crisis & LC complexities, the growing popularity of Autogas, cylinder manufacturing subsidy, price issues at, the customer level etc. He has stated that the customers will get LPG at an affordable price if the Import Duty is lowered while conveying his expectations from the Budget 2023-24.

To read the interview, visit: <http://tiny.cc/6cd8vz>



Fresh LP Gas Chief Operating Officer (COO) Mohammad Nurul Alam

"MEGHNA IS THE BEST PLACE FOR INVESTMENT."- PRODIP KUMAR DHAR

On April 17, 2023, Daily Bonik Barta published an interview of CHT Bangladesh Limited General Manager Prodip Kumar Dhar.

Here is the MGI part of the interview-

Why have you chosen Meghna for your investment over the other government and private economic zones?

CHT considers 3 standards in selecting an economic zone. Firstly, the location; secondly, the infrastructural development; and thirdly, the ability, management, behind the scene expertise of those who are managing the economic zone. Considering these three, CHT thought that Meghna Industrial Economic Zone (MIEZ) will be the right choice for them.

What are your experiences so far?

We are satisfied with the support from Meghna Industrial Economic Zone (MIEZ) authority so far and their management team is indeed capable. They also have specialists based on specifications. Meghna has the ability to run an economic zone and provide support to investors. Their infrastructural development is also satisfactory. They have a central ETP system, and central fire brigade, the roads are spacious, and security is also good. Therefore, we are satisfied so far.

You have been working for one and a half years now. What types of challenges have you faced so far?

Challenges are obvious. Currently, there are constant challenges everywhere all over the world. You will see challenges in every sector you go to. How we are neutralizing & reducing those is the most important. There are different organizations in our country that are providing support. Meghna Industrial Economic Zone (MIEZ) and BEZA are also continuously supporting us.

To watch the interview, visit: <http://tiny.cc/gzk9vz>



Scan Here

"INFRASTRUCTURE DEVELOPMENT & INVESTMENT ATMOSPHERE ATTRACTS SAKATA."- S K CHHABRA

On April 17, 2023, Daily Bonik Barta published an interview of Sakata INX (Bangladesh) Pvt. Ltd. Managing Director S K Chhabra.

Here is the MGI part of the interview-

What are your experiences of conducting activities in the Meghna Industrial Economic Zone (MIEZ)?

Most of the economic zones start initial activities in their own facilities. I believe that Meghna Industrial Economic Zone (MIEZ) is the only economic zone who are cordially inviting foreign investors. They have ensured all sorts of required facilities here for us. On the other hand, most of our customers are Dhaka based. So MIEZ being closer to Dhaka has given us an extra benefit. This is also true that the private economic zones are more expensive than the government economic zones. However, Meghna has all the facilities. The infrastructure, roads & highways communication are fantastic. BEZA is also cooperating here. So we are satisfied.

What message would you give to Meghna to attract investors? What will be your advice to foreign investors when it comes to investing here?

Economic zone authorities should always ensure all of the necessary facilities and create an atmosphere to conduct business with ease for the investors. If the authority ever shows any lacking in terms of providing service, the investors will back out. On the other hand, Meghna Industrial Economic Zone (MIEZ) is completely new. So there is no alternative to ensuring facilities for the investors for them. I can tell from my position, the Meghna Industrial Economic Zone (MIEZ) authority is very cordial. Their activities are very tidy and they take proper care of the investors. So foreign investors can invest here with ease.

To read the interview, visit: <http://tiny.cc/yzk9vz>



Scan Here

09

ARTICLE

NAMING CEREMONY FOR MEGHNA PROGRESS HELD



L to R (1st row from bottom): Alunited Maritime Pte. Ltd. Managing Director Capt. Md. Irshad Ali; Event Guest Kevin; Lloyd's Register Deputy Country Manager Sau Weng Tang; Yamic General Manager Song Shuming; MGI Chairman & Managing Director Mostafa Kamal; MGI Vice Chairman Beauty Akter; Sameera Rahman; MGI Director Barrister Tasnim Mostafa; MGI Director Tanveer Mostafa; MGI GM (Shipping) Md. Aman Ullah Chowdhury; Shahed Islam;

L to R (2nd row from bottom): Lloyd's Register Service Manager Li Yi; Yamic Vice GM Koji Tamura; Hartland GM Wu Ye; Wasikur Rahman; MGI Senior Executive Director Taif Bin Yousuf; MGI Project Manager Shahan Shah; Lloyd's Register Account Manager Ionnis Koufalitakis; Yamic CFO H. Nebashi; MGI CFO Yousuf Ali; Yamic Business Manager Gu Fei;

L to R (3rd row from bottom): MGI Senior Manager (Accounts) Mahfuzul Haq; Yamic AGM S. Nakao; Yamic Vice GM Chen Guoqiang; MGI GM (Shipping) Abu Taher; MGI DGM (Accounts) Afzal Hossain

MGI Chairman & Managing Director Mr. Mostafa Kamal had the vision to expand our shipping business and aimed to add a younger fleet with newer tonnage and thus ordered 4 ocean-going vessels. Mr. Mostafa Kamal's foresightedness and timely decision have enabled MGI to add four brand-new NEO 66 class bulk carriers to the fleet. His visionary leadership in seizing the opportunity to order these four brand-new vessels is now yielding positive outcomes.



A moment from the ceremony



Some snippets from the ceremony

Shipbuilding is a very complex process, as numerous stakeholders are involved in different stages including the initiation of the steel-cutting process, keel-laying process, and building process. The construction of the hull, selection of cargo gears, selection of navigational equipment, selection of machinery, selection of suitable propulsion unit and power generation units are also mentionable in getting the ship ready for voyage. The MGI project team, site team, and the classification society are always up & above to ensure all of the vessels are in compliance with all the rules and regulations.

It was an exhilarating moment, as we celebrated the naming and delivery ceremony of our latest 66,000 DWT Bulk Carrier- Meghna Progress, on May 29, 2023.

The ceremony was organized by Yangzi Mitsui Shipbuilding Co. from China. MGI Chairman & Managing Director Mr. Mostafa Kamal, along with the directors and the higher officials were present at the ceremony. We are pleased to inform you that the vessel has now embarked on its trading journey.



Meghna Progress before its maiden voyage

TFL RECEIVES USD 35 MILLION LOAN FROM IFC



SIGNING CEREMONY

Between
International Finance Corporation (IFC)
and
Tanveer Food Limited
(A concern of *MGI*)

Date: 22 May 2023



MGI Chairman & Managing Director
Mostafa Kamal and IFC Regional Vice
President (Asia and the Pacific) Riccardo
Puliti during the agreement signing

The International Finance Corporation (IFC) is providing up to USD 35 million in funds to our sister concern Tanveer Food Limited (TFL), to help establish a state-of-the-art automated rice mill in Bogura.

The mill will have a processing capacity of 1,000 tonnes per day, producing over 170,000 tonnes of quality packaged rice by 2027. It will also enable the construction of an 80 tonnes a day rice bran oil plant and a husk-based cogeneration plant – for heating and electricity – contributing to climate mitigation and resilience to volatile energy costs during production. The funding will also help us in ensuring food security and improving the incomes of more than 123,000 smallholder farmers, especially women in the country.

E
V
E
N
T
S



L to R: MGI DGM (Accounts) Md. Afzal Hossain, IFC Bangladesh Senior Investment Officer (Manufacturing, Agribusiness and Services) Rowshan Tamanna, MGI Chief Financial Officer (CFO) Yousuf Ali, MGI Director Tahmina Mostafa, (standing at the back), IFC Country Manager (Bangladesh, Bhutan, and Nepal) Martin Holtman, (sitting) MGI Chairman & Managing Director Mostafa Kamal, (standing at the back) MGI Group Director Tanveer Mostafa, (sitting) IFC Regional Vice President (Asia and the Pacific) Riccardo Puliti, (standing at the back), IFC Director (Manufacturing, Agribusiness and Services- Asia) Carsten Mueller, MGI Director Tanjima Mostafa and MGI Director Barrister Tasnim Mostafa

MGI Director Tahmina Mostafa said: "This investment will allow us to expand the processing and distribution of rice products in northern Bangladesh, a region that has traditionally been composed of a large number of smallholder farmers growing rice to earn their livelihoods. Driven by the growing demand for packaged rice with increased income and evolving consumer choices, we will contribute to the modernization of the rice milling sector in Bangladesh by shifting from traditional husking mills to automated mills, which are key to improving the rice quality and increasing the shelf life of packaged rice."

IFC Regional Vice President (Asia, and the Pacific) Mr Riccardo Puliti said, "In a country like Bangladesh, food security means rice security. By building a state-of-the-art rice milling factory, this project will deliver hundreds of jobs and put more money into the pockets of thousands of smallholder farmers in the country. More importantly, this rice project in Bangladesh, along with others in the pipeline, will enable the global food supply market to better withstand price and supply shocks, building a more resilient future for the benefit of consumers and farmers."

