



BREAKING BOUNDARIES

QUARTERLY NEWSLETTER- 6TH Issue

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EDITORIAL

EDITORS' NOTE

Dear Readers,

Greetings from the 'Breaking Boundaries' Editorial Team! It feels like yesterday since we started our quarterly newsletter but we have already reached our 6th Issue. We are extremely grateful for all the support and response we got this time around.

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

At the 2nd quarter of 2022, we have continued achieving new milestones and breaking new boundaries. Despite the economy being unfavorable for business growth following COVID-19 and the Ukraine-Russia war, we recently topped the list of the Bangladeshi Billion Dollar Club. In a short period of time, we set impressive sales records for brand-new business sectors. We participated in substantial number of events and initiatives as sponsors. We received acknowledgements for unswerving dedication and upkeep of quality in our products and services.

As always, we kept the last section of the newsletter for exhibiting the hobbies, knacks and talents of our colleagues. We included our quiz section once again. Everyone in the MGI family can participate in it and get a chance to win an amazing surprise gift!

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

Enjoy 'Breaking Boundaries'.



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BREAKING BOUNDARIES

ARTICLE

"MGI DOESN'T MARKET ANY PRODUCT THAT ARE NOT UPTO THE MARK"- MOSTAFA KAMAL

Leading newspaper 'Bangla Tribune' published an exclusive interview of MGI Honorable Chairman & Managing Director Mr. Mostafa Kamal on Thursday, June 30, 2022. Here is the interview in full-

Meghna Group of Industries (MGI) is one of the largest conglomerates of Bangladesh. Mostafa Kamal, a determined mind from the remote part of Cumilla established MGI. Mostafa Kamal is now a leading industrialist and one of the top importers of the country. He also established the first ever private economic zone in the country. He has also established a College in the name of his father and a Madrasah in the name of his mother, along with the other education institutions. However, this journey of success was not smooth. He even had to work more than 18 hours a day to achieve all these.

To read the interview, click: tiny.cc/7fevuz



Interview published in Bangla Tribune

Let's begin with the story of how it all started.

Mostafa Kamal: After finishing High School, I was admitted to a college which was 7 miles away from my village home. It was tough for me to take this route by foot every day. After finishing SSC, I requested for a bicycle from my father. But my father could not afford to buy me one. I was hurt, and came to Dhaka. Initially, I started to live with a brother, who used to live in the traffic barrack in Gulistan. After a few days, I managed a lodging in Jatrabari. By this time, I got a job in a business outlet owned by Hazi Muhammad Hossain in Chawkbazar.

The salary was BDT 175 per month. But, I still walked a long distance on foot every day. It used to take 4 Ana (Cents) by bus to reach Gulistan. Then on foot to Moulvibazar to reach the outlet of Hazi Muhammad Hossain. After work, I needed to get back on foot again.

Amidst these events, I attempted to turn my fate back around and ventured into the transportation business. Through a tender, my friend Ashikur Rahman and I bought two microbuses for BDT 6 thousand each. The microbuses were driven from Gulistan to Mirpur via Farmgate. But since the microbuses were secondhand those used to get broke down every now & then. The venture was not yielding profit.

In 1976, I started my trading company on a small scale. Before that, I started a partnership business with a person from Moulvibazar. I was the working partner as I didn't have the capital. I used to have a decent income from that. Afterwards, I regularly started to purchase Edible Oil, Dalda from the dealers and resell those. Back then, my colleagues & I used to fill up the tin jars with 1-2 kgs of oil and resell those in different outlets/shops in Dhaka & Gazipur.

While doing this, I thought of purchasing the raw materials of these items and selling the finished goods after refining them here, as this would be profitable and beneficial for the country. This would also create employment. With that thought, I established Meghna Vegetable Oil Industry at Meghnaghata in 1989.

The business started expanding gradually. With time, more than 40 industries, including food items such as Rice, Lentils, Edible Oil, Sugar, Salt, Atta, Maida, Suji etc. and others such as Chemicals, Shipbuilding, Power Plant were established.

MGI currently has more than 2,500 vehicles for goods transportation. Besides, there are 100 inland vessels & 12 oceangoing vessels. More than 40,000 people are employed in 48 factories. What started off as one industry on Meghnaghata, has now grown into a group of more than 30 industries. Different goods are being produced in this economic zone of approximately 500 acres. If my father bought me the bicycle on that particular day, maybe I would not have come to Dhaka city and, not become an entrepreneur.

BREAKING BOUNDARIES

ARTICLE

In which sectors did you invest?

Mostafa Kamal: We have invested in the consumer goods sectors that include Mineral Water, Edible Oil, Atta, Maida, Suji, Sugar, Milk Powder, Condensed Milk, Salt, Tea, Spices etc. Apart from these, MGI has investments and partnerships in different large and heavy sectors that include Cement, Pulp & Paper, Cargo Ships, Shipbuilding, Power Plant, Aviation, Steel, Financial Services etc.

Why do people buy 'Fresh' branded products?

Mostafa Kamal: We do not market any products that are not upto the mark. We have maintained the highest quality for our products. Back in 1998, when the bottled water factory was being established, nobody believed that people would buy it. However, I believed, bottled water would be popular amongst the middle & upper class one day. Especially, there was no reason whatsoever that there wouldn't be a demand for pure water. This thought eventually turned out to be true.

Are 'Fresh' branded products being exported?

Mostafa Kamal: MGI products have spread beyond the country to abroad. 'Fresh' branded MGI products are being exported to 11 countries in South Asia, Middle East, Europe, and North & South America. We established the first ever private economic zone of the country in 2015. In this economic zone, 5 industries have already started production. MGI items are breaking boundaries and being exported to different countries.

"THE DOLLAR RATE NEEDS TO BE KEPT STABLE" - MOSTAFA KAMAL



Leading newspaper 'The Daily Prothom Alo' published an exclusive opinion of MGI Honorable Chairman & Managing Director Mr. Mostafa Kamal on Monday, August 08, 2022 in their business page. Here is the opinion in full-

“Mass people suffer when the costs of daily essentials increase. The government needs to ensure that the USD Rate set by the Bangladesh Bank is applicable in opening the LCs for daily essentials.”

Mostafa Kamal
Chairman & Managing Director, MGI

To read the article, click: tiny.cc/hfevuz



The prices of goods went up abnormally after the Russia-Ukraine war. After 2-3 months, the prices of goods have been declining. Despite the declining prices in the global market, expenditures to import goods have increased. The primary reason behind this increase in cost for both daily essentials & industrial goods import is the abnormal increase in the USD Rate. What was BDT 86 a few months ago, has skyrocketed to BDT 110-112 now. Naturally, the cost of imports has increased.

Now that the fuel cost has gone up, consumer goods prices will increase once again. Industries for daily essentials processing have already been established in the country- where the primary & mid-level raw materials are brought, and the finished goods are marketed after processing from there. Now, it will be more expensive to transport large quantities of products from the port to the factory and from there to the market.

We have seen that the cost of living in the country has increased at a higher rate in comparison to the rate at which the prices of goods have declined in the global market. This isn't easy to compensate. Mass people suffer when the costs of daily essentials increase. The government needs to ensure that the USD Rate set by the Bangladesh Bank is applicable in opening the LCs for daily essentials. This step will at least, decrease the import cost for daily essentials, and we can reap benefits from the decrease in price in the global market.



ARTICLE

"I WANT TO CONTINUE ESTABLISHING NEW FACTORIES"- MOSTAFA KAMAL

Leading newspaper 'The Daily Prothom Alo' published an exclusive interview of MGI Honorable Chairman & Managing Director Mr. Mostafa Kamal on Monday, August 22, 2022 as part of a special series titled 'Top Groups in Billion Dollar Club' in their Industry page.

Here is the interview in full-

"I am obsessed with building new industries to reduce import dependency. After establishing 2 economic zones in Narayanganj, we have now started establishing Cumilla Economic Zone."

Mostafa Kamal
Chairman & Managing Director, MGI

To reduce import dependency, we have been expanding our factories regularly. For that, we need to import raw materials in huge quantities every year. An increase in raw material imports means more value addition and employment for the country. This also results in the reduction of the cost of manufactured goods import.

Not just Meghna Group of Industries- the more the private sector expands, the lesser the import dependency will be. Manufactured goods export will go up. Along with that, employment will also rise.

I am obsessed with building new industries to reduce import dependency. After establishing 2 economic zones in Narayanganj, we have now started establishing Cumilla Economic Zone. New industries, including steel and glass, will also be established there. This will, in turn, create many employment opportunities.

We have been going through a difficult time since the Russia-Ukraine war broke out. We are also facing the tidal wave of this global economic crisis. The prices of goods and raw materials in the global market have been volatile. The USD Exchange Rate in our country has also increased abnormally. For that, the large groups are incurring an excessive amount of additional import costs.

However, we do not want to stop even during this crisis. We aim to face this and move ahead. Because, the employment of the country will halt if the private sector halts. The development of the nation will hinder. From the government side, we need policy support during this crisis. At least, we need the assurance of the opportunity to import the daily necessities at the USD Rate fixed by the Bangladesh Bank. As entrepreneurs, we are here to complete the rest when that happens.

