

BREAKING BOUNDARIES

QUARTERLY NEWSLETTER- 5TH Issue



TOP NEWS INSIDE

- Achievement
- Campaigns
- CSR
- Events
- News & Updates
- Training Program
- Innovation

EDITORIAL

EDITORS' NOTE

Dear Readers,

We are glad to welcome you to the 5th Issue of 'Breaking Boundaries'. We have had tremendous amount of support from everyone in this round of newsletter. And we are very grateful to have received such excitement and response for the newsletter.

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

The first quarter of 2022 has been very impressive for MGI. We have participated in a substantial number of events as sponsors. There were different events and campaigns from various brands of MGI. We have been recognized in different ceremonies, which have elevated our impact in the community and to the people. Our brand ambassadors have also kept their streak of 'breaking boundaries', staying true to their attitude and determination. In this volume, we have addressed all these aspects.

As always, we have kept the last section of the newsletter for our colleagues. We showcased their talents, efforts and interest once again in this issue of newsletter. We have also kept the quiz segment once again for everyone's participation. A gentle reminder: this quiz is open for everyone in our MGI family. Participate in the quiz and get a chance to win a surprise gift!

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

Enjoy 'Breaking Boundaries'.



EDITORIAL TEAM

Advisory Board

Tanveer Mostafa
Kazi Md. Mohiuddin

Project Manager

Faisal Rahman

Creative and Graphic

Monsorul Alam
Md. Nashid Been Hannan

Coordinator

Chowdhury Md Tanim
Tasfia Hasin Nawar

Contributors

Engr. Md. Mosharaf Hossain
Md. Nurul Islam
Mohammad Saiful Islam
Khan Joshi Kabir
Sadman Shariar Biswas
Shariar Masud
Syed Sogir Mahmood
Bilkis Rahman Mita
Md. Arif Siddique
Mahmudul Hasan
Tanvir Wahid Lashker
S. M. Mukim Hasan
Md. Rashidul Islam
Md. Sikander Hossain
Shefath Sharmin
Tanvir Sultan
Wadudur Rahman
Angkon Arohi
Ibnun Taihan Shaon
Md. Moinul Hossain
Md. Osman Prodhan
Sharmin Jahan Shoity
Md. Safiqul Islam



BREAKING BOUNDARIES

CONTENT

ARTICLES	04
ACHIEVEMENTS	05-07
CAMPAIGNS	08-15
EVENTS	16-20
NEWS & UPDATES	21-22
TRAINING PROGRAM	23
INNOVATION	24-25
INITIATIVES	26-27
CSR	28
TEAM BUILDING ACTIVITY	29-30
TALENT BEYOND WORKPLACE	31
Q&A (QUIZ QUESTIONS) AND LAST EDITION WINNERS	32
DID YOU KNOW?	33



BREAKING BOUNDARIES

ARTICLE

PROTHOM ALO PUBLISHED AN ANALYTICAL OPINION OF MOSTAFA KAMAL, HONORABLE CHAIRMAN AND MANAGING DIRECTOR OF MGI

Prothom Alo, the leading newspaper in Bangladesh, published an analytical opinion of Mostafa Kamal, Honorable Chairman and Managing Director of MGI, on June 05, 2022.

Honorable Chairman & Managing Director of MGI, specifically discussed about the reasons behind the instability in prices for different commodities, necessary steps to be taken to ease the consumers, and the different steps required by the government & bank authorities.

Our Chairman & Managing Director mentioned three steps to ease up the pressure for the consumers. These are-

1. Maintain the tax rebate on imported commodities that were followed before Ramadan, for some more time.
2. To maintain the US Dollar exchange rate fixed by Bangladesh Bank, when it comes to issuing LC on commodities.
3. Take necessary steps in keeping the proper supply.