ISMARTU TECHNOLOGY BD LTD. INAUGURATES ITS FACTORY AT MIEZ

Trnssion

ISmartu



L to R: Transsion Bangladesh General Manager Willy Cui, Google Director Partnerships Mahir Sahin, Spectrum Department Commissioner Professor Sheikh Riaz Ahmed, BTRC Vice Chairman Mohiuddin Ahmed, MGI Chairman & Managing Director Mostafa Kamal, BEZA Executive Chairman (Senior Secretary) Shaikh Yusuf Harun, Transsion Holdings Chairman George Zhu, Honorable Commercial Counselor of the Embassy of China in Bangladesh Song Yang, Transsion Holdings Board Member Arif Chowdhury, Transsion Bangladesh Ltd. CEO Rezwanul Haque, BEZA Project Director Abdullah Al Mahmud Faruk at the inauguration of the new factory of Ismartu Technology BD Ltd.

On May 24, 2023, Ismartu Technology BD Limited, a subsidiary under Transsion Holdings from China, inaugurated its new factory at MIEZ. It is one of the largest factories of mobile phones and smart devices in Bangladesh. The factory has been built to align with the vision of 'Smart Bangladesh' by the Government of the People's Republic of Bangladesh.

This investment in Bangladesh through ISMARTU would not only accelerate the company's local development but also contribute to the digitization and modernization process of Bangladesh and minimize the digital gap amongst 170 million Bangladeshi local people. The total investment of the first phase of the new ISMARTU factory is about USD 22 million. From design to construction, the new factory introduced advanced production standards, with advanced layouts to better meet the needs of modernized mobile phone production. The new ISMARTU factory covers an area of over 22,000 square meters, is equipped with the latest technology, and adheres to the highest international standards for quality and safety. The factory is expected to generate employment opportunities for over 2,000 local individuals, contributing to the local economy and supporting career growth within the region.

Honorable Minister, Ministry of Posts, Telecommunication & Information Technology, People's Republic of Bangladesh, Mr. Mustafa Jabbar attended the ceremony via video conference as chief guest. Bangladesh Economic Zones Authority (BEZA) Executive Chairman (Senior Secretary) Mr. Shaikh Yusuf Harun, Bangladesh Telecommunication Regulatory Commission (BTRC) Chairman (Senior Secretary) Mr. Shyam Sunder Sikder, Honorable Ambassador, Embassy of China, Mr. Yao Wen, MGI Chairman & Managing Director Mr. Mostafa Kamal, Transsion Holdings Chairman Mr. George Zhu, and Director Partnerships of Google Mr. Mahir Sahin were also present in the inauguration ceremony.

EVENTS

GERMANY-BASED CHT BANGLADESH PVT. LTD. INAUGURATES FACTORY AT MIEZ



CHT Bangladesh Pvt. Ltd. a subsidiary of CHT Germany GmbH, a globally active group of companies with a focus on specialty chemicals inaugurates their factory at our Meghna Industrial Economic Zone (MIEZ), Sonargaon, Narayanganj, on Tuesday, May 09, 2023. Honorable Minister, Ministry of Industries, Government of the People's Republic of Bangladesh, Mr. Nurul Majid Mahmud Humayun, MP, was present in the inauguration ceremony as chief guest. Bangladesh Economic Zones Authority (BEZA) Executive Member (Additional Secretary) Mr. Md. Ali Ahsan and MGI Director Ms. Tanjima Mostafa were present as special guests in the ceremony. CEO/Chairman of the Management Board of CHT Group Dr. Frank Naumann was also present as guest of honor. CFO of CHT Group Mr. Axel Breitling, CTO of CHT Group Dr. Bernhard Hettich, and Mr. Benoit Moutault, Managing Director (CHT Switzerland AG)/Group Vice President (Textile) were also present in this inauguration ceremony.

L to R (front row): Aziz Group Managing Director Rajibul Hug Chowdhury; MGI GM (Accounts) Suman Chandra Bhownik FCA; CHT CEO/Chairman of the Management Board Dr. Frank Naumann; Honorable Industries Minister Mr. Nurul Majid Mahmud Humayun MP; MGI Director Tanjima Mostafa; Bangladesh Economic Zones Authority (BEZA) Executive Member (Additional Secretary) Md. Ali Ahsan; Bangladesh Economic Zones Authority (BEZA) GM - Investment Promotion (Joint Secretary) Mr. Md. Moniruzzaman; Aziz Group Business Development Operations & PR Executive Director Mr. A.S.M. Hafizur Rahman (Nixon) (Back row L to R) Textile Auxiliary Solutions Manager Agents Guenther Knoedler; Textile Auxiliary Solutions Regional Sales Manager APAC Auxiliaries Martin Stangs; CHT Group Vice President Business Field Textile Benoit Moutault; CHT CTO Dr. Bernhard Hettich; CHT Bangladesh Pvt. Ltd. GM Prodip Kumar Dhar



MGI Director Tanjima Mostafa giving a speech at the inauguration ceremony



MGI Director Tanjima Mostafa presenting a memorabilia to CEO/Chairman of the Management Board of CHT Group Dr. Frank Naumann

LEAP OF PROGRESS: EMPLOYEE APPRECIATION PROGRAM 2023



(L-R): MGI Director Tanveer Mostafa, Tanjima Mostafa, and Tahmina Mostafa, MGI Honorable Chairman & Managing Director Mr. Mostafa Kamal awarding the letter of promotion to MGI Chief Human Resources Officer (CHRO) Atiq uz Zaman Khan in the presence of other high officials

For the first time in MGI History, MGI has come up with a program titled 'Leap of Progress: Employee Appreciation Program 2023' to recognize employees for their hard work, dedication, and loyalty. This program took place on April 08, 2023. Senior Leaders of MGI were invited. In the program.

The program was inaugurated with a recitation from Holy Quran. MGI Chief Human Resources Officer (CHRO) Mr. Atiq uz Zaman Khan welcomed the MGI Board of Directors and senior leaders with warm greetings. Following that, he shared the journey of HR and gave a glimpse of the steps taken to achieve different goals of MGI.

The program started to bloom when senior leaders shared their valuable thoughts and experiences. UCIL Chief Operating Officer (COO) Mr. Ajay Kumar Singh, shared the recent key achievements of cement. He mentioned in his speech that the production rate of cement has increased by 25% after the process optimization.

This was followed by MGI Executive Director (Cement) Mr. Mohammed Khurshed Alam's speech, as he emphasized on sincerity, ownership of responsibilities, and going deep into our work management aims to create more managers, not messengers.

MGI Chief Liaison Officer (CLO) Brig. Gen. Kazi Abidus Samad (Retd.) shared that the freedom of work in MGI is remarkable. He expressed that his only motivation is to create the best environment for uninterrupted production.

MGI Chief Operating Officer (COO, Sugar) Mr. M. A. Bakr, expressed that MGI's success is a result of tireless work, visionary leadership, and strong commitment to quality. He believes that the consistency of MGI and its popularity among consumers across the country is a testament to the company's unwavering dedication to quality.

As MGI is driven by its vision, Senior Executive Director (Chemical) Mr. B. M. Islam proposed the need for a Strategic Planning Department to identify new areas and fields to pursue over the next 5 to 10 years.



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



MGI Chief Financial Officer (CFO) Yousuf Ali during his speech

MGI Chief Financial Officer (CFO) Mr. Yousuf Ali emphasized the importance of maintaining the input vs. output ratio in production and proper utilization of utilities in the future. He also urged newly promoted employees to embrace their new responsibilities and keep their commitment to the organization and explore new development areas. In addition, He urged to focus on quality recruitment for the long-term growth of MGI.

MGI Chief Executive Officer (CEO, FMCG) Mr. Syed Alamgir emphasized the importance of hard work, perseverance, and the need for both hard & soft skills such as communication, leadership, creativity, problem-solving, and time management.

The presence of the management at the program delighted the participants. In order to motivate the leaders, MGI Director Tanjima Mostafa emphasized the importance of avoiding ego and showing mutual respect to all, as well as implementing an open-door policy to facilitate communication and collaboration. Similarly, MGI Director Tahmina Mostafa added that creating a sharing environment is crucial to achieving efficiency. MGI Director Tanveer Mostafa expressed deep appreciation for the unwavering commitment and tireless efforts of the employees, which have significantly contributed to the organization's success.

In his speech, MGI Honorable Chairman & Managing Director Mr. Mostafa Kamal emphasized the need to be strategic and conduct due diligence before making investments. He urged everyone to remain prepared to face global challenges and suggested that leaders should provide orientation and on-the-job training to their teams. He encouraged studying relevant topics and sharing thoughts for further development and proposed arranging a half-yearly sharing program. He emphasized the importance of individual contributions in their respective areas and urged everyone to take care of their own families.

The program became livelier when Honorable Management handed over the promotion letters to newly promoted senior leaders. The newly promoted employees shared their views about their new responsibilities that will help them to foster a positive work environment putting values in teamwork, collaboration, and a culture of excellence.

A Dua Mahfil was held for the employees of MGI before the Iftar. The occasion ended with a scrumptious iftar/dinner.



MGI Executive Director (Cement) Mohammed Khurshed Alam during his speech



Some of the MGI High Officials Present at the 'Leap of Progress: Employee Appreciation Program 2023'





MGI Director Barrister Tasnim Mostafa and other high officials present at the Fresh Anonna Sanitary Napkin inauguration

FRESH ANONNA SANITARY NAPKIN- OUR NEW ADDITION TO ENSURE MENSTRUAL COMFORT

For the first time in Bangladesh, Fresh Anonna Sanitary Napkin is providing double protection of ADL and Airlaid paper to ensure comfort during menstruation. ADL and Airlaid Paper ensures the highest absorption and dryness. Moreover, Fresh Anonna Sanitary Napkin is completely UV sterilized that protects from any bacterial infections. The Odor Control Technology protects from the bad smell. The cottony soft top layer ensures complete comfort and dryness.