বিলিয়ন ডলার ক্লাবের শীর্ষ গ্রুপ

নতুন নতুন কারখানা গড়ে তুলতে চাই

মোস্তফা কামাল

চেয়ারম্যান, মেগ্না গ্রুপ অব ইন্ডাস্ট্রিজ (এশিয়াই)

আগদানিনির্ভরতা ক্ষমাতে আগরা নিয়মিতই কারখানা সম্প্রসারণ করে আসছি। এতে প্রতিবছর বিপুল পরিমাণ কোটিশাল আগদানি ক্ষমতে হচ্ছে। কোটিশাল আগদানি বেড়ে যাওয়ার অর্থ হলো, দেশে স্থান্ধূ সংযোগের ও কর্মসংস্থান তৈরি হওয়া। প্রক্ষত পদমোর আগদানি ক্ষমতা আসছে।

শুধু মোহনা গ্রুপ অব ইন্ডাস্ট্রিজ এবং বেশিরভাগ সম্প্রসারণ হচ্ছে, আগদানিনির্ভরতা তাঁই ক্ষমতা আসছে। প্রথম রপ্তানি বাড়বে। সেই সঙ্গে বাড়বে কর্মসংস্থানও।

আগদানিনির্ভরতা ক্ষমাতে দেশে নতুন নতুন কারখানা গড়ে তোলা আগরা একধরনের নেশা। নারায়ণগঞ্জে দুটি অর্থনৈতিক অঞ্চলের পর এখন আগরা কুমিল্লা অর্থনৈতিক অঞ্চল গড়ে তোলার কাজ শুরু করেছি। সেখানেও স্টিল, ফাইবার নতুন কারখানা গড়ে তোলা হচ্ছে। তৈরি হবে প্রচুর মানুষের কর্মসংস্থান।

রাণশীয়া-ইকুন মুক্ত শুরুর পর থেকে কঠিন সময় পরি করিয়ে আগদানি। বৈশিষ্ট্য অর্থনৈতিক সংস্করণের চেয়ে এসে পড়েছে আগদানির এখনও বিবরাজের পথে। ও কোটিশালের দামে অস্থিরতা চলছে। দেশে জলবায় বিবরাজ মৃত্যু ও আগদানির রেডে গোছে। তারে আগদানির দায় খোঁড়ে বড় প্রস্তুতির বিপুল বাস্তি খরার হচ্ছে।

এখন সংস্করণের পরও আগরা থেকে যাবাকে চাই। কারণ, বেশিরভাগ খাত থেকে গোলো দেশের সম্প্রসারণ থেকে যাবে। দেশের আগ্রাটি বাধাগত হচ্ছে। বর্তমান সংস্করণের সবচেয়ে সরকারের নির্মিতাঙ্কতা দরকার। অস্থির নির্মাণাঙ্কনীয় পথ আগদানির ক্ষেত্রে বাংলাদেশ ব্যাকের বেধে দেওয়া দামে যাবে তার ক্ষেত্রে সহায় পাই আগরা, সেটি নির্মিত করা উচিত। সেটি হচ্ছে উত্তোলন হিসেবে বাকি কাজটুকু আগরা মিজেরাই এগিয়ে নিতে পারব।

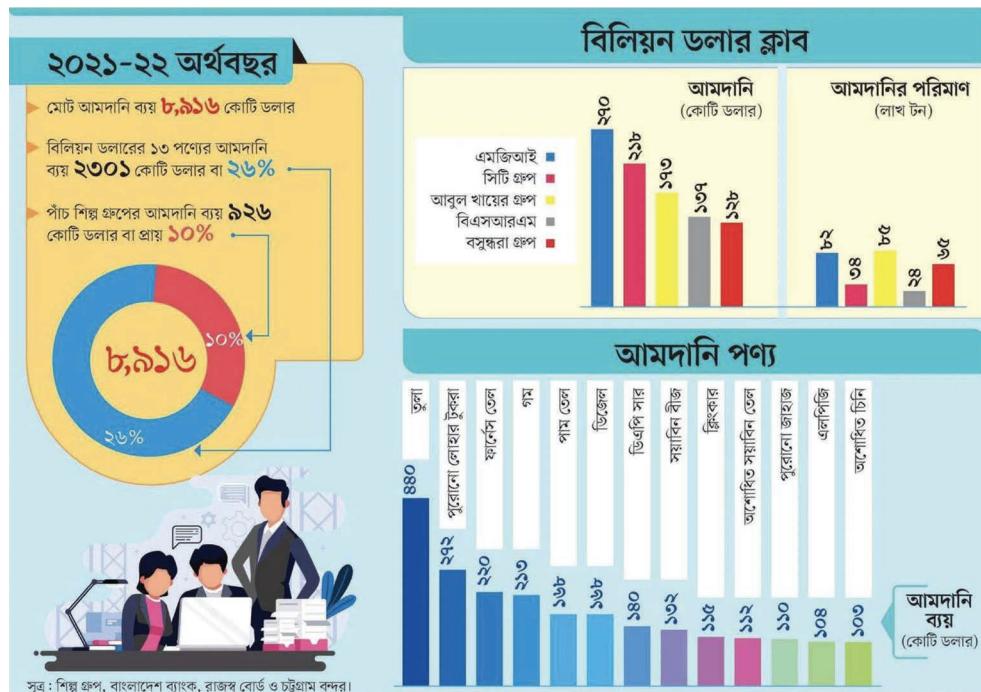
To read the article, click: tiny.cc/k44yuz

ARTICLE

MGI MAKES IT TO THE TOP OF THE 'BILLION DOLLAR CLUB'

On August 22, 2022, leading newspaper 'Daily Prothom Alo' published a special article titled '5 Group of Industries at the Billion Dollar Club of Bangladesh' in their Industry page. In this article, Prothom Alo has mentioned that MGI is at the top for importing industrial raw materials & machineries.

Here is the MGI part of the article in full-



Meghna Group of Industries (MGI)

Meghna Group of Industries (MGI) is at the top of the 'Billion Dollar Club' in terms of industrial raw material and machinery imports. COVID-19 crisis, uncertainty in the economy- nothing could stand as an obstacle for the group from delving into new investments. This has helped the group to surpass all the others and emerge on top for raw material & machinery imports in the last fiscal year.

According to the National Board of Revenue (NBR), this large group of industries imported 82 lac tonnes of items worth USD 270 crore. The significant share of these imports is industrial raw materials. There are not many sectors where MGI has not yet invested. MGI has invested in many sectors, including plastics raw materials PVC, aviation, ceramics, chemicals, consumer goods processing, cement, paper, shipbuilding, ocean-going vessels management, liquefied petroleum gas (LPG), steel structures, power, feed, packaging, economic zones. MGI products are being marketed under six different brand names, including 'Fresh'.

Meghna PVC Limited factory, located inside the economic zone owned by MGI at Meghnaghat in Narayanganj, is the latest addition to their investment. The total investment in this factory is USD 40 crore, which is the largest investment in a factory by any Bangladeshi company. The raw material imports for this factory started in the last fiscal year. Preparations for trial production are underway. This factory will mainly produce PVC, the raw material for making plastic products, which will be the first in the country. This will reduce import dependency.

The group has risen to the second position in the ocean-going shipping industry within a short time. In the last fiscal year, the group acquired & launched six large vessels, investing approximately USD 14 crore. The total number of ocean-going vessels in the MGI fleet has increased to 18. This number will stand at 22 by this year.

The journey of MGI was commenced by entrepreneur Mostafa Kamal, who started doing business by establishing 'Kamal Trading Company' in 1976. Under his leadership, the total number of MGI factories has increased to 48. 38 thousand employments were created. MGI products are being exported to approximately 25 countries.

To read the article, visit: tiny.cc/y59yuz

ARTICLE

"ACTUAL COSTS NEED TO BE TAKEN INTO CONSIDERATION"- MOSTAFA KAMAL

Daily Prothom Alo, the leading newspaper in Bangladesh, published an analytical opinion of MGI Chairman & Managing Director Mr. Mostafa Kamal on August 31, 2022.

Here is the opinion in full-



To read the article, click: tiny.cc/i9wyuz

The Ministry of Commerce has taken the initiative to fix the prices of nine products. Prothom Alo has spoken to a leading businessperson in this regard.

“

It is not unusual for the government to fix the price for daily necessities. The actual costs, starting from import to all of the steps in processing, need to be considered. The supplies may get hampered if the actual costs are not taken into consideration while fixing the price.

The world is going through a crisis after the Russia-Ukraine war. We are not out of it. The USD Exchange Rate has increased despite the decrease in the price of goods in the international market. It has also increased the cost. Currently, the USD Rate fixed by the Bangladesh Bank is BDT 95.

However, we are paying an average of BDT 108 per USD to import. Now, if the USD Exchange Rate of BDT 95 is taken into account in determining the prices of the items, it will

not match the actual cost calculation. From importing the items to transporting them to the factories or warehouses and supplying the finished goods after processing- costs have increased in each step. Essential items such as Soybean, Palm Oil, Sugar and Wheat are processed before they are available in the market. In the international market, additional costs in terms of transportation, production and supply are involved along with the prices for these items.