Article Link: tiny.cc/9orsuz

১২ | আর্থ-বাণিজ্য

অভিমত : পণ্যমূল্যের উৎর্গতি

নিয়পণ্যে শুল্ক-কর ছাড় অব্যাহত রাখতে হবে

মোস্তফা কামাল, চেয়ারম্যান
মেগ্না গ্রুপ এবং ইউটিলিটি একার্জিটেক্স

বিশ্ববাজারে নিয়পণ্যের দামে অনেক দিন ধরে অস্থিরতা চলছে। যেখানে পণ্য আমদানির আমদানি করে চাহিদা সেটের হ্রাস ঘটে হচ্ছে, যাতাবিকভাবে সেওলোর আমদানির খরচও হেঝেছে। এ পরিস্থিতিতে কেবলমাত্র কর্তৃ নির্ভর হচ্ছে তিনির পদবীক নেওয়া জোজা। একটি হলো, আমদানি করা হেবে নিয়পণ্যে জোজা আগে শুল্ক-করে ছাড়া দেওয়া হচ্ছে, তা আরও বিশুল্ক সহযোগ আয়া রাখা। দুই, নিয়পণ্যের দেশের বৈশ্বজর হোলা ও আমদানি বায় সেটাকে বাস্তুমূলে বাস্তু করা হচ্ছে। তিনির জোজা রিপোর্ট মুক্তি দিক রাখা। তিনি, সর্ববাহ হচ্ছে রাখতে কর্তৃ নির্ভর নেওয়া হচ্ছে। এই তিনির পদবীক নেওয়া হচ্ছে নিয়পণ্যের দাম বাড়িতে কর্তৃ নির্ভর করে আসার অভিযন্তে বাস্তু করা হচ্ছে। আমদানি করা হেবে নিয়পণ্যের দাম বাড়িতে কর্তৃ নির্ভর করে আসার অভিযন্তে বাস্তু করা হচ্ছে। এ কারণে পদবী আমদানির স্থূল হচ্ছে। এই কারণে পদবী সহযোগ আয়ের আয়ের সহযোগ করে আসার অভিযন্তে বাস্তু করা হচ্ছে।

বাস্তুর ইউটিলিটি শুল্ক আসে পেটে নির্ভর নেওয়া হচ্ছে। এই তিনির পদবীক নেওয়া হচ্ছে নিয়পণ্যের দাম বাড়িতে কর্তৃ নির্ভর করে আসার অভিযন্তে বাস্তু করা হচ্ছে। এ কারণে পদবী আমদানির স্থূল হচ্ছে। এই কারণে পদবী সহযোগ আয়ের আয়ের সহযোগ করে আসার অভিযন্তে বাস্তু করা হচ্ছে।

সরকার বাজার সামাজিক নিয়ে জোজা আগে জোজাকে একটি নির্দিষ্ট সময় পদবী শুল্ক-কর করে ছাড়া নেওয়া হচ্ছে। জোজাকে উৎপাদন ও সরবরাহ পদবীক করে আসেল করে। আমদানি নিয়ে সহযোগ করে ১০ শতাংশ হচ্ছে। জোজাকে একটি নির্দিষ্ট সময় পদবী শুল্ক-কর করে। এখন আমদানি আয়ের মতোই শুল্ক-করে আসে।

বিশ্ববাজারে এই মুলো পদবীর দাম মেডেক্স এখনো বাস্তু করে আসে। সে জোজা কর ছাড় করে। সরকার জোজাকে একটি নির্দিষ্ট সময় পদবী শুল্ক-কর করে। এখন আমদানি নিয়ে সহযোগ করে। শুল্ক হচ্ছে। আমদানি বাস্তু শোরু করে। তাকে ডলারের বিনিয়নে বাস্তুমূলে বাস্তুকে নির্দিষ্ট সময়ে করে। এখন আমদানি নিয়ে সহযোগ করে। এই মুলো পদবী করে। এই মুলো পদবী করে।

বিশ্ববাজারে এই মুলো পদবীর দাম মেডেক্স এখনো বাস্তু করে আসে। সে জোজা কর ছাড় করে। সরকার জোজাকে একটি নির্দিষ্ট সময় পদবী শুল্ক-কর করে। এখন আমদানি নিয়ে সহযোগ করে। শুল্ক হচ্ছে। আমদানি বাস্তু শোরু করে। তাকে ডলারের বিনিয়নে বাস্তুমূলে বাস্তুকে নির্দিষ্ট সময়ে করে। এখন আমদানি নিয়ে সহযোগ করে। এই মুলো পদবী করে। এই মুলো পদবী করে।



মোস্তফা কামাল

মাত্ত পদবীর শুল্ক-কর করা কর দিন হচ্ছে। সে সিঙ্গার নেওয়া হচ্ছে। পারে। বিশ্ববাজারে সামাজিক নিয়পণ্যের দাম কামার লক্ষণ দেখা যাচ্ছে। ফলে বেশি সিন কর ছাড় নিয়ে হচ্ছে না। প্রতিবেশী দেশ ভারত নিজেরের বাজার সামাজিক নিয়ে অনেক আগেই নিয়পণ্যে শুল্ক-করে ছাড় লিয়ে।