On June 10, 2023, the inauguration ceremony to officially introduce our new addition to Health & Hygiene category 'Fresh Anonna Sanitary Napkin' was held.

MGI Director Barrister Tasnim Mostafa was present at the ceremony. MGI Senior GM (Brand) Kazi Md. Mohiuddin and GM (Sales) Md. Yeasin Mollah were also present at the ceremony.

MGI OBSERVES MENSTRUAL HYGIENE DAY AT FRESH VILLA

German-based NGO WASH United has initiated May 28 as Menstrual Hygiene Day. This year MGI has also observed the day with the female employees to raise awareness for Menstrual Hygiene.

MGI Director Barrister Tasnim Mostafa inaugurated the observance by cutting a cake. She also conducted a session on Menstrual Hygiene and encouraged all of the female employees in MGI for being supportive & dedicated in their respective work.



MGI Director Barrister Tasnim Mostafa at the 'Menstrual Hygiene Day' observance

MGI DIRECTOR BARRISTER TASNIM MOSTAFA BECOMES LEGALX BOARD MEMBER



L to R: (Sitting at the front) LegalX Co-Founder & CEO Maliha Rahham and MGI Director Barrister Tasnim Mostafa, (Standing at the back) LegalX Head of Marketing & Sales Promit Karmaker, LegalX Co-Founder & CMO Muiz Shahab Uddin, and LegalX Head of Operations Syed Joheb Hassan

LegalX Co-Founder & CEO Maliha Rahham and MGI Director Barrister Tasnim Mostafa signing the agreement



Our heartfelt congratulations to MGI Director Barrister Tasnim Mostafa, on her recent appointment as Chief Strategy Advisor & Board Member of LegalX- an acclaimed online legal service platform. LegalX provides affordable & accessible legal solutions, ensuring that an individual receives prompt answers to their legal inquiries from professionals within 24 hours.

With her exceptional knowledge and experience in both law and business, Barrister Tasnim Mostafa is poised to make a substantial contribution in her new endeavor. We wish her the very best for her new venture.

MBBIL REPRESENTATIVES VISIT INTERPACK-2023 AT DÜSSELDORF, GERMANY



Glimpses of Interpack- 2023

Meghna Bulk Bag Industries Ltd. (MBBIL) Representatives at Interpack-2023

After a long break due to COVID-19, on the eve of the Processing & Packaging Trade Fair Interpack-2023, European Flexible Intermediate Bulk Container Association (EFIBCA) arranged a dinner reception on May 03, 2023, at the Hyatt Regency Hotel in the heart of Media Harbour in Düsseldorf.

All the reputed FIBC traders & manufacturers from around the globe gathered for networking in the program. On behalf of Meghna Bulk Bag Industries Ltd. (MBBIL), Md. Mamunul Islam (Sr. DGM, Factory) & Md. Kazal Arifin (Manager, Export Sales) participated in the program. Representatives of MBBIL shared the table with Mr. Sherif Orhun (Former President) and Ms. Helene De Sa (Acting Council Member) of EFIBCA.

A presentation on 'The future of FIBCs in Europe' was done by Mr. Tom Harrison Prentice and Mr. Andreas Anderl, where the importance of implementing a circular economy was highlighted. MBBIL is one of the pioneering industries in the sector that has already implemented a circular Economy in its manufacturing system.

The representatives of MBBIL visited the stalls of potential new customers & existing customers of Europe who took part in Interpack-2023. MBBIL was successful to secure orders worth USD 5,35,000 during the fair from different European traders.

MBBIL has exported more than 10 lac big bags in the 1st & 2nd quarter of 2023, worth the value of USD 2.6 million in France, Spain, Italy, Sweden, Switzerland, the UK, and Canada.

CES REPRESENTATIVE VISITS MEGHNA PVC LTD.

In order to update the operational phase E&S Monitoring Framework in accordance to IFC requirements, Mr. Marc Hardy, from the lender's (ING Bank) respective consultant firm (CES representative), visited Meghna PVC Ltd. from June 04-06, 2023.

Mr. Marc Hardy examined and verified all of the items mentioned in the lender's Monitoring & Evaluation (M&E) Framework during this physical site visit. He also went on a facility tour and reviewed the on-site implementations along with the review of documentation, IFC PS2, labor audit findings, worker interviews, emergency preparedness & response readiness, training & computer simulations of different scenarios of emergency preparedness.

Prakash Chandra Ratha (Plant Head, Meghna PVC Ltd.), Syed Hassan Jamil (GM- Admin, Factory Complex), Mostafa Abu Hasan (DGM- HSE&S, MGI), Md. Ali Jansher (AGM- HSE&S, Meghna PVC Ltd.), Md. Mokarrom Hossain (Sr. Manager- Admin, Meghna PVC Ltd.), Ali Kamal Mostafa Rubel (Manager- E&S, Meghna PVC Ltd.) and other officials of Meghna PVC Ltd. and MGI central team assisted and coordinated this important scheduled audit.



Mr. Marc Hardy during a meeting



Site Visit with Meghna PVC Limited Management



During Focus Group Discussion

FRESH CERAMICS EID EXPRESS 2023 EARNS PEOPLE'S APPRECIATION



Passengers waiting to be boarded on the Fresh Ceramics 'Eid Express'

Fresh Ceramics conducted its signature campaign 'Eid Express' once again during the Eid-Ul-Fitr. Fresh Ceramics takes this initiative to facilitate a hassle-free journey for the tiles fitters to their families during the Eid rush. This time around, the initiative has facilitated more than 1,000 tiles fitters from Dhaka, Savar, Gazipur, and Chittagong on their journey home and meet their families. 8 buses and 400 launch tickets were exclusively booked for this initiative this time around. The journey took place on April 19, 2023.

An OVC was made to capture the emotions of the tiles fitters during the journey and showcase the initiative. The OVC generated more than 7.2 million views and 103,000 interactions on social media. Moreover, the initiative portrayed a positive image for Fresh Ceramics.

Fresh Ceramics remains dedicated to quality, innovation, and community welfare. We are looking forward to recognizing the community for their hard work & effort and facilitating them further in the future.



MGI Fresh LP Gas Chief Operating Officer (COO) Mohammad Nurul Alam with the Fresh LP Gas Sales Force at the Fresh LP Gas Sales Conference

FRESH LP GAS QUARTERLY SALES MEETING HELD

Fresh LP Gas, one of the leading LPG brands in Bangladesh conducted its quarterly sales meeting on May 09, 2023, at Fresh House. The nationwide sales force members of Fresh LP Gas participated in the meeting to get aligned with the strategies, reinforce core values and accelerate market growth in 2023.

There were insightful discussions and the concerned officials presented the different aspects of the business.

During the meeting, Fresh LP Gas Chief Operating Officer (COO) Mohammad Nurul Alam handed over the promotion letters to the top performers of 2022 and accompanied them to the team lunch.

The meeting has motivated the sales force with a reinforced strategic alignment to break more boundaries for Fresh LP Gas in the upcoming days.

E
V
E
N
T
S

FRESH CERAMICS NATIONAL SALES MEETING EMPOWERED THE SALES FORCE



'Ascendants' Fresh Ceramics national sales meeting at The Palace Luxury Resort in Habiganj

Fresh Ceramics National Sales Meeting was held on May 19-20, 2023 at The Palace Luxury Resort in Habiganj. The meeting titled 'Ascendants' proved to be a transformative event, aiming at empowering the sales force to become leaders in the industry.

Over the course of two days, the top management, including Fresh Ceramics COO and DGM (Sales & Marketing) conducted individual meetings with each of the 36 sales team members. These meetings provided insights into the unique needs and perspectives of the team, facilitating strategic actions for both personal and company growth. The event concluded with a conference where the key takeaways were shared, fostering a collective sense of purpose and direction.

By prioritizing the development of the sales team, Fresh Ceramics is poised to solidify its position as an industry leader, while supporting the professional growth of its dedicated sales force.



Co-branded Ramadan decoration of Super Fresh Drinking Water with Radisson Blu Dhaka Water Garden

SUPER FRESH DRINKING WATER PARTNERED WITH RADISSON BLU DHAKA WATER GARDEN DURING RAMADAN

Radisson Blu Dhaka Water Garden arranges special iftar along with a dinner program during Ramadan every year. This year, Super Fresh Drinking Water partnered with them during the occasion. The co-branded Super Fresh Drinking Water was offered exclusively for the entire Ramadan. Moreover, different branding materials in the premises of Radisson Blu Dhaka Water Garden were also placed for brand visibility. This partnership with an esteemed name such as Radisson has certainly uplifted Super Fresh Drinking Water's brand awareness and image.

EVENTS



Quran and Surah recitation at the Fresh Instant Full Cream Milk Powder presents 'Welcome Ramadan Show'



FRESH INSTANT FULL CREAM MILK POWDER PRESENTS 'WELCOME RAMADAN SHOW'

As a special Ramadan campaign, Fresh Instant Full Cream Milk Powder organized the 'Welcome Ramadan Show' on March 22, 2023, at Canadian Maple International School. The main goal of the program was to educate and aware children of the true significance of Ramadan and its observances. Children performed brief plays about the do's and don'ts of Ramadan. There was a Quran and Surah recitation session as well.