Only considering the commodity exchange rate in the international market will not be enough to determine the prices of the products. The production costs differ as well. For example, the cost of production will be less if a factory is operated at total capacity. In comparison, the cost of production will be high when the capacity is underutilized. Currently, the factories are not running at total capacity due to gas and power shortages, which has caused a higher cost of production. This aspect also needs to be taken into consideration.

Nowadays, any information can be known. Also, anyone can import. In this era of the free market, regulation is practically contradictory. Still, the focus needs to be given so that the actual costs are considered in determining the price.

We also want the government to take action if anyone tries to manipulate essential daily items in any way. I believe that no one will disagree with that. However, it's not good to frighten the people in business. Because their fear may narrow down the product supplies.

The government needs to focus so that the product supplies remain consistent.

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BREAKING BOUNDARIES

ACHIEVEMENT

FRESH CEMENT, TISSUE AND STATIONERY BAGS 8 COMMWARDS

The 11th Edition of Commward 2022, organized by Bangladesh Brand Forum (BBF), was held on August 14, 2022.

Fresh Cement bagged 4 prestigious awards in 4 different categories for their International Mother Language Day 2022 campaign, 'Odekha Orjon'. These 4 Commwards include 1 Grand Prix (Category- Brand Experience and Promotion), 1 Gold (Category- Outdoor), 1 silver (Category- Social Campaign) and 1 Bronze (Category- Native). February 21 is celebrated as International Mother Language Day and Language Martyrs' Day in Bangladesh. The day is a testament to the sacrifices made for the Bangla Language by the martyrs. Every year, people of all spheres pay their homage to the language martyrs by placing flowers at Shahid Minar. However, the visually impaired are left out because there are no special arrangements for them. For that, Fresh Cement organized the 'Odekha Orjon' campaign, especially for the visually impaired, this year. In this campaign, a specially designed Shahid Minar was constructed for the visually impaired so that, they were not left out and could pay homage to the language martyrs. From MGI & Fresh Cement, we conducted this campaign as a part of our social responsibility to include the people who lack the opportunities to be included in society.

Apart from that, Fresh Tissue breast cancer awareness campaign 'Fresh Bangladesh' has bagged 3 awards at 3 different categories. The 3 categories are- Best Integrated Campaign (won a Bronze), Best Brand Experience (won a Silver) and Best Film Craft (won a Silver). 'Fresh Bangladesh' campaign objective was to make the people aware regarding breast cancer.

This month-long campaign was run during March, starting from International Women's Day 2022. The breast cancer awareness was spread from Teknaf to Tetulia through a mobile clinic (caravan) with free breast screening facility conducted by a professional doctor & a Sonologist. Approximately 1,000 women took the service. From them, 110 were found to have symptoms or abnormalities. The response in social media was also notable- a total number of 20 contents promoted, 8,835,021 total reach, 14,538,585, total impression, 192,693 total engagements, and 39,157 total views. Besides, the campaign won another award in the Health & Wellbeing category at the Daily Star OTT & Digital Content Awards 2022.



The 3 Commwards bagged by Fresh Tissue



The 4 Commwards bagged by Fresh Cement



The Commward bagged by Fresh Stationery

Also, Fresh Stationery campaign 'Firey Elo School Er Din' (School Days Return) won another Silver award in Film Craft category. The campaign was done during September 2021, when the schools were reopened after a long break. Fresh Stationery grabbed the excitement of the school going kids and crafted the campaign to generate awareness on their different items. The campaign received a commendable response- with 3.1 million views, 2.9 million reach and 65,000 engagements.

EVENTS

NORWEGIAN COMPANY JOTUN BANGLADESH LIMITED STARTS THEIR JOURNEY AT MIEZ

Jotun Bangladesh Ltd., a global paint manufacturer of Norway inaugurated their factory in Meghna Industrial Economic Zone (MIEZ), Sonargaon, Narayanganj on August 16, 2022. Honorable President of FBCCI Mr. Md. Jashim Uddin inaugurated the factory as Chief Guest. Chairman & Managing Director of MGI Mr. Mostafa Kamal was present as Special Guest and Deputy Head of Mission of Royal Norwegian Embassy in Dhaka Ms. Silje Fines Wannebo was present as Guest of Honor in the ceremony. President & CEO of Jotun Mr. Morten Fon and Managing Director of Jotun Bangladesh Ltd. Mr. Percy Jijina were also present.



Jotun Bangladesh Ltd. factory on the day of inauguration



President of FBCCI Mr. Md. Jashim Uddin and Chairman & Managing Director of MGI Mr. Mostafa Kamal, being greeted by Jotun representative



L to R: Deputy Head of Mission of Royal Norwegian Embassy in Dhaka Ms. Silje Fines Wannebo, President of FBCCI Md. Jashim Uddin, Chairman & Managing Director of MGI Mr. Mostafa Kamal, Managing Director of Jotun Bangladesh Ltd. Mr. Percy Jijina, President & CEO of Jotun Mr. Morten Fon cutting the ribbon to inaugurate the factory



L to R: President of FBCCI Mr. Md. Jashim Uddin, Deputy Head of Mission of Royal Norwegian Embassy in Dhaka Ms. Silje Fines Wannebo, Chairman & Managing Director of MGI Mr. Mostafa Kamal, President & CEO of Jotun Mr. Morten Fon, and Managing Director of Jotun Bangladesh Ltd. Mr. Percy Jijina at the photo booth of the inauguration



Chairman & Managing Director of MGI Mr. Mostafa Kamal is seen giving his speech at Jotun Bangladesh Ltd. factory inauguration as Special Guest



Jotun Bangladesh Ltd. representative showing around the factory complex to the guests

To read the article, click: tiny.cc/hpyvuz

BREAKING BOUNDARIES

EVENTS

INCLUSIVE EMPLOYMENT ADVOCACY WORKSHOP FOR PEOPLE WITH DOWN SYNDROME HELD IN FRESH HOUSE

Down Syndrome is not a disease. It's a health condition. People with Down Syndrome can be self-reliant & establish themselves in society if they get proper skill development training. Down Syndrome Society of Bangladesh (DSSB) is working on creating employment for these people with the aim of achieving their inclusion in the society.

As a part of that, an advocacy workshop was held in 'Fresh House' on June 21, 2022. The objective of the workshop was to raise awareness and explore opportunities for inclusive employment. Higher officials of MGI, DSSB, self-advocate group, and parents/guardians participated in the workshop.

In his opening speech, DSSB Chairman Sarder A. Razzak informed everyone about different initiatives taken by them in their endeavor to create inclusive employment for people with Down Syndrome. After that, a documentary was shown to the participants, which portrayed the recent initiatives of DSSB. Later on, Down Syndrome advocates in the workshop voiced their rights on issues such as education, health, social inclusion, human rights, inclusive employment opportunities, safeguarding, commute etc. It's important to aware & inspire the family members with Down Syndrome people regarding job placement & ensuring employment. The parents/guardians of the Down Syndrome advocates present in the workshop shared their opinion, saying that there is no alternative to skill development training programs for these people.



Down Syndrome affected Rafid doing a performance at the workshop



MGI Director Barrister Tasnim Mostafa, along with the Down Syndrome people at the workshop

BREAKING BOUNDARIES

EVENTS

MGI Director Tahmina Mostafa, Tanjima Mostafa & Barrister Tasnim Mostafa, and Senior Executive Director Taif Bin Yousuf were present in the workshop. MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, Senior GM (HR) Atiq Uz Zaman Khan, Senior GM (Brand) Kazi Md. Mohiuddin, Senior DGM (Sales) Yeasin Mollah, CMO (Sales) Ashfaqur Rahman, and the other higher officials were present in the workshop.

In her special note, MGI Director Tahmina Mostafa, said, "We all have responsibilities for the people with Down Syndrome. However, we still need more awareness on this issue. As a mother in my personal life, I am really happy to be present in this workshop. We will work further so that we can put our best effort to promote people with Down syndrome."

MGI Director Barrister Tasnim Mostafa said, "From MGI, we are always active with our corporate social responsibilities. As a socially responsible organization, we have our part to play for people of all spheres. We look forward to a more inclusive social and corporate environment in Bangladesh, and we from MGI will do our best to help and construct such a future."

At the final portion of the event, as an initial gesture to symbolize their support, 2 brand new laptops, Fresh Stationeries, Fresh Pens, Fresh Notebooks and some other Fresh products were given to the participants as gifts.