গম ও পাত্রে শুল্ক-কর নেই। ফলে এই দুই পদ্ধতি কর ছাড় পদবীকে বেরোল দেখাক নেই। তবে সব বিশ্ববাজারে সামাজিক নিয়পণ্যের দাম কামার লক্ষণ দেখা যাচ্ছে। ফলে বেশি সিন কর ছাড় নিয়ে হচ্ছে না। প্রতিবেশী দেশ ভারত নিজেরের বাজার সামাজিক নিয়ে অনেক আগেই নিয়পণ্যে শুল্ক-করে ছাড় লিয়ে।

গম ও পাত্রে শুল্ক-কর নেই। ফলে এই দুই পদ্ধতি কর ছাড় পদবীকে বেরোল দেখাক নেই। তবে সব বিশ্ববাজারে সামাজিক নিয়পণ্যের দাম কামার লক্ষণ দেখা যাচ্ছে। ফলে বেশি সিন কর ছাড় নিয়ে হচ্ছে না। প্রতিবেশী দেশ ভারত নিজেরের বাজার সামাজিক নিয়ে অনেক আগেই নিয়পণ্যে শুল্ক-করে ছাড় লিয়ে।

MGI ADDS ONE MORE OCEANGOING SHIP TO THE FLEET

Mercantile Shipping Lines Ltd., a sister concern of MGI, adds another feather of success in their cap. They have added 'Meghna Prosper', a new bulk carrier in their fleet. At the time of publishing this news, the total number of oceangoing vessels (OGVs) for MGI was 16, which has increased to 18 as of June 2022.

'Meghna Prosper' has the carrying capacity of 55,000 DWT.

Leading news portal 'The Business Standard (TBS)' published a detailed article regarding this on February 12, 2022. In this article, Principal Officer of the Mercantile Marine Office, Captain Md. Giashuddin Ahmed, told TBS that- in the last two years, the highest number of ships have been added to the domestic fleet of Bangladesh. And MGI has a huge contribution in this sector for the economy of Bangladesh.

Article Link: tiny.cc/0orsuz



A snapshot published in TBS article

BREAKING BOUNDARIES

ACHIEVEMENTS

MGI RECEIVES THE FINAL LICENSE APPROVAL FOR CUMILLA ECONOMIC ZONE (CEZ)

Sunday, April 10, 2022 was another remarkable milestone in our journey of breaking boundaries. On this day, Bangladesh Economic Zones Authority (BEZA) awarded us the final license approval to establish the Economic Zone in Cumilla. The Economic Zone will be called 'Cumilla Economic Zone (CEZ)'. CEZ will become the 12th Private Economic Zone in Bangladesh. It is expected that CEZ will go into production within 2023, as lands are now being prepared for factory construction. Situated at the bank of a tributary of the Meghna River near the Dhaka-Chattogram highway, the under-construction Private Economic Zone will be the first of its kind in the fast-growing Cumilla District. CEZ is expected to have 60 more industrial units, creating 50,000 employments. The plans for the new economic zone, factories, administrative buildings, warehouses, logistics, water & waste treatment plants, roads and other necessary facilities are being constructed to make CEZ self-sufficient. There will also be greenery, healthcare and training centers. Eco-friendly Technologies will also be initiated to ensure that the environment stays unharmed. The overall infrastructural development of CEZ is being done according to the study proposed by Skidmore, Owings & Merrill (SOM). SOM is a renowned New York-based Architectural Firm popular for one of its flagship projects, Burj Khalifa. In the 'License Awarding Ceremony to Cumilla Economic Zone' program Senior Secretary, Prime Minister's Office, Md. Tofazzel Hossain Miah was present as the chief guest. Honorable Chairman & Managing Director, MGI, Mostafa Kamal was present as special guest. The ceremony was chaired by Executive Chairman (Senior Secretary), BEZA, Shaikh Yusuf Harun. Executive Chairman, Bangladesh Export Processing Zones Authority (BEPZA), Major General Abul Kalam Mohammad Ziaur Rahman, ndc, psc, was also present in the awarding ceremony.