Since both parents and children are the target audience for Fresh Instant Full Cream Milk Powder, this presented a fantastic opportunity for branding and trial generation for us. MGI Director Tahmina Mostafa personally attended the event.

There were two Fresh branded booths at the event; one served cup noodles and the other served milkshakes. The milkshake, which was prepared from Fresh Instant Full Cream Milk Powder and given away for free in order to generate interest, was very popular amongst the kids. Parents purchased cup noodles as well. Additionally, there was a photo booth with the branding for Fresh Instant Full Cream Milk Powder for the kids. All the parents who attended the event received goodie bags with a variety of 'Fresh' items for product sampling and trial generation. Overall, our Fresh Instant Full Cream Milk Powder presents 'Welcome Ramadan Show' event garnered a positive response.



Islamic play at the event



A guardian purchasing 'Fresh' goods from the event

FRESH BEVERAGE EID FESTIVAL 2023 AT HATIRJHEEL

Meghna Beverage Ltd. (MBL), a concern of MGI, organized a 3-days program called 'Fresh Beverage Eid Festival' during the Eid-ul-Fitr 2023 holidays in Hatirjheel, Dhaka. The visitors at Hatirjheel were given Super Fresh Drinking Water, Fresh Googly, Fresh Cola, Fresh Up, and Gear as sampling.

The setup for the 3 days of activities included the branded canopy, branded kiosk, and branded refrigerator to serve the beverages. Engaging sampling activities were done for the visitors' entertainment. The timing for the entire activity was 4 pm to 9 pm. The 4 male and 2 female brand promoters with their supervisor reached an average of 2,000 visitors per day.

We would like to thank Rajdhani Unnayan Kartripakkha (RAJUK), Dhaka Metropolitan Police (DMP), and Hatirjheel Management Committee for their complete support and permission that helped us to conduct the event smoothly.



Fresh Beverage Eid Festival Branding at the Hatirjheel



Fresh Beverage Eid Festival crowd



MEGHNA PVC LTD.
মেঘনা পিভিসি লিমিটেড
TASNEEM CHEMICAL COMPLEX LTD.
তাসনেম কেমিক্যাল কমপ্লেক্স লিমিটেড



World Environment Day 2023 observance at MEZ

MEZ & MEGHNA RICE PROJECT OBSERVES WORLD ENVIRONMENT DAY 2023

World Environment Day 2023 was celebrated on June 05. The theme for this year was 'Solutions for Plastic Pollution' and the campaign was #BeatPlasticPollution. MGI Health, Safety, Environmental, and Social (HSE&S) Department facilitated different initiatives to raise awareness for MGI employees of all levels on this day at the sugar site of Meghna Economic Zone (MEZ). MGI COO (Sugar) & President of Factory Management Committee M.A. Bakr, CLO (Security & Logistics) Brig Gen Qazi Abidus Samad (Retd.), Sr. GM (Accounts) Sarker Forhad Ahmed, GM (Central Admin) Syed Hassan Jamil, plant heads and other high officials from different factories were present as special guests on this occasion. An awareness rally was performed from Meghna Sugar Refinery Ltd. (MSRL) office building to Meghna PVC Limited (MPVC) Unit-2. Approximately 200 employees from different factories participated by wearing branded T-shirts for this occasion. Before starting the rally MGI COO (Sugar) & President of Factory Management Committee M.A. Bakr addressed the participants describing the significance of the day and taking measures to keep our factory premises as much plastic pollution free as possible. Following that, a tree plantation program was arranged by the Arboriculture Department on this occasion which will continue all over the year. The entire program was facilitated by Health, Safety, Environmental, and Social (HSE&S) Department.



World Environment Day 2023 observance at Meghna Rice Project

Tanveer Food Ltd. (TFL)'s Meghna Rice Project also observed World Environment Day 2023 on June 05, 2023, at Bogura. The purpose of the observance was to raise awareness regarding environmental issues. A special tree plantation program was arranged by the Arboriculture Department, which will continue all over the year.

MGI GM (Rice Plant) Md. Bader Uddin Ahmed, Sr. DGM (Rice Plant) Md. Ketaur Rahman, department heads, and other employees of the Meghna Rice Project participated in the activity wearing branded T-shirts. The entire program was facilitated by Health, Safety, Environmental, and Social (HSE&S) Department.

MGI HR TEAM MEET & GREET AT FRESH HOUSE

The MGI HR Team organized a delightful meet and greet event that brought employees together in a festive and engaging mood on April 16, 2023, at Fresh House. The event included a one-dish party, a promotion announcement, and an opportunity for employees to share their memorable experiences of Eid-Ul-Fitr.

The meet and greet aimed to foster a sense of camaraderie and celebrate the achievements of employees within the organization. The team members were asked to bring their favourite homemade meals to share with their coworkers at this one dish party. This not only added a touch of culinary diversity but also created an opportunity for members to showcase their culinary skills and bond over a delicious meal. During the event, MGI Chief Human Resources Officer (CHRO) Mr. Atiq uz Zaman Khan also took the opportunity to announce promotions within the team. Recognizing the hard work and dedication of team members, the promotion announcements brought a sense of accomplishment and motivation to the atmosphere. It allowed the team to celebrate the success of their colleagues, fostering a positive and supportive work environment.

Furthermore, the event provided a platform for employees to share their memorable experiences of Eid. This sharing of personal experiences promoted cultural understanding and appreciation within the organization, creating a sense of unity and inclusivity.

By organizing this meet and greet event, the HR Team successfully created a vibrant and engaging environment that celebrated team achievements, encouraged teamwork, and embraced the diversity of cultural experiences. Such events will not only enhance employee engagement and morale but also contribute to a positive and inclusive work culture within the MGI environment.

MGI HR IFTAR MAHFIL: BREAKING BOUNDARIES, BUILDING BOND



MGI HR Team at the iftar mahfil

The MGI HR Team embraces religious diversity. This inclusive act promoted a sense of unity and teamwork within the team members, transcending religious differences. By upholding their values and embracing diversity, the HR Team successfully enhanced collaboration and created a harmonious work environment. By creating a welcoming and inclusive environment, MGI takes attempt to strengthen employee relationships and nurture a positive corporate culture. The Iftar Mahfil also enabled MGI to demonstrate its commitment to diversity, inclusion, and corporate social responsibility, fostering an atmosphere of respect, empathy, and unity.



CHRO Mr. Atiq uz Zaman Khan handing over promotion letters to newly promoted HR Officials

MGI Corporate HR Department organized an Iftar Mahfil at Buffet Stories in Gulshan on April 16, 2023. As team members gathered to break their fast, they were reminded of the blessings bestowed upon them and the importance of acknowledging the blessings. The shared experience reinforced a sense of unity, reinforcing the company values and promoting an atmosphere of understanding and mutual respect. MGI Chief Human Resources Officer (CHRO) Mr. Atiq uz Zaman Khan encouraged his team members to actively participate in philanthropic activities, thus embodying the principles of generosity and compassion that Ramadan emphasizes.



Fresh Stall at the Bangladesh Carnival 'Eid Exhibition 2023'

Bangladesh Carnival Eid Exhibition 2023 was held on April 06-08, 2023. Super Fresh Drinking Water was the beverage partner for the event.

This exhibition brought together businesses, organizations, and individuals to celebrate the festive occasion of the Eid ul-Fitr. The exhibition typically featured a variety of products, services, and ideas related to the festival & culture, such as traditional clothing, jewelry, gifts, food, and decorations.

The exhibition featured cultural performances such as music, dance, caricature, and fashion show to showcase the diversity and richness of the culture & traditions of the region & community.

Approximately 25 stalls were there at that event. Super Fresh Drinking Water stall sold water, beverage, and noodles.

SUPER FRESH DRINKING WATER PARTNERED WITH BANGLADESH CARNIVAL EID EXHIBITION 2023



Cultural Performance at the Bangladesh Carnival 'Eid Exhibition 2023'

SUPER FRESH DRINKING WATER AS TITLE SPONSOR FOR UCR SUMMER 10K RUN



Runners at the starting point



Runners at the finishing point



Founder & CEO of 10 Minute School, Ayman Sadiq with participants of the Fresh Drinking Water sponsored UCR Summer 10K Run

UCR Summer 10K Run was on May 12, 2023, in Aftabnagar, Dhaka. Super Fresh Drinking Water was the title sponsor for the event. UCR Summer 10K Run is associated with the running community since 2019. Their goal is to build a healthy and beautiful Bangladesh.

The tagline of the UCR Summer 10K Run was 'A Healthy Mind Makes You Smile'. This year, the goal for the event was to promote a healthy lifestyle and combat the negative effects of substance abuse by encouraging running. Approximately 700 runners participated in the event in 10K, 5K, 2K, and 500M runs. The running started at 6 am and ended at 8 am.

Besides being the title sponsor, we distributed 2,700 Super Fresh Drinking Water (500 ml), 1,400 Fresh Up (250 ml), and 1,300 Fresh Cola (250 ml) for the runners, volunteers & organizers.