L to R: MGI Senior Executive Director Taif Bin Yousuf and his daughter Wania, Down Syndrome affected Rafan & Rafid, and MGI Director Barrister Tasnim Mostafa at the workshop



MGI Team handing over two brand new Lenovo laptops to the DSSB representatives



MGI & DSSB Team in a group photo at the end of the workshop

EVENTS

MNBFL AND SGS BANGLADESH LTD. SIGNS AGREEMENT

In order to provide technological support and development, Meghna Noodles & Biscuit Factory Ltd. (MNBFL), and SGS Bangladesh Ltd. has signed an agreement. As per the agreement, SGS Bangladesh Ltd. will support MNBFL with product testing in SGS's internationally recognized and accredited (IEC/ISO 17025) laboratory, to assure product quality and boost customer acceptability both locally and worldwide. Additionally, SGS Bangladesh Ltd. will assist the implementation of ISO systems (HACCP, Food Safety, Quality Management etc.) and audits as well as the development of QC laboratories, professional skills & training programs. Mr. S. M. Muzibur Rahman, FCA (Sr. GM & Head of Accounts, MGI) and Ms. Yeasmin Akther (Business Manager, Knowledge and Health & Nutrition, SGS Bangladesh Ltd.) has signed the agreement on behalf of their respective organizations. Mr. Arman Mahmud (GM, Operations, MNBFL), Mohammad Saiful Islam (DGM, Quality, and MNBFL), Mr. Shamsul Alam (DGM, HR, FMCG), Mr. Sk. Bellal Hossain (Sr. DGM, Accounts, FMCG), Mr. Md. Mahbubul Alam (Sr. AGM, Accounts, FMCG), Mr. Saiful Islam (In-charge, Sales & Marketing, SGS Bangladesh Ltd.) and Mr. Bony Yamin (Assistant Manager, Sales & Marketing, SGS Bangladesh Ltd.) were present during the signing ceremony.



L to R: Yeasmin Akther (Business Manager, Knowledge and Health & Nutrition, SGS Bangladesh Ltd.) and S. M. Muzibur Rahman, FCA (Sr. GM & Head of Accounts, MGI) signing the contract on behalf of their respective organizations



L to R: Shamsul Alam (DGM, HR, FMCG, MGI), Sk. Bellal Hossain (Sr. DGM, Accounts, FMCG, MGI), Md. Mahbubul Alam (Sr. AGM, Accounts, FMCG, MGI), Mr. Arman Mahmud (GM Operation, MNBFL, MGI), Mr. S.M. Muzibur Rahman, FCA (Sr. GM & Head of Accounts, MGI), Yeasmin Akther (Business Manager- Knowledge and Health & Nutrition, SGS Bangladesh Ltd.), Mohammad Saiful Islam (DGM, Quality, MNBFL, MGI), Mr. Bony Yamin (Assistant Manager, Sales & Marketing, SGS Bangladesh Ltd.) Mr. Saiful Islam (In-charge, Sales & Marketing, SGS Bangladesh Ltd.) at the signing ceremony.

EVENTS

SFSL SALES & MARKETING MEETING HELD

Sonargaon Steel Fabricate Limited (SSFL) held a daylong meeting for the entire sales & marketing team of welding & gases on August 06, 2022. Approximately 40 (including the factory employees) participated in the session. SSFL GM (Sales & Marketing) Mr. Mushfique Akhter took the introductory session. This was followed by the review of individual performances. The expectations from the individuals for year-end were also shared in this session. An open session was organized towards the end with field force for a better understanding of the market and day-to-day issues. Factory participants also discussed their effort and shared some opinions for quality improvement factors. MGI Sr. GM (HR) Mr. Atiq Uz Zaman Khan graced the occasion and interacted with the participants and answered their queries. MGI Sr. AGM (Accounts) Mr. Shafique Ahmed also graced the occasion with his presence. The session ended with a prize giving ceremony for the team members who did well in sales, collection and maintained proper discipline in the market.



L to R: Mr. Faisol Quddus (AGM- Sales, FWEW), prize winner Mr. Habib Mridha (Customer Relations Officer- Welding), Mr. Mushfique Akhter (General Manager, Sales and Marketing-SSFL), and Mr. Atiq uz Zaman Khan (Sr. GM- HR)



SSFL Sales Team in the meeting

FRESH CERAMICS INAUGURATES EXCLUSIVE DEALER SHOWROOM IN SAVAR

Fresh Ceramics is working relentlessly to ensure aesthetic design and best quality tiles for the customers. With that aim, an exclusive dealer showroom was inaugurated at Haque Plaza market in Dogormora, Savar, on Tuesday, August 16, 2022. The name of the exclusive dealer showroom is 'Tiles City'. Fresh Ceramics COO A.K.M. Ziaul Islam inaugurated the exclusive dealer showroom, as DGM (Sales & Marketing) Iftakhar Alam, National Sales Manager Md. Obydul Hoque were present. The proprietor of 'Tiles City' Md. Kabir Ahmed, and the influential people from the locality were also present. The showroom comprises an area of 1,250 square-feet and will showcase the tiles of all sizes & different designs of Fresh Ceramics.



The interior of the Fresh Ceramics exclusive dealer showroom at Savar



L to R: Md. Abdul Barik (Sr. Executive- Sales, MCIL), Md. Obydul Hoque (National Sales Manager, MCIL), Md. Kabir Ahmed (Proprietor- 'Tiles City'), A.K.M. Ziaul Islam (COO, MCIL), Iftakhar Alam (DGM- Sales & Marketing) and others at the exclusive showroom inauguration

BREAKING BOUNDARIES

EVENTS

MGI IS NOW THE TITLE SPONSOR OF 'THE TECH ACADEMY'

MGI aims to create a positive tech-learning environment by providing support to the tech-sector of Bangladesh. 'The Tech Academy (TTA)' is one-of-a-kind institution, who are popularizing tech education in Bangladesh. They are working on making the kids to be interested in different tech fields including Robotics, Animation & Game Development in a creative & fun way. They have already broken boundaries by representing Bangladesh in the field of Robotics and becoming the champion at the FIRST Global Championship (FGC) in 2020.

TTA is a perfect representation of MGI motto, 'Breaking Boundaries'. We are proud to be the title sponsor of 'The Tech Academy'. We wish them all the best in their journey of breaking boundaries.



TTA Team for the FGC Challenge 2022



L to R: MGI Director Barrister Tasnim Mostafa, TTA Founder & CEO Mr. Shams Jaber, and COO Mr. Fardin Wadud Ananta at the signing ceremony

MCIL NATIONAL SALES MEETING HELD



Entire MCIL Sales Team



MCIL COO Mr. A.K.M. Ziaul Islam handing over the trophy to the winners

Meghna Ceramics Industries Ltd. (MCIL) National Sales Meeting was held on August 28-29, 2022, at Shikdar Resort & Village in Kuakata. MCIL COO Mr. A.K.M. Ziaul Islam, Deputy General Manager (Sales & Marketing) Mr. Iftakhar Alam, National Sales Manager Mr. Md. Obydul Hoque were present in the meeting along with all the colleagues of the sales team.

Fresh Ceramics has won the trust & love of the customers in just one year of launching. In the meeting, MCIL higher officials shared their valuable guidance on maintain the trust & love of the customers in future. Apart from that, Football & Cricket matches were arranged as team building activity & entertainment and the winners were awarded. The sales meeting was concluded with the motivation to achieve more success in the coming days.

BREAKING BOUNDARIES

EVENTS

UCIL CORPORATE SALES TEAM CELEBRATES SALES SUCCESS IN MALAYSIA



UCIL Corporate Sales Team in front of the Petronas Twin Towers



UCIL Corporate Sales Team in Putrajaya City

Unique Cement Industries Ltd. (UCIL) Corporate Sales Team has achieved the highest sales in the entire cement business of Bangladesh in February 2021. Not just that, they have been keeping the streak of success ever since. To celebrate this unprecedented success, UCIL Corporate Sales Team had a well-deserving trip to Malaysia during September 09-13, 2022. UCIL Executive Director Mr. Mohammed Khurshed Alam, and Corporate Sales Sr. GM Mr. Sanjib Kumar Saha were present for the team of 36 other participants of the Corporate Sales Team.

UCIL Corporate Sales Team have been working relentlessly in ensuring the best quality of cements and maintaining the deadline to provide in different mega projects of Bangladesh. These mega projects include- Matarbari Thermal Power Plant, Payra Thermal Power Plant, Taltoli Thermal Power Plant, Bangabandhu Sheikh Mujibur Rahman Railway Bridge, Dhaka Bypass Project, Rooppur Nuclear Power Plant, Payra Port Project, BNS Sheikh Hasina Submarine Project, Aftabnagar Sewerage Treatment Project, Gandharbpur Water Treatment Plant Project etc. As a result of their continuous thrive, Fresh Cement & Meghnacem Deluxe have achieved the pinnacle of success.

We wish UCIL Corporate Sales Team best of luck for their future endeavors.



UCIL Corporate Sales Team in Langkawi



BREAKING BOUNDARIES

EVENTS

FRESH FULL CREAM MILK POWDER SPONSORED 'CARNIVAL AT THE PARK'



Fresh Full Cream Milk Powder branding at the entrance of 'Carnival at the Park'

The one-of-a-kind, children's event 'Carnival at the Park' was held on September 09, 2022 at Justice Shahabuddin Ahmed Park, Gulshan-2. The carnival was organized by O'Play. Fresh Full Cream Milk Powder was the title sponsor for the carnival. The carnival was open for all. Parents and children of different ages attended there. An estimated footfall of 5,000 were there during the carnival. There were different activities for the children at the carnival-including an art competition, puppet show, magic show, dance game, Bengali song, face painting, bouncy castles, sand pits equipped with Bengali letter illustration etc. The venue and the entrance were decorated with colorful banners and festoons. As the title sponsor, there were prominent presence of Fresh Milk Powder- including logo placement & visibility, life-size cutout of Fresh Milk pack etc. There was a specific zone inside the carnival with different activity named 'Fresh Funyard'. Besides, there were spot consumption for Fresh Milk Powder. There was also presence of Fresh Biscuits, Beverage, Water, Stationery, Noodles, Wafer, and Tissue inside the carnival.