L to R: MGI Sr. DGM (Accounts) Suman Chandra Bhowmik; Sr. ED Taif Bin Yousuf; Honorable Chairman & Managing Director Mostafa Kamal; Director Tahmina Mostafa; Group Director Tanveer Mostafa; Senior Secretary, Prime Minister's Office, Md. Tofazzel Hossain Miah; BEZA Executive Chairman (Senior Secretary) Shaikh Yusuf Harun; BEPZA Executive Chairman Major General Abul Kalam Mohammad Ziaur Rahman, ndc, psc, in the license awarding ceremony to CEZ



MGI Honorable Chairman & Managing Director Mostafa Kamal speaking in the ceremony



MGI Honorable Chairman & Managing Director Mostafa Kamal, along with Directors Tahmina Mostafa & Tanveer Mostafa, Sr. ED Taif Bin Yousuf and others in the ceremony

News Link: tiny.cc/dstsuz

TPIL AWARDED WITH THE NATIONAL EXPORT TROPHY 2017-18

Tanveer Polymer Industries Ltd. (TPIL), a sister concern of MGI, won the National Export Trophy for the fiscal year 2017-18. TPIL produced, manufactured & exported industrial grade bags and made a great impact in the export trade of Bangladesh in the year of 2017-18.

Honorable Minister, Ministry of Commerce, Government of People's Republic of Bangladesh, Tipu Munshi, MP, and, Vice Chairman & CEO, Export Promotion Bureau, Government of People's Republic of Bangladesh, A.H.M. Ahsan awarded the National Export Trophy to MGI Director Tanveer Mostafa.



MGI Director Tanveer Mostafa receiving the award from Honorable Minister Tipu Munshi, MP, Vice Chairman & CEO, Export Promotion Bureau A.H.M. Ahsan

BREAKING BOUNDARIES

ACHIEVEMENT

MGI DIRECTORS HONORED WITH 'INSPIRING WOMEN AWARD'



'Women in Leadership' award winners

MGI Directors Tahmina Mostafa and Tanjima Mostafa were presented the 7th edition of 'Inspiring Women Award' in the 'Next Gen Female Business Leader' genre on the March 31, 2022 during the 'Women in Leadership Fest'. The honors were awarded to Tahmina Mostafa and Tanjima



L to R: MGI Director Tahmina Mostafa, WIL President Nazia Andaleeb Preema, MGI Director Tanjima Mostafa, IBA Director Professor Mohammad Abdul Momen

Mostafa by Women in Leadership (WIL) President Nazia Andaleeb Preema and IBA Director Professor Mohammad Abdul Momen for their support in creating empowerment through Changing the Game.

UFL IS RECOGNIZED AS 'DAIRY ICON-2021'

United Feeds Ltd. (UFL), a sister concern of MGI, has been recognized as the 'Dairy Icon-2021'. Ministry of Fisheries and Livestock, People's Republic of Bangladesh, has given this recognition to UFL, in the 'World Milk Day 2022 and



Honorable Minister, Ministry of Fisheries and Livestock, People's Republic of Bangladesh, Mr. S M Rezaul Karim, MP, handing over the crest & certificate of the recognition as the Chief Guest to MGI Director Barrister Tasnim Mostafa

Dairy Icon Celebration' held on Wednesday, June 01, 2022 in Krishibid Institute, Bangladesh (KIB) Auditorium. UFL is recognized as the 'Dairy Icon-2021' under the category of 'Feeds Processing'. Honorable Minister, Ministry of Fisheries and Livestock, People's Republic of Bangladesh, Mr. S M Rezaul Karim, MP, handed over the crest & certificate of the recognition as the Chief Guest. MGI Director Barrister Tasnim Mostafa received the crest & certificate from the minister on behalf of MGI Honorable Chairman & Managing Director Mostafa Kamal. Other guests included respected Country Representative of FAO in Bangladesh Mr. Robert D. Simpson, Senior Agriculture Specialist of the World Bank Mr. Christian Berger, Director of Bangladesh

Livestock & Dairy Development Project Md Abdur Rahim and Chief Technical Coordinator Dr. Md. Golam Rabbani. Respected Executive Director of UFL Mr. Md. Harun-Or-Rashid and AGM (Nutrition & QC) Dr. Md. Mijanur Rahman were also present in the ceremony.