Honorable Member of Parliament of Lakshmpur-4 Constituency Major Abdul Mannan (retired), Lecture Publication Managing Director Mahmudul Hasan, Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftekhar Alam, National Sales Manager Md. Obaidul Haque, Deputy Manager (Sales) Mohammad Saiful Islam, and Senior Executive (Sales) Md. Rovel Mia, Proprietor of 'Crown Ceramics' Md. Sadek Hossain Porosh and other local influential people

FRESH CERAMICS INAUGURATES EXCLUSIVE DEALER SHOWROOMS IN MUNSHIGANJ, SUJANAGAR & JATRABARI

Fresh Ceramics is working relentlessly to ensure the aesthetic design and best quality tiles. With that aim, an exclusive dealer showroom, 'Crown Ceramics' was inaugurated adjacent to South-West Jatrabari, WASA Road, Dhaka on Saturday, April 01, 2023. Honorable MP of Lakshmpur-4, Major (Retd.) Abdul Mannan inaugurated the exclusive dealer showroom. Lecture Publications Managing Director Mahmudul Hasan, Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftakhar Alam, National Sales Manager Md. Obydul Hoque, Deputy Manager (Sales) Muhammad Saiful Islam, and Senior Executive (Sales) Md. Rovel Miah. The proprietor of 'Crown Ceramics' Md. Sadek Hasan Poros and influential people from the area were also present. The showroom will showcase tiles of all sizes & different designs of Fresh Ceramics.

Another exclusive dealer showroom, 'Mondol and Sons' was inaugurated at Hazi Market, Sujanagar Bazar, Pabna on Monday, April 10, 2023. Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom.

Fresh Ceramics DGM (Sales & Marketing) Iftikhar Alam, Deputy Manager (Sales) Monishankar Biswas, and Senior Executive (Sales) Md. Al-Amin was also present at the inauguration. The proprietor of 'Mondol and Sons' Nazmul Mondol and influential people from the area were also present.



Exterior view of the brand-new exclusive dealer showroom in Munshiganj



Interior of the brand-new exclusive dealer showroom in Sujanagar



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, DGM (Sales & Marketing) Iftikhar Alam, Deputy Manager (Sales) Monishankar Biswas, and Senior Executive (Sales) Md. Al-Amin, proprietor of 'Mondol and Sons' Nazmul Mondol, and influential people from the area inaugurated the exclusive dealer showroom

The other exclusive dealer showroom, 'Sukkur Tiles & Sanitary-3' was inaugurated at Sadar Hospital Road, Manikpur, Munshiganj on Sunday, March 05, 2023. Md. Obydul Hoque (Manager, Sales) inaugurated the exclusive dealer showroom. Saiful Islam (Deputy Manager, Sales), Md. Rovel Miah (Senior Executive, Sales), proprietor of 'Sukkur Tiles & Sanitary-3' Humayon Kabir, and influential people from the area were also present during the inauguration.

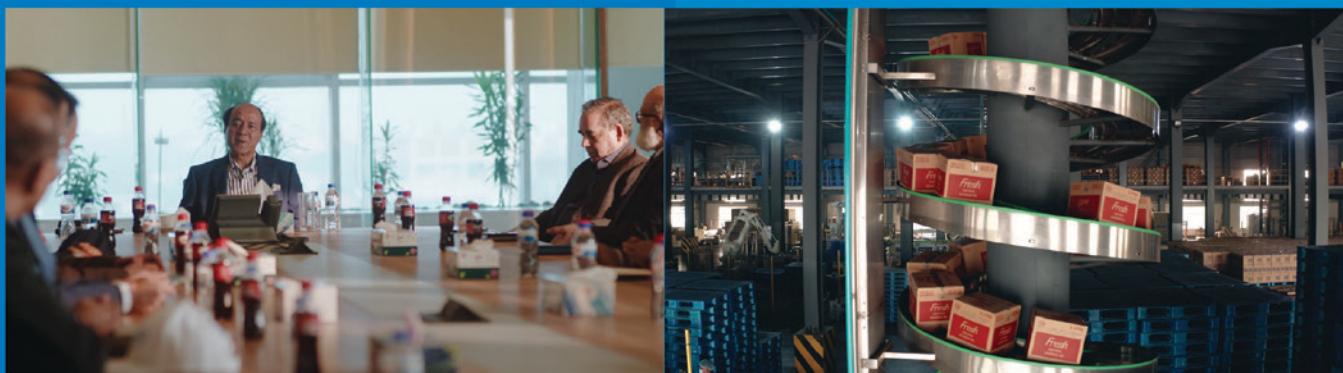
MGI FEATURED IN THE 'MADE IN BANGLADESH' CAMPAIGN



An instance from the MGI 'Made in Bangladesh' campaign video

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

MGI has represented Bangladesh for the campaign in the Agro & Food Processing category. A special documentary on published on CNN Business's official Facebook page, with an exclusive interview of MGI Chairman & Managing Director Mr. Mostafa Kamal. In it, MGI Chairman & Managing Director talked about his early days before starting as an entrepreneur to establish a diversified conglomerate.



Some instances from the MGI 'Made in Bangladesh' campaign video



Scan Here

CAMPAIGNS

SCHOOL & COLLEGE CAMPAIGNS BY FRESH ANONNA SANITARY NAPKIN



Fresh Anonna Sanitary Napkin distribution at Hazaribag Girls' High School & College

On May 25, 2023, Dhaka-based NGO 'Give Bangladesh' conducted a distribution program of Fresh Anonna Sanitary Napkin at Hazaribag Girls' High School & College as a part of their initiative 'Project Konna'. During the distribution program, MGI Director Barrister Tasnim Mostafa was present and said, "Together, we can ensure a tension-free period for the women if we all come forward from our own space." Higher officials from the Give Bangladesh Foundation, Hazaribag Girls' High School & College, and MGI were also present in the distribution program.

Fresh Anonna Sanitary Napkin was the platinum sponsor for the '5th Inter-college Business Festival 2023' at Holy Cross College on June 03, 2023. The campaign received a huge response from the students of different schools and colleges. Both the students and their parents purchased Fresh Anonna Sanitary Napkins from the kiosk. Students were happily participating at the photo booth, from where they won Fresh Anonna Sanitary Napkins as gift hampers.



Fresh Anonna Sanitary Napkin participates as platinum sponsor at the '5th Inter-college Business Festival 2023'



A student from Holy Cross Girls High School & College receiving Fresh Anonna Sanitary Napkin as a gift hamper

FRESH ANONNA SANITARY NAPKIN TVC AIRED

The advertisement features a large green banner at the top with the text "অবন্য তুমিটে NOকিন্তু কমফোর্টে" in Bengali. Below the banner, there are several boxes of Fresh Anonna Sanitary Napkins in different colors (blue, purple, pink) and a large image of a single napkin. In the bottom left corner, there is a logo for "Fresh Anonna" with the tagline "স্বাস্থ্য নাপকিন". On the right side, there is a QR code with the text "Scan Here".

Fresh Anonna Sanitary Napkin has aired a new TVC on different TV channels and also posted on different social media platforms. The Objective of airing the ad was to communicate the brand & product proposition and generate awareness at the mass level. Renowned Actress Qazi Nawshaba Ahmed has played the central celebrity role in the TVC.

FRESH INSTANT NOODLES AIRS A NEW TVC



Some scenes from the TVC



Fresh Instant Noodles always maintain quality and taste through self sourced ingredients. Extending that brand personality further, Fresh Noodles has devised a new communication line which is 'Shaade Bhora Khatiness'. The aim was to highlight the superior taste profile of our noodles coupled with our brand message regarding purity.

A new TVC, outdoor communication, and Digital contents were developed based on the new brand proposition. The new TVC mainly focused on three different customer groups- youth, young couples, and families with children. The TVC was adapted to different versions targeting each of these customer groups and run separately. The new TVC was televised on different major TV channels at peak spots. Billboards and other outdoor materials were also there to communicate the new proposition.

Meta platforms including Facebook, Instagram, and Messenger had wide visibility of the new communication. YouTube and GDN were also involved as part of the campaign. As for YouTube, an ad sequencing strategy was implemented, targeting a wide group of people with the full version of the ad. Based on their interactions with the ad, they were shown 10 sec or 6 sec versions sequentially. All of these were done for 2 weeks during the mid-end of April 2023. The activities yielded considerable brand awareness, with 83,00,850 impressions and views on the digital platforms.



Scan Here

CAMPAGNS

FRESH SPICES AS TITLE SPONSOR FOR ‘CHEF’S BEYOND HOME’

On May 26-27, 2023, Pop of Color Ltd., a Facebook group working specially for women empowerment, organized an event titled ‘Chefs Beyond Home’ at Midas Center in Dhanmondi. This is the largest homemade food festival in Bangladesh, where cloud kitchen owners participate with their homemade food. The platform gives exposure to women who are trying to be financially independent through their cloud kitchen and aim to make their own identity in society as a Chef. This time around, 20 chefs participated in the event with their varieties of cooked food and sell to the visitors. Fresh Spices was the title sponsor for the event. Approximately 5,000 visitors visited the event in person.

Fresh Spices, the event's title sponsor, set up an exclusive stall where guests could sample cooked Biryani and Firni through an engaging dart board game. Both dishes were prepared with Fresh Biryani Masala and Fresh Firni Mix. Visitors were very eager to sample the dishes and gathered at the Fresh Spices stall to participate in the game. Visitors also purchased Fresh Spices at a discounted price from our stall. Fresh Biryani and Fresh Firni were sampled in a total of 960 trials.