Kids enjoying at the 'Fresh Funyard'



Magic Show at the Carnival



Art Competition for kids at the carnival



Bouncy Castle at the carnival



Spot consumption of Fresh Full Cream Milk at the carnival



Gift handover to the kids



A kid with face painting at the carnival



NIGHT AERIAL VIEW OF TWO OF OUR ETHYLENE GAS SHIPS

BREAKING BOUNDARIES

EVENTS

FRESH LP GAS OPENS UP A NEW DOOR OF OPPORTUNITIES IN NORTH BENGAL REGION



Meghna Fresh LP Gas plant inauguration at Bogura



Bogura Regional Distributor Conference



Fresh LP Gas, COO, Mohammed Nurul Alam speaking at the Regional Distributor Conference

Fresh LP Gas, inaugurates the new plant for North Bengal region in Bogura on September 08, 2022, opening up a new door of opportunities. With the inauguration of this plant, Fresh LP Gas has taken another step forward in establishing a wide distribution network across the country.

With the aim of providing better customer service, fulfilling the increasing demand and proper distribution- the new refilling plant equipped with latest technologies are established in Manikchak, Bogura. The plant has the capacity to hold 200 MT of LPG and the monthly maximum refill capacity of 300,000 LPG containers.

After the plant inauguration, the regional distributor conference was also held. In the distributor conference, higher officials of Fresh LP Gas discussed the effective measures taken to generate more sales, ensure product affordability and provide better customer service in the North Bengal region with the distributors. Fresh LP Gas COO Mr. Mohammed Nurul Alam and Sr. AGM (Accounts) Mr. Shafique Uddin Ahmed, ACA, were present in the ceremony along with the Fresh LP Gas higher officials.

BREAKING BOUNDARIES

EVENTS

MGI TAKES PART IN THE D-8 CCI BUSINESS FORUM & EXPO 2022



Export Team at the MGI booth



Honorable Minister, Ministry of Foreign Affairs, and Chair of D-8 Ministerial, Dr. A. K. Abdul Momen, MP, and, Honorable Private Sector Industry & Investment Adviser to Honorable Prime Minister, Mr. Salman Fazlur Rahman, MP, at the MGI booth

MGI participated in the D-8 CCI Business Forum & Expo 2022 during July 26-27 in Dhaka. The D-8 CCI Business Forum and Expo 2022 was held to commemorate the Silver Jubilee anniversary of the establishment.

The D-8 CCI Business Forum & Expo 2022, Dhaka focused on the theme of Value Chain Integration amongst the apex bodies of business and trade from the D-8 member countries. D-8 member countries are- Bangladesh, Egypt, Indonesia, Iran, Malaysia, Nigeria, Pakistan and Türkiye. The COVID-19 pandemic and recent global economic situation have afflicted us with inflationary pressures, supply chain disruption, and stagflation. This was the right time to explore Value Chain Integration across the D-8 nations for trade, investment and economic sustainability.

Honorable Minister, Ministry of Foreign Affairs, and Chair of D-8 Ministerial, Dr. A. K. Abdul Momen, MP was present as Chief Guest. Honorable Minister, Ministry of Commerce, Mr. Tipu Munshi, MP; Honorable State Minister, Ministry of Foreign Affairs, Mr. Md. Shahriar Alam, MP; Honorable Private Sector Industry & Investment Adviser to Honorable Prime Minister, Mr. Salman Fazlur Rahman, MP; and Honorable Secretary General, D-8 Organization for Economic Cooperation (D-8) Ambassador Isiaka Abdulqadir Imam were present as Guest of Honor.

The foreign delegates and diplomats paid a visit to the MGI stall.

MGI PARTICIPATES IN THREE JOB FAIRS



MGI at JU Job Fair and Career Summit 2021



MGI at Bdjobs.com Sales Chakri Mela, Dhaka



MGI at Bdjobs.com Sales Chakri Mela, Chittagong

'Bdjobs.com Sales Chakri Mela' was successfully organized at Dhaka & Chittagong on August 08 & September 08, 2022. The event was specially arranged for sales personnel aspiring to be the future leaders. As one of the largest conglomerates of Bangladesh, MGI was invited to participate in the event. As a prominent employer of the country, MGI always aims to attract good resources and turn them into the future ambassadors. MGI HR Department is relentlessly working on attracting the potential & skilled workforces. Therefore, a vibrant team of MGI HR & Sales attended the event to communicate the career opportunities in Sales at MGI to the aspiring leaders. Besides, Prothom Alo Bondhushava organized 'JU Job Fair and Career Summit 2022' at Jahangirnagar University. MGI was also invited there to participate, along with the 40 other organizations with their career opportunities. There, MGI HR Team created an atmosphere for the job seekers, as they asked questions & career tips and communicated their relevant skills. HR Team also found a good number of potential candidates who can be placed at the different functions of MGI.

BREAKING BOUNDARIES

EVENTS

MFPL BREAKS THE BOUNDARY

August 2022 was a significant milestone for Meghna Foil Packaging Ltd. (MFPL), as they achieved their highest sales of 500 MT. MFPL becomes the 1st company in Bangladesh that has produced 506 MT products by using two Printing machines. This is a historical achievement in the packaging industry of Bangladesh. MFPL has achieved this milestone as a result of the hard work & effort of the team members in the Production, Marketing, QC, Maintenance, Planning, Store, and Accounts Team. MFPL has celebrated the highest ever sales with all of the employees, held on September 10, 2022 at Fresh Villa. MFPL Executive Director (F&F) Mr. Md. Harun-Or-Rashid, was present as chief guest during the celebration. After cutting the cake, he delivered some words of inspiration and ended by wishing success to all the members in their future endeavors. GM (F&F) Mr. Rafiqul Islam, DGM (MFPL Plant Head) Mr. Md. Humaun Kabir Himu, AGM (MFPL) Mr. Md. Wahiduzzaman, Sr. AGM (Accounts) Shafique Uddin Ahmed were also present at the celebration.



L to R: AGM (MFPL) Mr. Md. Lutfor Rahman, DGM (MFPL Plant Head) Mr. Humaun Kabir Himu, Executive Director (F&F) Mr. Md. Harun-Or-Rashid, GM (F&F) Mr. Rafiqul Islam, Sr. AGM (Accounts) Mr. Shafique Uddin Ahmed, and AGM (MFPL) Mr. Md. Wahiduzzaman at the ceremony

FRESH LP GAS GETS TO A NEW HEIGHT



Fresh LP Gas team celebrating 3 years of success

Fresh LP Gas, a concern of MGI, has earned the trust of the customers in Bangladesh in just 3 years of official launch. The brand has emerged as one of the leading LPG brands based on the retail sales in Bangladesh. The nationwide distribution network and product quality assurance played a key role in the success of Fresh LP Gas.

A celebration ceremony was held at the head office of Fresh LP Gas at Gulshan in Dhaka on August 07, 2022. Higher officials from the sales, marketing, accounts & other departments were present at the celebration. Fresh LP Gas COO Mr. Mohammed Nurul Alam said, "The contributions of Fresh LP Gas distributors, retailers & stakeholders behind this success are undeniable. We are also grateful to our customers for believing in us. We are relentlessly working to take this success forward".

BREAKING BOUNDARIES

CAMPAIGNS

WE INITIATED 'PEOPLE OF MGI' CAMPAIGN

MGI is a brand for the people of Bangladesh. This has been possible for the relentless effort & dedication of the people inside MGI. With an aim to portray their passion for work, we have initiated a specific campaign on our social media platforms titled 'People of MGI'. The campaign has been a series of 10 individual videos and 1 compilation video. Starting from the Executive Directors, down to the Executives - people of all seniority levels and designations were featured in the video, where they expressed their point of view in their own words. The video started off with the brief introductions of the officials, moving on to their roles at MGI. This was followed by their explanations on how they are putting the effort in turning MGI as one of the most admirable conglomerates in Bangladesh. The video then moved forward to how MGI is contributing to improve people's lifestyle every day. Following that, the video delved into their vision, as they shared, 'Where do you see MGI in 5 years?' Lastly, they all gave their own interpretation of 'Breaking Boundaries'. The officials featured in the video were: Mohammed Khurshed Alam (ED, UCIL), Aminur Rahman (Project Director, RDI), MA Bakr (COO, Sugar), Air Cdre. Md. Anwarul Haque Sardar (COO, Aviation), AKM Ziaul Islam (COO, Ceramics), Md. Rahmotullah Khondoker (CAO, Accounts), Md. Nurul Islam (Sr. DGM, LPG & Shipbuilding), Suman Chandra Bhowmik (Sr. DGM, Accounts, Economic Zone), Md. Istiack Rashid (Executive, Brand), and Sadia Afrin, (Executive, HR). The campaign garnered a commendable response over the social media platforms. On Facebook, number of reach was 7M+, views were 2.4M+, and engagement number was 2.4M+.