News Link: tiny.cc/kstsuz



MGI Director Barrister Tasnim Mostafa with 'Dairy Icon-2021' award and certificate



Senior Agriculture Specialist of the World Bank Mr. Christian Berger with MGI Director Barrister Tasnim Mostafa

BREAKING BOUNDARIES

ACHIEVEMENT

100TH ADDITION TO THE MGI FLEET

Sonargaon Ship Builders and Dockyard Limited worked day and night and on April 16, 2022, 'Meghna Bolgade' went into operation from Anandabazar. With this addition, the total number of the inland/lighter vessel of MGI has reached the 100th mark.

Currently, there are 43 cargo ships, 19 tanker ships, 4 gas ships and 34 cement bolgades in our shipping fleet. This addition will further help us in reducing the freight costs for different items and in thriving the business.



Md. Nurul Islam, Sr. DGM (Mechanical) along with his team cutting the cake for celebrating 100th addition to the fleet



The Meghna Shipbuilders & Dockyard Ltd. team in front of the Dockyard

MFPL MAKES HISTORY

Meghna Foil Packaging Ltd. (MFPL) started its journey in January 2021. Within a short time, we have utilized 95% of our production capacity.

In April 2022, we have achieved the highest sales of BDT 14.5 core. We are the 1st company in Bangladesh to achieve 320 MT of production by using single line printing machine. This is a historical achievement in the flexible packaging industry of Bangladesh. Along with providing the in-house support, MFPL have been enlisted in 28 external corporate houses. This would not have been possible without proper planning and an efficient teamwork.

To establish a strong relationship with our customers & employees- MFPL celebrated the New Year 2022 by cutting cakes with them. As a part of the promotional activities, we have also gifted notebooks & calendars to the customers. From MFPL, we promise to continue providing the best services with our relentless effort and perseverance in the future.



MFPL New Year 2022 cake cutting ceremony



MFPL (Flexible Unit) building

BREAKING BOUNDARIES

CAMPAIGNS

SHAHEED MINAR FOR THE VISUALLY IMPARED BY FRESH CEMENT

21st February is celebrated as 'International Mother Language Day' globally and as 'Language Martyrs' Day' in Bangladesh. Every year, this day is celebrated as a testament to the sacrifices made for the Bangla Language by the people of Bangladesh. While the majority of population pay their respects to the martyrs, the visually impaired are usually left out. It is mainly because, there are no special arrangements for the visually impaired. It limits them from paying their respects.

This year, we took an initiative from Fresh Cement to build a visually impaired-friendly Shaheed Minar, allowing the blind and visually impaired to pay their respects.

This architectural piece has been built at the Kalyani Inclusive School in Mirpur with the help of some of the nation's renowned architects. The monument has braille engravings, explaining the history of the International Mother Language Day and some lyrics of the song "Amar Bhai er Rokte Rangano".



A Visually Impaired child paying respects through brailled Shaheed Minar



Novelist Anisul Haque paying respect to language martyrs along with the Visually Impaired people



L to R: MGI Sr. GM (Brand) Kazi Md. Mohiuddin, Sr. GM (Sales) Shah Jamal Sikder, Novelist Anisul Haque, Kalyani Inclusive School Headmaster Jahangir Alam, Bangladesh Institute of Special Education Principle Monira Yesmeen were present at the celebration



Shaheed Minar for Visually Impaired by Fresh Cement



Scan Here

FRESH CERAMICS 'EID EXPRESS' CAMPAIGN

The journey from Dhaka to other districts during Eid holidays bring a lot of suffering and hardship. Especially to low-waged people who get their salary 1 or 2 days prior to the Eid holidays. These people have a hard time figuring out how to reach their home districts and get their hands on transport tickets on time. During the eleventh hours, the ticket prices are often out of their reach. Fresh Ceramics took a small initiative named 'Fresh Ceramics Eid Express' for 550 low-income fitters and laborers. This initiative was taken so that they can celebrate Eid in their respective village homes with their dear families and friends during the Holy Eid-ul-Fitr 2022 without having to go through the troublesome process of last minute buying of overpriced tickets. This initiative was also in the honor of celebrating the International Workers' Day. On this occasion of International Worker's day, some buses were reserved and launch tickets were booked for them in advance. Fresh Ceramics was extremely happy and proud to be a part of this small initiative for providing relief and happiness to some people on Eid.