Influencers made video bites expressing their enthusiasm to attend the event as part of the digital campaign. Pop of Color Ltd. Facebook page featured six Fresh Spices recipe videos, and 19 participating chefs made video bites emphasizing Fresh Spices. Furthermore, Fresh Spices served as the event's title sponsor, and the event was covered by 18 newspapers and internet portals. We provided all of the participating chefs with 20 goody bags filled with Fresh-branded goodies at the event's closing ceremony.



Dartboard game engagement



People gathering at the program



MGI representatives handing over Fresh branded goody bags to the participating chefs



Cultural performance at the program



Writer Anisul Hoque handing over the quiz winners gifts

FRESH INSTANT FULL CREAM MILK POWDER 'INSTANT IFTAR' CAMPAIGN HELD



Actor Siam Ahmed in the program

The episodes were also showcased on Prothom Alo's website, YouTube, and Facebook, as well as Fresh's social media channels and 8 TV channels. The program also included an interactive quiz, which encouraged viewer participation and excitement. Over a span of four weeks, 20 winners were announced, adding to the thrill and anticipation of the audience.

The program received extensive coverage on Prothom Alo platforms, including 29 episodes featured on their website and 30 engaging pre-posts on Facebook. The episodes were also posted on YouTube.

Fresh Instant Full Cream Milk Powder, in collaboration with Prothom Alo, launched a special recipe program titled 'Instant Ifter' during the holy month of Ramadan. The featured video-based recipes and engaging quizzes were hosted by the TV personality Maria Noor. The program grabbed the attention with the participation of renowned celebrities such as writer Anisul Hoque, actor Siam Ahmed, Mithila, Sohana Saba, and singer Kona.



Writer Anisul Hoque in the program

The program garnered an impressive response from the audience with a total reach of 26,165,937 and 646,983 engagements. The videos accumulated an impressive 1,157,473 views, showcasing the program's widespread popularity.



TV personality Mithila in the program

Fresh Instant Full Cream Milk Powder conducted a successful bazaar activation campaign titled 'Instant Upohar' during March-April 2023. With the primary goal of boosting consumer trials and sales, the campaign also aimed at promoting our improved product quality. The two-month-long campaign covered 30 markets in Dhaka and Chittagong, generating an impressive response. When consumers purchased Fresh Instant Full Cream Milk Powder or Fresh Dessert Instant Full Cream Milk Powder, they had an exciting opportunity to spin the 'Wheel of Fortune' and win instant gifts on the spot.

During the activation, brand promoters conveyed the superior quality and nutritional benefits of Fresh Instant Full Cream Milk Powder to the customers. The campaign made a significant impact by successfully driving trials, communicating product quality, and reaching 30,000 families. The consumer response reflects the brand awareness. This will further contribute to brand loyalty and sales.

FRESH IFCMP 'INSTANT UPOHAR' ACTIVATION HELD



Fresh IFCMP 'Instant Upohar' Bazaar Activation



'Wheel of Fortune' engagement during the campaign

FRESH LP GAS RAMADAN CAMPAIGN HELD ON SOCIAL MEDIA PLATFORM

During April 15-21, 2023, a Ramadan special digital engagement campaign, #DRUTO_RANNAI_AMAR_RECIPES, was held on the Fresh LP Gas Facebook page. The purpose of the campaign was to enable the netizens to showcase their culinary skills and thus increase engagement for the page. People were asked to share their Ramadan special recipe of a fast-cooked meal for the busy yet all-rounder homemakers. From approximately 1,000 participants, 10 lucky winners won an attractive Fresh LP Gas branded denim cooking apron each.

The week-long campaign has achieved considerable brand engagement and recognition in the digital space for Fresh LP Gas. Total reach of the campaign was 108K, total comments were 874, total shares were 300.



Winners of the Fresh LP gas Ramadan campaign

FRESH CEMENT MOTHERS' DAY CAMPAIGN HELD ON SOCIAL MEDIA PLATFORMS

Mothers are the givers of life and the embodiment of unconditional love for all of humanity. Mothers are a real-life miracle and the support system we cannot live without. However, there are others around us who do not receive their mother's love and compassion since they live in a different country/city.

To honour and celebrate the bond between mothers and children, and to enable those who live far away from their mothers to express their love and affection on Mother's Day this year, Fresh Cement launched a social media campaign titled 'Ma Jekhane, Ghor Shekhane' in collaboration with The Daily Star.

In order to participate, individuals were needed to submit a heartfelt note for their mothers between May 09-30, 2023. Participants conveyed their most treasured memories of their mothers with Fresh Cement through well crafted messages. Ten lucky winners and their shared narratives were featured in The Daily Star.

The campaign received a positive response on the social media platforms for Fresh Cement and garnered commendable brand awareness. The campaign reach was 709K, submissions were 226 in number, and overall engagement was 1.6 percent.



Winners of the campaign

SUPER FRESH FORTIFIED SOYBEAN OIL ‘HEALTHYIFTAR’ COOKING SHOWAIRED IN RAMADAN



Snippets from the program



Snippets from the program

The cooking show ‘Super Fresh Fortified Soybean Oil Presents-Healthy Iftar’, aired for the third consecutive year during the holy month of Ramadan on RTV. The cooking show provided a diverse range of healthy Iftar recipes to the viewers. Hosted by the talented Neel Hurerzahan, the cooking show featured renowned chefs, some of whom are from prestigious five-star hotels. These culinary experts showcased the preparation of delicious and nutritious Iftar, while communicating the benefits of Super Fresh Fortified Soybean Oil.

In addition to the RTV broadcast, all of the 29 episodes of the cooking show were simultaneously streamed live on RTV and Super Fresh Fortified Soybean Oil official Facebook pages every day during Ramadan. This multi-channel approach helped us to engage a greater number of viewers. The positive response from our fans has been truly overwhelming. All of the episodes are now available on the official YouTube channel of Fresh.

Super Fresh Fortified Soybean Oil is sought-after for its high-quality and nutritional value by the consumers. Enriched with essential nutrients and with a perfect balance of Omega-3 & Omega-6 Fatty Acids, Super Fresh Fortified Soybean Oil delivers the goodness of soybeans in everyday cooking.

'NO FEAR WITH GEAR' GAME SHOW HELD



**NO FEAR
WITH GEAR™**



A few moments from the game show 'No Fear with Gear'

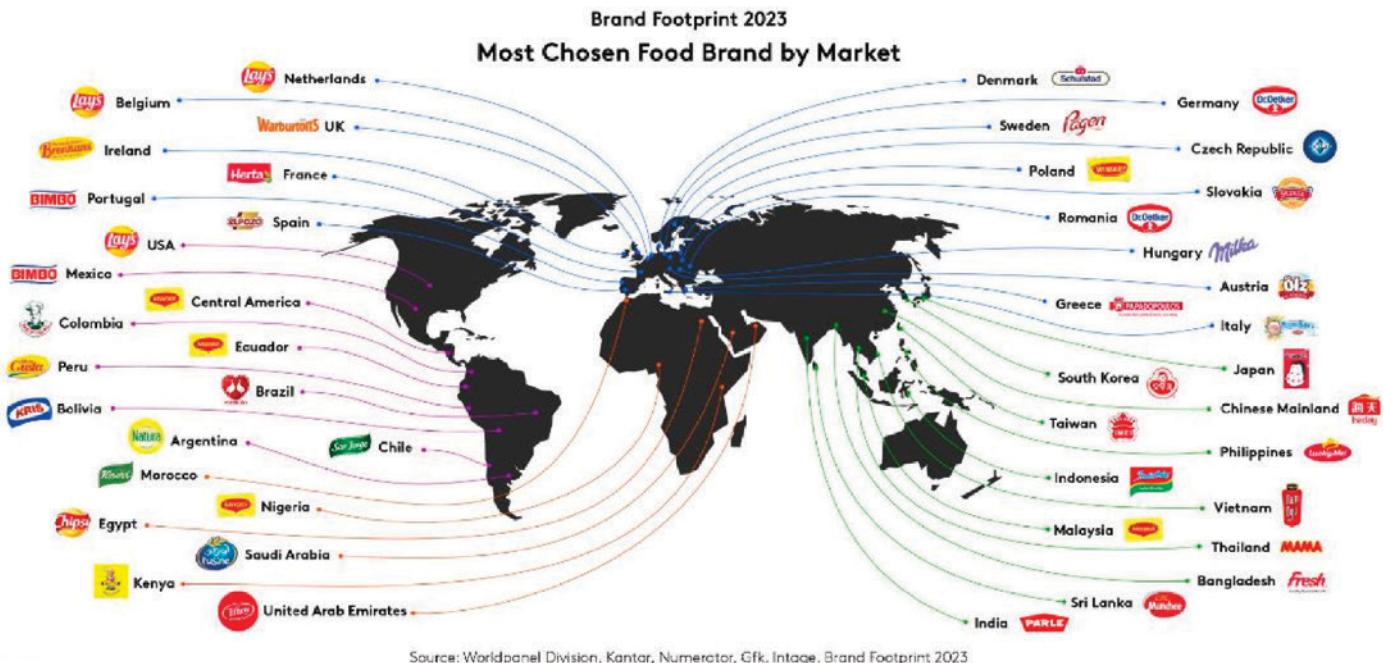
In this reality game show, the participants were required to overcome some simple yet challenging obstacles. The game shows were organized in public places with young university audiences in mind. The participants engaged in the challenges. All in all, the campaign helped create a bond and brand awareness for Gear with the target audience.