Officials featured in 'People of MGI' campaign



Scan Here

FRESH BISCUITS CONDUCTS EID-AL-ADHA DHAKA EXIT POINT TRANSPORT HUB ACTIVATION



Brand promoters handing over Fresh Biscuits to the customers

During July 05-09, 2022, Fresh Biscuits conducted an activation at the exit point transport hubs in Dhaka City. The idea of the activation was to be a part of the Eid-Ul-Adha festivity as people were embarking on their journey to reach their native home, while conducting the brand awareness for Fresh Biscuit. The key terminal points were- Gabtoli Bus Terminal, Kalyanpur Bus Terminal, Arambagh Bus Terminal, Mohakhali Bus Terminal, Airport Railway Station and Kamalapur Railway Station. Fresh Biscuits set up branded kiosks, X-stand, festoon to create brand visibility and had 3 special

combo offers for the travelling people. The brand promoters gave product brief to the people from the kiosk. The activation results were satisfactory. Approximately 2,545,027 people were reached during the activation period. A total of 2,425 combo packages were sold, that amounted a total of BDT 2,78,250. The activation was also communicated on Fresh Biscuits social media platforms and 2,545,027 people were communicated there.

BREAKING BOUNDARIES

CAMPAIGNS

FRESH WHOLE WHEAT ATTA COMPLETES 'SHOCHETONOTAY SHURU' CAMPAIGN

In August 2022, the campaign 'Shochetonotay Shuru covered' 15 parks in Dhaka, Cumilla, Bogura & Sylhet and 5 large gated communities in Dhaka. The gated communities were- Rakeen City, Protik Ruposree, AGB Colony, Govt. Officers' Quarter- Dhanmondi, and Shikkha Bhaban Colony- Mirpur. The activation was run two days a week in each location. During the activation, different consumer communication materials including kiosk, flyer, x-banner, backdrop, coupon questionnaire & box, door shape banner, long banner etc., were used to convey the awareness message. During the campaign, we were able to aware 35,000 audiences regarding Fresh Whole Wheat Atta feature benefits. We conducted free blood sugar, blood pressure, height & weight test for 3,900 participants. As a result of our continuous drive, we were able to sell 34 MT/month for Fresh Whole Wheat Atta during March-August, which was 8 MT/month during the same time last year. Looking forward, we aim to initiate a nationwide campaign from the beginning of 2023 and generate a volume of 100 MT/month for the same year.



'Shochetonotay Shuru' campaign logo Customer buying Fresh Whole Wheat Atta at the 'Shochetonotay Shuru' campaign



Participant getting the free blood pressure checkup at the campaign

FRESH INSTANT NOODLES WET MARKET ACTIVATION HELD

Fresh Instant Noodles wet market activation was conducted during September 01-07, 2022. The objective of this activation was to reach the target group and brief them about the product, so that it creates a positive impact on sales. For the activation, the markets were decorated with dangler, festoon, banner and gate branding. There were booths in select marketplaces. The retailers were gifted with Fresh branded T-shirts and Fresh Instant Noodles for free to help build a good relationship. There was also 'Wheel of Fortune' game for customer engagement. The customers needed to purchase a 12 or 8 pack of Fresh Instant Noodles to participate in the it. For the retailers, there was the game of achieving the specific target. Retailers selling 80 packs of noodles during the activation tenure were eligible for the gift. The fastest 3 to achieve the target were picked as the winners. As a result of all these activities & offers, approximately 1.925 packs of Fresh Instant Noodles were sold during the program.



Customer receiving gifts after playing 'Wheel of Fortune'



Fresh Instant Noodles Brand promoters handing out T-shirts to the shop owners

BREAKING BOUNDARIES

CAMPAIGNS

A JOURNEY TOWARDS NEW ERA OF ROBOTICS & TECHNOLOGY



Entire TTA Team for the FGC challenge

MGI, along with The Tech Academy (TTA) started a campaign titled 'Robogen' on August 21, 2022. On August 27, 2022, MGI and TTA officially signed the collaboration contract. MGI Director Barrister Tasnim Mostafa, TTA Founder & CEO Shams Jaber and COO Fardin Ananta were present in the signing ceremony. Through this collaboration, MGI will be the title sponsor for TTA in the upcoming 'FIRST Global Challenge 2022' to be held in Geneva, Switzerland and 'FIRST Tech Challenge 2023' to be held in Houston, United States of America. We wish the participants all the best in their quest of breaking boundaries.



MGI Robogen Campaign Logo



TTA Team unboxing the parts of robot for the FGC challenge



Sneak peek of the robot from the TTA campaign video



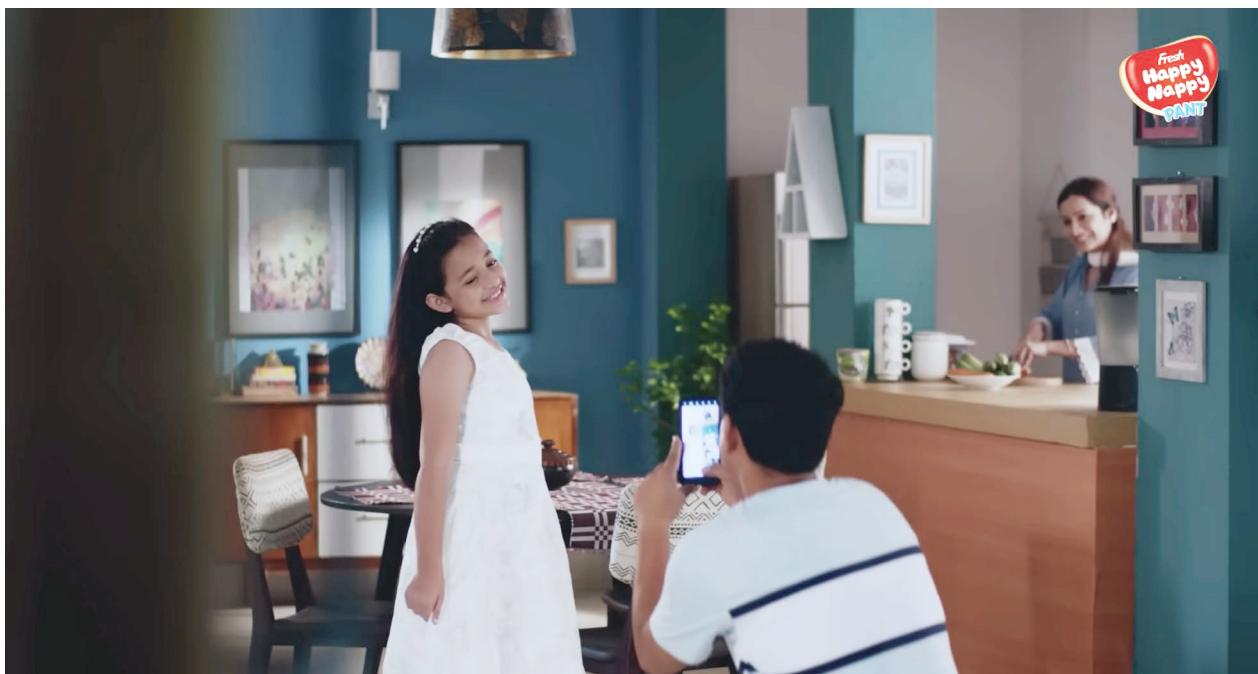
BREAKING BOUNDARIES

CAMPAIGNS

FRESH HAPPY NAPPY PANTS DIAPER SUCCESSFULLY CONDUCTS FATHER'S DAY CAMPAIGN



Glimpses of the Fresh Happy Nappy Pants Diaper Father's Day OVC



Another glimpse of the Fresh Happy Nappy Pants Diaper Father's Day OVC

Keeping the Father's Day 2022 in mind, Fresh Happy Nappy Pants Diaper took an empathetic approach towards the children who are deprived of the love & support of a father. There are 4.4 million (44 lac) children who are deprived of this aspect in life in Bangladesh. The objective was to create talkability on the social media platforms based on a social context, and generate awareness of the brand in the process. For that, a story based OVC was uploaded on the Fresh Happy Nappy Pants Diaper Facebook page on June 18, 2022, the day before Father's Day.

The OVC portrayed the story 'Nodi', an orphaned little girl. We see her journey from an orphanage to a family that adopted her. The OVC story revolved around, how her adopted father helps her to ease the struggles in life and enter a new life.

The OVC generated a substantial response- with 8.4 million reach, 2.4 million engagement, 13.2 million impression, 6.3 million views and 2.5K shares. The engagement ratio was 28.41%. The OVC also generated non-paid PR and was featured in 'Ads of the World'. It was one of the top highlighted campaigns for 3 days. Fresh Happy Nappy Pants Diaper also collaborated with 'Bidyanondo Foundation' as a part of this campaign. Fresh Happy Nappy Pants Diaper pledged to donate a percentage of the sales to orphans through them.