Scan Here



Booked Launch for Eid Express Campaign

BREAKING BOUNDARIES

CAMPAIGNS

'FRESH BANGLADESH', AN INITIATIVE FROM FRESH TISSUE TO MAKE BREAST CANCER FREE BANGLADESH CAMPAIGN

Keeping International Women's Day 2022 in mind, we initiated a nationwide breast cancer awareness campaign titled 'Fresh Bangladesh' from Fresh Tissue. The objective of our campaign was to raise awareness on making a Breast Cancer-free Bangladesh, with free breast screening activity in different districts of Bangladesh from a mobile clinic. The campaign was officially launched on March 06, 2022, at a hotel in Gulshan, Dhaka. Renowned model, actress, and showbiz fashion icon, Shampa Reza was present as the honorable advisor for the campaign. She is a social activist and has been affiliated with breast cancer awareness in Bangladesh for a long time. Dr. Sharmin Akter Sumi – a breast cancer survivor and a specialized doctor, was also present in the ceremony as a special guest. MGI Deputy Advisor Md. Shafiqur Rahman, Sr. GM (Brand) Kazi Md. Mohiuddin, Sr. DGM (Sales, MPPML) Md. Yeasin Mollah were also present at the inaugural ceremony of 'Fresh Bangladesh'.

After the 'Fresh Bangladesh' campaign official launch, Shampa Reza announced the inauguration of the mobile clinic (caravan) based free breast screening initiative. The mobile clinic service campaign started on March 08, 2022 from Cox's Bazar. The mobile clinic has travelled from Teknaf to Tetulia with full-fledged breast screening support including a specialized doctor and Sonologist. For the free & open-for-all service, women required to complete an online pre-registration followed by SMS confirmation or a call from the dedicated call center.

Throughout the campaign, we were able to ensure medical checkup services including breast screening for an average of 75 participants daily. The total signup through online & offline registrations were 3,056. Total number of services provided was approximately to 1,000 people by the end of the campaign. Amongst the screening of 338 participants, abnormalities were observed for 110 participants. The highest number of participants were in Chittagong, with a total number of 116 participants.

During the campaign, we had Daily Prothom Alo as our Online Media Partner to cover day to day activities through their daily posts & updates. A total number of 30 posts & 10 articles along with a dedicated banner ad section was published from Daily Prothom Alo digital. Prothom Alo also cross posted 2 campaign lives from their Facebook page. During the campaign, we had the total reach of 9,977,163 through Fresh Tissue & Prothom Alo Facebook page, as the reach was more than 6,50,000.



Social activist Shampa Reza speaking at the campaign launching



Guests in front of the Fresh Bangladesh campaign caravan

FRESH STATIONERY 'UCCHASHER SCHOOL' CAMPAIGN HELD

From Fresh Stationery, along with the Amal Foundation, we initiated a campaign titled 'Ucchasher School' on February 22, 2022 in Char Shonponcha, Bogura. Our objective for the campaign was to support underprivileged students there. Besides formal education, we taught the students regarding nutrition, health, ethical behaviour, and social issues such as gender inequality during this campaign. Also, we have sponsored Fresh Stationery for those students for 1 year.

Going forward, we intend to continue such initiatives from Fresh Stationery.



Student receiving Fresh Stationery



Happy students showing their 'Fresh Stationery' items



BREAKING BOUNDARIES

CAMPAIGNS

FRESH WHOLE WHEAT ATTA CONTINUES THE 'SHOCHETONOTAY SHURU' CAMPAIGN

Fresh Whole Wheat Atta had run a health awareness campaign titled 'Shochetonotay Shuru' in November on the occasion of World Diabetes Day 2021. Under the campaign, health checkup & Point of Purchase activation was done in different parks and public places.

After an overwhelming response from the consumers and a positive impact on the business through the campaign- we aimed to launch the phase 2 for it. This time, we have aimed to have the activation in the gated community & corporate offices along with the joggers' parks. we ran this campaign in March 2022 throughout Dhaka, Cumilla, Sylhet and Bogura. As a result of this campaign, brand awareness and product trial for Fresh Whole Wheat Atta has increased. The business experienced a 318% growth when compared to the same period last year (from 11MT to 46MT).

Since it was an awareness campaign, our aim was to make people more aware about healthy lifestyle, balanced diets & diabetes checkup while communicating the product benefits of Fresh Whole Wheat Atta. In this activation, we conducted blood sugar, blood pressure, height & weight for the participants. In the phase 2, the activation has taken place in 15 parks and 2 gated communities (Rakeen City- Mirpur and Protik Ruposree- Banasree). Approximately 25,000 people have been directly reached and 2,500 engaged. For communication and creating awareness amongst the people, there were also sales kiosk, backdrop, X-banner, door shape banner, long banner and leaflets.