Scan Here

C A M P A I G N S

KANTAR VALIDATES FRESH AS THE 'MOST CHOSEN BRAND' IN THE FOOD CATEGORY OF BANGLADESH



Kantar is one of the leading marketing data, insight, and consultancy companies in the world. Kantar Worldpanel deals in consumer knowledge and insights based on continuous consumer panels around the globe. Kantar Worldpanel has been operational since 2000 and has been active in Bangladesh since 2002.

In June 2023, Kantar Worldpanel released 'Brand Footprint 2023', in which they mentioned the #MostChosenBrands for different categories in different countries around the globe. The report also revealed the #BrandFootprint ranking in different markets based on Consumer Reach Points (CRP).

In 'Brand Footprint 2023', our flagship consumer brand 'Fresh' has been ranked as the 'Most Chosen Brand' for the food category in Bangladesh. This validation from Kantar is a reflection of the love & trust for 'Fresh' from the consumers of Bangladesh. From MGI, we convey our gratitude to the consumers of Bangladesh. We will continue our commitment to give them the best quality 'Fresh' products in years to come.



SYED ALAMGIR

FOR THE CATEGORY OF
ICONIC ACHIEVER OF THE YEAR



MGI CEO (FMCG) Syed Alamgir (second from right), receiving the Kotler Awards from Honorable Planning Minister MA Mannan, MP and Prime Minister's Economic Affairs Adviser Dr. Mashiur Rahman

SYED ALAMGIR WINS KOTLER AWARDS

Syed Alamgir, Chief Executive Officer (FMCG Division), Meghna Group of Industries (MGI), has been awarded the 'Kotler Awards' for his outstanding contribution to national and international marketing at the 'Modern Marketing Conclave-2023'. Syed Alamgir won the award in the category of the 'Iconic Achiever of the Year 2023' at a program jointly organized by Kotler Impact Incorporation, Canada, and Northern Education Group (NEG) on May 22, 2023.

Honorable Planning Minister MA Mannan, MP, and Prime Minister's Economic Affairs Adviser Dr. Mashiur Rahman handed over the award to Syed Alamgir.

Syed Alamgir's brainchild of '100 percent halal soap' impressed the marketing groups of the country and even the world.

Marketing professor Philip Kotler included Syed Alamgir's halal soap strategy as a case study in his textbook 'Principles of Marketing'.

Syed Alamgir is the only person from the subcontinent whose marketing success has made it to Kotler's book.

Syed Alamgir is also the only person in Bangladesh, who has been honored as a 'Marketing Superstar' in the book.

NEWS & UPDATES

OUR FIRST FMCG SHIPMENT IN THE UK



Fresh branded products on the shelves of a convenience store in the UK



A convenience store in the UK where Fresh branded products are shelved



Customers purchasing Fresh branded products in the UK

We have been exporting fiber bags and other industrial materials in the UK for a very long time. We were looking forward to exploring the UK market for our FMCG products since we started our export business worldwide. After pursuing this for a year, we were finally able to reach out to our desired customer base in London and finalized the shipment agreement. On March 30, 2023, we shipped a 40'HQ (High Cube) container full of our FMCG products in 30 categories in the UK- which included Instant Noodles, Snacks, Puffed Rice, Toast Biscuits, Mustard Oil, Salt, and different Spices. The container reached its destination in mid-May, and our products were marketed by the importer to several stores all over the UK. Our clients have responded enthusiastically to our products.

We are motivated to establish ourselves as a reputed brand in the UK. The response from our clients will help us to figure out more opportunities in the UK's neighboring countries and receive more orders for our FMCG products.

TCCL- BREAKING BOUNDARIES IN EXPORTS

MGI established Tasnim Chemical Complex Ltd. (TCCL) in 2009 with an ambitious plan to fuel industrial growth and reduce import dependency on basic chemicals and petrochemicals. Also, to manufacture and market world-class chemicals like grade Caustic Soda, Chlorine, and Hydrogen Peroxide with outstanding product quality, product development capabilities, and outstanding services.

Contributing Industries: TCCL contributes to Dyeing Plants, the Textile Industry, Detergent Manufacturing, Pulp & Paper Processing Industry, Water Treatment, Effluent Treatment, Steel Mills, Processing of Bone in Gelatin Industry, Disinfection & Odor Control, Artificial Leather Manufacturing, Rubber Industry, all flexible PVC products, Shoe Sole etc.

Technology Used: TCCL uses Chloro-alkali and Hydrogen Peroxide plants respectively, with environment-friendly Bipolar Membrane Technology and Auto-Oxidation Technology. Both units are operated by Distributed Control System which is designed to ensure full automation for the facilities' state-of-the-art plants.

TCCL Export Footprint:

South Asia		South East Asia			
India		Malaysia		Brunei	
Nepal		Myanmar	Cambodia	Vietnam	Singapore
Sri Lanka					Laos
Africa		South America		Middle East	
Tanzania	Kenya	Brazil	Ecuador	Jordan	UAE
South Africa	Uganda				
Mozambique	Mauritius				

Achievements: TCCL has achieved consecutive National Export Trophy for the financial year 2017-2018 and 2018-2019 as a result of outstanding performance.

Export to Unilever: For outstanding quality, TCCL has achieved recognition from Unilever- being the chemical supplier of Unilever Bangladesh Ltd., Unilever- Sri Lanka, Unilever- Myanmar, and Unilever- Nepal.

Bulk Sales to Vietnam: TCCL exports a bulk quantity of chemicals to Vietnam. In the last 2 months, TCCL has exported more than 70 containers of Hydrogen Peroxide and Caustic Soda Flakes to Vietnam.

Products used in Major Textile Industries in Pakistan: TCCL is exporting a good amount of Hydrogen Peroxide to Pakistan. Almost all the major textile industries in Pakistan are using TCCL products. The industries include Yunus Textile, Lucky Textile, Feeroze 1888, Soorty Textile, AB Exports, Sadqat Ltd., Liberty Mills, etc. On average, TCCL exports 15-20 containers of Hydrogen Peroxide to Pakistan.

Holds a 52 percent Market Share in Myanmar: TCCL exports Caustic Soda Flakes and Hydrogen Peroxide to Myanmar. TCCL successfully controls 52 percent market share. It indicates the bold presence of TCCL in the Myanmar market.

African Market: Africa is the future market for TCCL. Already we are exporting to many African countries including Kenya, Mozambique, Tanzania, and South Africa. TCCL is ambitious to have a strong footprint in the African market.

Latin American Market: Latin America is a green field market for chemicals exports. TCCL is exporting to Ecuador and Brazil. TCCL is working further to expand its market base in Latin America.

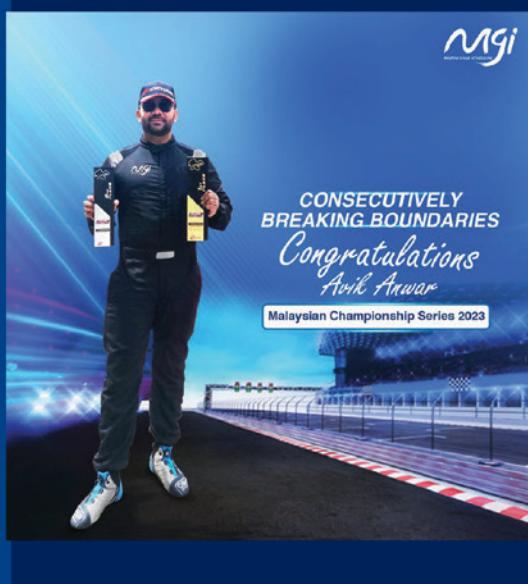
Being one of the most reputed and preferred basic chemical brands in South Asia with an expansion of the Hydrogen Peroxide and Caustic Soda plant TCCL's vision is to enter the Europe market.

'BREAKING BOUNDARIES' CONTINUES FOR AVIK ANWAR AT BREAKNECK SPEED

On March 21, 2023, Avik Anwar achieved yet another Championship in Dubai, United Arab Emirates. He participated solo in 2 back to back 50 min endurance races to emerge victorious.



On March 23, 2023, Avik Anwar made a historic achievement in the Gulf ProCar Championship at YAS Marina F1 Circuit with back to back finish.



On May 08, 2023, Avik Anwar has secured the first position at the Malaysian Championship Series 2023, repeating history as the first-ever Bangladeshi to win a race again at the Sepang F1 Circuit! In addition to his amazing victory, Avik also finished second in the first race of round 1.



Avik Anwar's recent outstanding performances and consecutive podium finishes are milestones for Bangladesh. MGI and Avik Anwar have partnered once again for a thrilling journey of breaking boundaries.

FIRST TIME IN BANGLADESH, MGI INCORPORATES A CLOUD-BASED MAINTENANCE SYSTEM IN SHIPS



MGI is fostering the Bangladesh Government's vision of 'Smart Bangladesh'. With that aim, we became the pioneer to use a cloud-based modern Planned Maintenance System (PMS) for our fleet. This system allows ship owners and operators to plan, perform, and document vessel maintenance at intervals complying with vessel class and manufacturer requirements. The objective is to ensure safe and reliable vessel operations, and equipment maintenance, in addition to maintaining compliance with all applicable regulations. It reduces maintenance costs and equipment downtime. PMS on ships is mandatory according to the International Safety Management (ISM) Code.