CSR

FRESH TISSUE DONATES ULTRASOUND MACHINE TO BANGLADESH CANCER SOCIETY HOSPITAL & WELFARE HOME

Fresh Tissue, a flagship brand of Meghna Group of Industries (MGI), conducted a month-long campaign titled 'Fresh Bangladesh' during March on the occasion of International Women's Day 2022. In this campaign, breast cancer awareness was spread from Teknaf to Tetulia through a mobile clinic (caravan). The mobile clinic had free breast screening facility with a professional doctor & Sonologist. Approximately 1,000 women took the service, out of them, 110 were found to have symptoms or abnormalities.



L to R: Honorable member of Bangladesh Cancer Society, Prof. Golam Abu Zakaria, Director of Bangladesh Cancer Society Hospital & Welfare Home Prof. Dr. MA Hai, Project Director Prof. Dr. Golam Mohiuddin Faruque, MGI Director Barrister Tasnim Mostafa visiting patients at the Bangladesh Cancer Society Hospital & Welfare Home

As a part of the campaign, Fresh Tissue has donated an Ultrasound Machine to Bangladesh Cancer Society Hospital & Welfare Home on Saturday, August 13, 2022. On behalf of MGI, respected Director Barrister Tasnim Mostafa handed over the machine to the authority as Special Guest in a ceremony held at the hospital premise. During the handover ceremony, she said, "We aim to continue the Fresh Bangladesh initiative so that the people keep on getting the outcome of it. We are happy to donate the Ultrasound Machine from this campaign to Bangladesh Cancer Society Hospital & Welfare Home."

Respected Director of Bangladesh Cancer Society Hospital & Welfare Home Professor Dr. MA Hai chaired the ceremony, and Project Director Professor Dr. Golam Mohiuddin Faruque was present as Special Guest. MGI Senior General Manager (Brand) Kazi Md. Mohiuddin and MGI Senior DGM (Sales, MPPML) Md. Yeasin Mollah were also present in the ceremony from MGI, along with the hospital doctors and press & media representatives.



L to R: Director of Bangladesh Cancer Society Hospital & Welfare Home Professor Dr. MA Hai, Project Director Prof. Dr. Golam Mohiuddin Faruque, Honorable member of Bangladesh Cancer Society Prof. Golam Abu Zakaria, MGI Sr. GM (Brand) Kazi Md. Mohiuddin, Director Barrister Tasnim Mostafa, Sr. DGM (Sales, MPPML) Md. Yeasin Mollah at the Ultrasound Machine handover ceremony



MGI and Bangladesh Cancer Society Hospital & Welfare Home officials

BREAKING BOUNDARIES

INITIATIVES

DAILY SAFETY BRIEFING ASSEMBLY AT MNBFL

A daily safety briefing assembly has been initiated at the Meghna Noodles & Biscuits Factory Limited (MNBFL). The daily assembly has been named 'Daily Assembly Meeting/Enhanced Take 5'. The safety instructions & steps will give the workers a better understanding on requirements. In turn, will result in a better efficiency. This initiative has also become a mean to engage the workers. This has also ensured the both way of communication between the workers & the supervisors.



Some moments of the daily safety briefing at MNBFL

The objectives of this assembly are: 1. Transition from home to work; 2. Give specific, on-site work direction; 3. Make workers feel valued and involved; 4. Identify potential work-related safety hazards; 5. Develop a group safety concern.

Characteristics of an effective 'Take 5': 1. On-site; 2. Job specific; 3. Not more than 20 in a group; 4. Use workers' language if possible; 5. Two-way communication.

Take 5 process steps: 1. Greetings; 2. Walk through tasks & assign responsibility; 3. Identify hazards; 4. Preventive Measures; 5. Specific housekeeping requirements.

Closing thought: 1. Strive to be that MOTIVATED Supervisor; 2. Conduct a MEANINGFUL 'Enhanced Take 5' every work day; 3. Use the 'Enhanced Take 5' to connect with your men.

At the end of the 'Take 5' session, ask yourself: 1. If the workers are your sons or brothers? 2. Was the 'Take 5' you just conducted good enough to keep them safe?

This is a very insightful initiative taken by the MNBFL Management Team for the betterment and safety of the workers. We wish them all the best.

NEW QUALITY CONTROL INITIATIVES BY MNBFL

Meghna Noodles & Biscuit Factory Ltd. (MNBFL) laboratory is well-equipped and are following necessary steps to ensure quality. Almost 40 people are putting their best effort in MNBFL chemical and microbiological laboratory with the motto, 'Ensuring Safe Food'. At the same time, it is also important to ensure a safe workplace for these laboratory personnel, since they are regularly dealing with hazardous chemicals, UV rays etc.

MNBFL authority has taken an initiative to follow three guidelines as their attempt of quality assurance and ensure laboratory safety.

1. Identifying the Hazards: Firstly, we have conducted Hazard Identification & Risk Assessment (HIRA) to identify the probable hazards in the laboratory. We have also taken relevant corrective steps to minimize those.

2. Cautioning for the Hazards: We have implemented safety signages to aware everyone regarding the hazards.

3. Training the Employees for the Hazards: We have conducted Material Safety Data Sheet (MSDS) and other safety training (induction, fire etc.) for the laboratory employees.



Quality control briefing at MNBFL



Safety signage at MNBFL

BREAKING BOUNDARIES

NEWS & UPDATES

YET ANOTHER SERIES OF 'BREAKING BOUNDARIES' FOR AVIK ANWAR

The name of Bangladesh has once again soared high, as Avik Anwar has conquered the Sepang Circuit at the Malaysia Championship Series 2022. Despite a 15 second time penalty and an extra 20 kg in his car in Race 2, our very own racing superstar secured the 2nd position out of the 52 competing drivers.

Before that, in Round-3 of Race-1 at the same series, Avik Anwar secured the 2nd position. That too, by ensuring the fastest lap of the race in the Malaysia Championship Series 2022. He also snatched a 3rd position out of the 43 racers in Race-2.



Avik Anwar after securing 2nd position in Malaysian Championship Series Round 2



Avik Anwar after securing 2nd position in Malaysian Championship Series Round 3 Race 1

We wish Avik Anwar the very best in his continuous race of breaking boundaries.

ARAFAT MAKES IT TO THE TOP 20 IN IRONMAN CHAMPIONSHIP

Ironman Mohammad Shamsuzzaman Arafat has broken the boundaries twice this year, with MGI as his one of the main sponsors. He has participated in Ironman 70.3 World Championship in Utah, USA, and in Ironman 70.3 Desaru Coast, Malaysia.

In the Ironman Championship, Arafat has earned his accolade by securing a place in top 20 from the top 50. Out of 828 participants, Arafat has finished 19th in this competition- thus, breaking his own boundaries.

From MGI, we are proud to have Arafat as our brand ambassador. We wish our Ironman Arafat to keep on breaking boundaries in the future.



Arafat after finishing the Ironman Championship 70.3 in Desaru Coast

TRAINING PROGRAM

MGİ BRAND TEAM MEETING FOR JULY & SEPTEMBER HELD



Brand Team playing 'Team Pen' to test out teamwork, leadership & coordination

On July 02, 2022, MGİ Brand Team met for their monthly team meeting at Fresh House. The session started off with multiple teams building activities. One of the most interesting games was 'Team Pen', a game played with one pencil, ropes for each participant and a piece of paper for each team. The purpose of the activity was to bring out leadership, teamwork, coordination, listening, and communication qualities of the team members. After that, the introductory session for 12 new brand team members were done. The latest and most successful campaigns were presented by the Ceramics and Diaper Brand Teams of MGİ. MCIL Senior Executive

(Brand) Mr. Tanvir Sultan presented the Fresh Ceramics Eid campaign 'Eid Express'. MPPML Executive (Brand) Mr. Ragib Hasanuzzaman then presented Fresh Happy Nappy Diaper Father's Day campaign. Towards the end of the session, MGİ Sr. GM (Brand) Kazi Md. Mohiuddin took a session on career growth and branding concepts. He shared 8 points for career growth- 1. A bit of extra hour in the beginning of career help you grow in the long run, 2. You can win anyone, 3. Your work can cut through all kind of jealousy and politics, 4. Your attitude is more important than your skill, 5. Never stop learning, 6. Pursue one passion outside work, 7. You are here for a purpose, 8. Smartness consists of knowing not showing.