We aim to reach 50,000 people directly & engage 10,000 potential consumers by the end of July 2022. We also aim to initiate a nationwide campaign drive from the beginning of 2023.



Conducting blood pressure and diabetes checkup and measuring height & weight

FRESH SPICES CELEBRATED INTERNATIONAL WOMEN'S DAY 2022 WITH 'JOYEETA' CAMPAIGN

On the occasion of International Women's Day 2022, Fresh Spices, along with The Daily Prothom Alo, initiated a campaign titled 'Joyeeta' to recognize & inspire women in cooking start-ups. This way, we appreciated their efforts to be self-sufficient through their passion.

Six women entrepreneurs were selected to share their struggles & success stories through a documentary. A special article was also published in The Daily Prothom Alo. The campaign received a remarkable response- with 25.8 million reach, 5.7 million views on Facebook and 33.3 million reaches through The Daily Prothom Alo article.



Scan Here

'Joyeeta' - a success story featured in The Daily Prothom Alo

A Fresh Spices consumer promotion communication

BREAKING BOUNDARIES

CAMPAIGNS

'FRESH COLA PRESENTS- TOMMY MIAH'S KACCHI BIRIYANI CHALLENGE' HELD



L to R: MetLife Bangladesh Deputy Managing Director & Chief Corporate Business Officer Nafis A Ahmed, Meghna Beverage Ltd. Chief Marketing Officer Ashfaqur Rahman, Women And E-Commerce Trust President Nasima Akter Nisha, Tommy Miah's Hospitality Management Institute Chairman & International Chef Tommy Miah MBE, Renowned Music Artist Mehreen, Quay Asia Ltd. Director Phillip Choudhury, British Council Bangladesh Director of Education David Maynard with the anchor Debashish Biswas standing at the back



Meghna Beverage Ltd. Chief Marketing Officer Ashfaqur Rahman, evaluating a participant in the program

'Fresh Cola Presents- Tommy Miah's Kacchi Biriyani' Challenge' was a culinary competition, which was launched across Bangladesh in the earlier months of 2022. Fresh Cola was the title sponsor of the competition, with Fresh LP Gas and Fresh Spices as co-sponsors. The organization 'Women and e-Commerce – WE' was the strategic partner and ATN Bangla was the Broadcast Partner. A total of 2,633 interested contestants from all over Bangladesh applied to participate in the cooking competition. After the preliminaries, the final round of the competition was held on March 18, 2022, in Dhaka with 10 selected participants. Internationally renowned chef Tommy Miah, CMO of Meghna Beverages Ltd., Ashfaqur Rahman and a panel of gourmet enthusiasts were present as judges of the competition. The winner was received the prize money of BDT 30,000, first runner-up received BDT 20,000 and second runner-up received BDT 10,000. The final round of the competition was telecasted on ATN Bangla on Friday, April 15, 2022 at 8:50pm.



L to R: MGI AGM (Brand) Muntasir Mamun, COO (LPG) Mohammed Nurul Alam, ATN Bangla Advisor (News) Hasan Ahmed Chowdhury Kiron, Tommy Miah's Hospitality Management Institute Chairman & International Chef Tommy Miah MBE, Tommy Miah's Hospitality Management Institute Marketing Advisor S M Ali Zaker Sojib in the press conference

3RD YEAR OF FRESH RAMADAN CAMPAIGN

From MGI, we have been doing 'Fresh Ramadan Combo Pack Campaign' for the last four years. Brand awareness was created because people can associate this campaign with the brand Fresh now. Even before launching the campaign for 2022, Fresh Ramadan Combo Pack Campaign generated queries through our hotline regarding Ramadan. It created a buzz, and is really great for a brand when they run a brand equity building campaign like this. Moreover, there were some regular and loyal consumers who purchase the pack in bulk quantities every year. Similar to the previous years, this year sales target of selling 6,000 combo packs was achieved. The Digital online video communication launched for this campaign performed well with a good number of engagements. This combo pack is always marketed at a special rate. It combines some of Fresh products, that helps in Iftar preparation. It contained 1 Liter Soybean Oil, 1 kg Salt, 1 kg Sugar, 1 kg Lentil, 8 packs of noodles at BDT 500, instead of the MRP BDT

565. Consumers were able to place order through hotline 16595 from all over Bangladesh. They could also order through Facebook. Besides, 131 outlets of 9 superstores in Dhaka, Chittagong, Sylhet and Jessore had combo pack available for consumers including online e-commerce platform Chaldal.com. The online video performance was quite satisfactory with- Number of total people reached- 10,387,476, Impressions 21,901,108, Reactions 244K, Comments 1.9K, Shares 7.4K and Views 4.5M.