PMS training on board

L to R: MGI Executive (PMS) Shouman Paul, Meghna Victory Master Saiful Kabir, MGI DGM (PMS) Engineer Roich Uddin aboard the Meghna Victory

Our team is tirelessly working to implement this new system. This project includes installation, demonstration, training, and quality development. Additionally, the team is solving different critical issues related to the vessel's IT and operating system. Six vessels are under this system already and the implementations for the rest of the ships are in progress. Our brand new ships - Meghna Victory, Meghna Prestige, and Meghna Hope are successfully operating with Planned Maintenance System. We believe that the shipping business will be faster and a better return on investment will be achieved by implementing this modern system.

INTRODUCING- FRESH ANONNA SANITARY NAPKIN

We have officially introduced our new addition to the Health & Hygiene category- Fresh Anonna Sanitary Napkin.

For the first time in the Bangladeshi market, Fresh Anonna Sanitary Napkin provides the double protection and comfort of ADL and Airlaid Paper. The raw materials are sourced from the best sources around the world. All in all, Fresh Anonna Sanitary Napkin provides complete protection and comfort.



FRESH MILK BREAD 350 GRAM ARRIVES



The latest addition to Fresh Bread category is Fresh Milk Bread 350g. Fresh Milk Bread has a delicious taste that the whole family loves.

This tasty variety is free from artificial preservatives, colors, & flavors and is made from nutritious ingredients including whole milk & flour, sugar, salt and oil sourced through our backward integration.

FRESH SOFT CAKE IN ORANGE & BUTTER FLAVOR

For the first time in Bangladesh, introducing the unique combination of the tangy treat of orange along with mouthwatering butter in the form of Fresh Soft Cake. With the goodness of eggs, this scrumptious snack will melt your heart in every bite. Baked to perfection, this is such a taste you just can't say "No" to.



INTRODUCING FRESH MILK SHAKTI BISCUIT A BRAND-NEW PRODUCT ON THE MARKET

Fresh Biscuit's portfolio has included Fresh Milk Shakti Biscuit on June 2023. Priced at BDT 10, it is now available in the market.

Fresh Milk Shakti Biscuit has the perfect blend of energy, milk goodness, and taste for the consumers. A healthy & nutritious snack, Fresh Milk Shakti Biscuit is a perfect choice for on-the-go people, home, and office consumption for energy. Fresh Milk Shakti Biscuit is another prime example of our backward integration with European Technology production to ensure quality and taste.



FRESH ACTIFIT MUSTARD OIL ENTERS THE MARKET PROMISING 100% PURITY



In March 2023, we introduced 'Fresh Actifit Mustard Oil'- 100% pure mustard oil for the first time in Bangladesh.

Fresh Actifit Mustard Oil is produced by state-of-the-art and fully automated mustard oil extraction using Cold Press Technology. The filtration process for the Fresh Actifit Mustard Oil begins with a 5-step seed cleaning process, which ensures quality seeds. Moreover, the production of Fresh Actifit Mustard Oil undergoes a 4-step oil filtration process to achieve 100% purity.

In the first step of purification, Vertical Leaf Filtration removes the most difficult & solid impurities. The second step is degumming, which eliminates liquid impurities from the oil without using any chemicals. The third step involves freezing and removing the liquid impurities through 10-degree Celsius Cold Filtration. This is the first of its kind in Bangladesh in producing Mustard Oil. The fourth and final step is Microfine Filtration to remove invisible and fine impurities that cannot be traced by the naked eye. After all of these processing procedures, the outcome is 100% pure Fresh Actifit Mustard Oil.

There was a time when Mustard Oil was the only edible oil available in our country. Though may not be the first choice anymore as the everyday edible oil, the appeal of Mustard Oil is still there for Bangladeshi cuisine. Therefore, customers are extra careful in their Mustard Oil purchase decision. Fresh Actifit Mustard Oil promises customers 100% purity in their pursuit of quality. For 100% purity, Fresh Actifit Mustard Oil can be used as a regular cooking oil as well.

Fresh Actifit Mustard Oil is available in 5 liters, 2 liters, 1 liter, 500 ml, 250 ml, and 80 ml bottles.



Hi I am Shuvashish Kundu.

Currently working as a Brand Manager, and I am responsible for overseeing the bread & bun, and cake portfolios.

I've been passionate about cultural activities since childhood and began my theater journey during my college years. During that time, I had the privilege of serving as the president of my college cultural club.

In 2009, I joined Swapnadhal, a theater group in Bangladesh known for its young, talented, and dedicated members. Over the years, Swapnadhal has successfully presented 17 productions spanning various genres. As a part of this esteemed group, I had the opportunity to act in 4 remarkable dramas. I first participated in 'Hargaj,' a renowned play penned by the distinguished Bangladeshi playwright, Natyacharya Selim Al Deen. I also participated in the Mimo drama titled 'Swadhinata Sangram'. I also had the privilege of being involved in the production of 'Festoon E Lekha Smriti', another play by Natyacharya Selim Al Deen. My most recent performance was in the play 'Spartacus'.

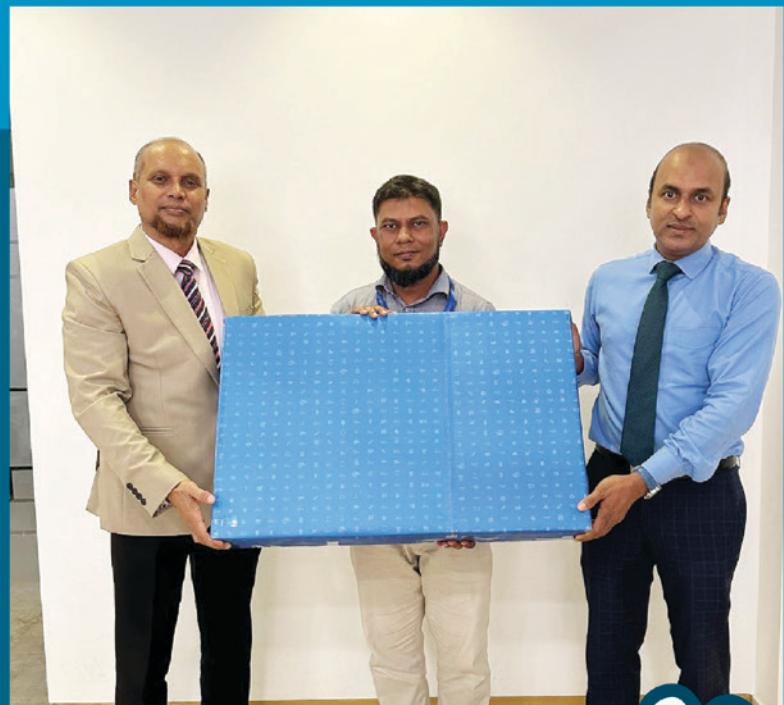
Besides my acting pursuits, I served as an Assistant Secretary twice during my tenure with Swapnadhal, contributing to the group's administrative tasks.

CONGRATULATION TO THE QUIZ WINNER OF BREAKING BOUNDARIES 9TH ISSUE!

In our recent 'Breaking Boundaries' 9th Issue quiz, we were thrilled to see a participation of 95 enthusiastic individuals. Impressively, 74 of these participants answered every question correctly. To determine our winner, the Corporate Brand Team organized a raffle draw.

The lucky recipient of the raffle draw was FMCG Assistant Manager (Accounts), Mr. Sakhawat Hossain. In a special ceremony at Fresh Villa, MGI Executive Director (Admin), Mr. Syed Towfique Uddin Ahmed, and General Manager (Sales & Marketing, Chemical), Mr. Md. Manirul Islam, presented Mr. Hossain with a brand-new **Rangs 32 Inch Frameless HD Smart Android LED TV**. His joy was palpable upon receiving this grand prize.

Want to be our next winner?
Join our quiz and stand a chance to win exciting prizes!



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



Visit the link



tiny.cc/0ab9vz

Participate in the quiz from your official e-mail ID
by September 30, 2023.
Get a chance to win a surprise!

Or scan the QR code



Scan Here



DID YOU KNOW?



There are factories of 11 foreign companies from 7 different countries in MGI economic zones.
These are:

Company Name	Country of Origin
TIC Manufacturing Bangladesh Private Limited TIC Industries Bangladesh Limited	Australia 
SIKA Bangladesh Limited	Switzerland 
Jotun Bangladesh Limited	Norway 
Siegwerk Bangladesh Limited CHT Bangladesh Limited MB Solutions	Germany 
ISMARTU Technology BD Limited (A subsidiary of Transsion Holdings)	China 
Sun Pharmaceuticals (EZ) Limited	India 
SAKATA INX (Bangladesh) Private Limited DIC Bangladesh Private Limited	Japan 

DID YOU KNOW



BREAKING BOUNDARIES

📍 Fresh Villa, H-15, R-34, Gulshan- 1, Dhaka- 1212, Bangladesh
📞 +880-9666777055 📩 info@mgi.org 🌐 www.mgi.org