MGİ Sr. GM (Brand) Mr. Kazi Md. Mohiuddin handing over gift hamper to the AGM (Brand) Mr. Sadman Sharif Biswas and his team



MGİ Sr. GM (Brand) Kazi Md. Mohiuddin taking a session on brand purpose

On September 14, 2022, the monthly brand team meeting and training session took place. The session began with an hour-long session on Falcon, a social media insight monitoring tool. As there are a lot of aspects in social media page management that are not quantifiable without the access of a third-party platform- a session on this tool was really helpful for the team members. A session on Silver Push, a marketing technology solutions provider which enables push notifications, was taken by a representative of the Fresh Soybean Oil Brand Team. It was discussed how this platform helped the impressions, clicks, CTR, views and VTR increase for Fresh Soybean Oil campaigns. This was followed by a discussion on SMART Goals (S-Specific, M-Measurable, A-Attainable, R-Relevant, T-Time-based). The discussion topic revolved around, what are the aspects to keep in mind while determining a proper SMART Goal for a specific brand or business. After the discussion, team members shared some of the successful campaigns from their individual brands, including the success metrics. Followed by team-building game activity, named Robotic Team for finding out leadership and proper communication skills. In this activity AGM (Brand) Mr. Sadman Sharif Biswas and his team emerged as the winners. Afterwards, there was an online session on WARC, a web-based platform that provides marketing insights to the professionals. The session was taken by WARC Executive Kathryn Ng. from Singapore. This was followed by the new joiner session. The fresh faces in MGİ Brand Team introduced themselves and shared their latent talents to the team. The meeting ended with MGİ Sr. GM (Brand) Mr. Kazi Md. Mohiuddin, taking a session on the concept of 'Brand Purpose'. It was yet another fruitful session for the MGİ Brand Team, with discussion and learning points.



Team member playing 'Robotic Team'

BREAKING BOUNDARIES

TRAINING PROGRAM

FACTORY ADMIN DEPARTMENT HOLDS THE TRAINING ON DISCIPLINARY ACTION PROCEDURE & SEPARATION MANAGEMENT



Factory Admin group photo after the training session

MGI businesses are expanding rapidly for all of the portfolio. More workforce is being added to cope with this growth. For operational excellence, Factory Admin Department members who are managing workforces are required to have adequate learning on disciplinary action procedures along with prevailing regulations.

With that objective, the first half of training program for disciplinary action procedure & separation management for Admin Department new batch-4 was held on September 05, 2022.



Day-1 at the factory admin training



L to R: MGI Sr. Executive Mr. Amran Hossain and GM (Central Admin, Factory Complex) & Trainer Mr. Syed Hassan Jamil, handing over the prize to Deputy Manager (Admin, MBL) Mr. Md. Kawsar Ahamed

The second half of the training program was conducted on September 12, 2022 with the previously trained employees from the Admin Department. The program was a continuation from February 2021 HR training session. The training was designed as a practical learning workshop with quizzes and case studies. This helped the Factory Admin employees to understand the process so that they can use those in their day-to-day activity.

BREAKING BOUNDARIES

INNOVATION

YET ANOTHER OUTSTANDING INNOVATION BY TCML TEAM

Tasnim Condensed Milk Ltd. (TCML) is always looking forward for cost reduction. This was a time, when the Belt Press Machine was in a very poor condition. To solve this, two young & energetic minds of the Maintenance & Innovation Team of TCML thought of making a Belt Press Machine from ETP of TCML. These two young minds are- TCML Assistant Engineer Md. Raju Ahamed and Senior Mechanic Md Shakil Ahmed. With the permission of MGI Honorable Chairman & Managing Director Mr. Mostafa Kamal- they immediately started the manufacturing work from February 20, 2022 and completed the machine on July 01, 2022. During this time, they not only spent time to make the machine, but also performed their regular factory maintenance responsibilities. During their effort, Senior Foreman Mr. Noor Mohammad advised them on electrical works. They were also helped by Shamim, Athahar Bari and Kabir from the Mechanical Team. After succeeding in two innovative projects (cargo lift and belt press machine) already, TCML Maintenance & Innovation Team is brimming with confidence. Now, they are already thinking about their next endeavour- to innovate the Free Energy Generator. Back in 2017, the import price of the old belt press machine was BDT 1,750,000. Considering the current time, the approximate price will not be anything below BDT 3,000,000. However, the TCML Maintenance & Innovation Team has made the belt press machine at BDT 1,320,551. This is to mention that the motors, sensors and the panel boards of the old machine were replaced in the new machine.



TCML Team with their latest innovation: Belt press machine



Work in progress- a bench press machine

NEW PRODUCT DEVELOPMENT

INTRODUCING- FRESH CUP NOODLES

As a perfect choice to 'Ready to Eat and Balanced Snacks', we have introduced our new product in the noodles category- Fresh Cup Noodles. Fresh Cup Noodles comes in 2 variants- Masala and Spicy Chicken. It is enriched with Vitamin B2, Iodine and Calcium. State-of-the-art European Technology, proper quality control and healthy ingredients ensure the best quality for Fresh Cup Noodles.



Fresh Cup Noodles, in Spicy Chicken and Masala Flavour

BREAKING BOUNDARIES

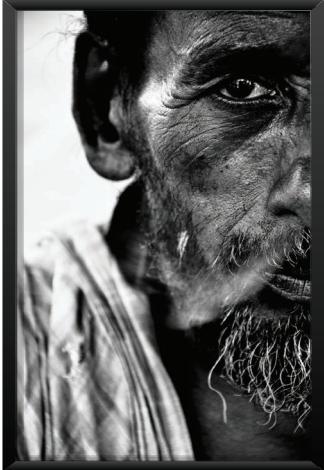
TALENT BEYOND WORKPLACE



I am Sabuj Karmaker, a Senior Visualizer, Brand , MGI.

Since the age of 11, I have always been interested in the making of artworks in various mediums. I have been inspired by my father in creating art. He was a gold jewelry designer and the creative knack in me has been unveiled by this inspiration. It has inspired me to join the creative industry which ultimately led me to my career as a Visualizer and a Graphic Designer.

I want to make paintings in the future which will be able to open discussions on various ongoing societal issues.



I am Asif Adnan, Assistant Manager, Brand and I have been doing photography for almost 13 years. When I started doing photography, it was a means to be associated with or be friends with new people in an unfamiliar environment in North South University. It slowly but surely grew onto me and shaped my life views in many ways. I was inspired primarily by photographers like Munem Wasif, Abir Abdullah, Ashraful Awal Mishuk. In terms of international photographers- Steve McCurry, Trent Parke and James Natchway works always blew me away. Photography took me through many alleyways and enabled me to meet many new people whom I otherwise would not have met. I was fortunate enough to do an apprenticeship under Munem Wasif, one of the people I always looked up to. While doing photography, I along with other members of my peer groups worked towards

giving a platform to amateur photographers of Bangladesh. I was one of the pioneer members of 'Through the Lens: Bangladesh'- photography group, which has now become one of the biggest communities for amateur photographers in the world. As one of the executive members of NSUPC, I arranged a lot of national and international photography exhibitions. I was awarded 2nd prize in Life category in International Inter University Photography Exhibition 2011, 2nd prize in Lifestyle category in International Inter University Photography Exhibition 2010 and several other awards in Intra NSU Photography Competition.

The learning of managing these photography events and other related knowledge to this process played a vital role in my professional life.



BREAKING BOUNDARIES

Q&A

Visit the link



tiny.cc/o4fzuz

Participate in the quiz from your offical e-mail ID
by **October 31, 2022.**
Get a chance to win a surprise!

Or scan the QR code



Scan Here

Q&A WINNERS

CONGRATULATION TO THE QUIZ WINNER OF BREAKING BOUNDARIES 5TH ISSUE

A total of 49 people successfully answered all questions in the Q&A segment of 'Breaking Boundaries' 5th Issue. Kishore Kumar Deb, Sr. Manager (Accounts, UEOL) was the lucky winner based on a raffle draw.

A gift handover ceremony was held at Fresh Villa. Syed Towfique Uddin Ahmed, ED, Admin, MGI and A.K.M. Monowar Hossain Akhand, Deputy Advisor, MGI handed over a brand new **Hitachi Vacuum Cleaner 18Ltr. (CV-960F) 2200W** to the winner Kishore Kumar Deb. The Quiz winner was very ecstatic on receiving the gift from us.

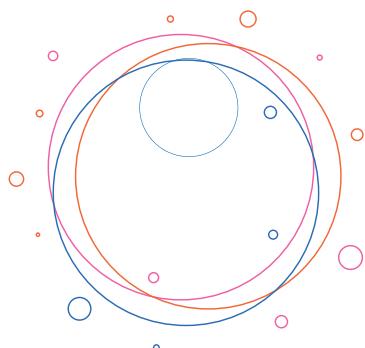


You can also win a surprise gift!
Participate in the quiz
get a chance to win



GET TO KNOW —

DID YOU KNOW?



Inside the Sonargaon Green Concrete Bricks & Blocks factory



Sundried bricks & blocks outside the factory

The daily production capacity of our factory Sonargaon Green Concrete Bricks and Blocks (SGCABL) is an astounding 60,000 bricks!

We have zero-emissions while manufacturing these bricks. Using innovative technologies, SGCABL lessens the negative environmental effects of red bricks and clay bricks. This technology incorporates all areas of high-tech performance, such as mechanical qualities, fire resistance, and workmanship, and it takes into account all stages of a concrete construction's life cycle, including structural design, specification, manufacture, and maintenance.

In comparison to conventional clay bricks, these bricks are more durable and sturdier. The use of cutting-edge technology also allows for the fabrication of them in the most precise sizes.



BREAKING BOUNDARIES

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