We hope to launch this campaign every Ramadan as it has become a brand asset for Fresh.



Key visual of Fresh Ramadan Combo 2022



Scan Here

BREAKING BOUNDARIES

CAMPAIGNS

FRESH CHINIGURA AROMATIC RICE LAUNCHED 'GHRANEI ORDHO-BHOJON' 360-DEGREE CAMPAIGN



A glimpse from the TVC



A glimpse from the TVC

With an aim to increase the brand awareness, our Fresh Chinigura Aromatic Rice launched a 360-degree campaign titled 'Ghranei Ordho-Bhojon' during the Ramadan in 2022. The main theme surrounding this campaign was- "If the cooked Pulao is not invigorating your sense of smell, then is it really Pulao?"

3 TVCs were made, showing three different stories in the campaign. The campaign was promoted through different platforms – Television, Radio, Press Ad, Digital, Outdoor (LED screen, Bus Branding, POSM) etc.

The campaign received a good response with 13.5 million reach & 6.1 million view on Facebook and 16.7 million views on YouTube.



Scan Here

FRESH INSTANT NOODLES OVC- 'SHARE KORI KHATI KICHU'

Ramadan is the month of devotion for the Muslims around the world. During Ramadan, we launched an OVC of Fresh Noodles with the plan to reinforce the Fresh Instant Noodles positioning 'Share Kori Khati Kichu', connecting it with a story of Iftar. By doing so, we aimed to increase brand awareness and generate social media engagement. We posted the OVC on April 15, 2022 and ended on 02, May 2022 on Facebook. The OVC had an emotional message for the consumers to relate with their surroundings. We believed that, this could emotionally attach consumers to our product. So, we planned to communicate to the potential consumers through both organic & sponsored sharing.

The OVC reached 3,603,657 Facebook users. It generated engagement number of 52,625, the impression of 4,953,044, and had a post-click of 221,038.



A glimpse from the OVC



A glimpse from the OVC



A glimpse from the OVC



Scan Here

BREAKING BOUNDARIES

CAMPAIGNS

GEAR CARAVAN ACTIVATION COMPLETED



Gear caravan activation during the day



Gear caravan activation during the night

During March 2022, our CSD brand Gear launched a nation-wide activation through three similarly branded caravans. The caravans covered all of the 8 divisions in Bangladesh. The activation communication was also done in social media platforms.

The activation created brand awareness and excitement amongst the consumers of those locations. Some even posted videos and selfies about it on their social media platforms. There was a unique gaming activity based on the theme of Gear, which is energy and speed. The contestants had to purchase Gear, in order to participate in the game which was to paddle a sporty bicycle and gain the speed of 35 MPH in 10 seconds. Each day a significant number of contestants bought Gear and participated in the activity. Those achieving the target won a branded T-shirt.

FRESH MILK POWDER CONDUCTED CARAVAN ACTIVATION

With the aim to improve the trial generation and consumer awareness for Fresh Milk Powder- we conducted a caravan activation campaign in six divisions- Dhaka, Sylhet, Chattogram, Barisal, Khulna, Mymensingh. Our activation campaign ran for 27 days.

The core objective of this campaign was to provide proper nutrition to the consumers at an affordable price during the price hike of the market before & during Ramadan. During this campaign, we have done wet sampling to 10,215 people and generated trial for 7,325 people.

During the activation, our brand promoters were moving around the market & surrounding areas carrying human billboards and distributing product leaflets to the consumers.



Fresh Milk Powder branded caravan



Human billboard communication for the campaign



Fresh Milk being distributed to the school-going children during activation



BREAKING BOUNDARIES

CAMPAIGNS

FRESH MILK POWDER CONSUMER PROMOTION COMPLETED

With the aim to boost the sales for Fresh Milk Powder, we launched a Consumer Promotion (CP) offer on 400-gram & 500-gram packs. In a market where prices are always high, we offered BDT 20 & 25 discount on 400-gram & 500-gram packs respectively.

We communicated this CP through different media. To ensure the visibility & presence of the communication in the market- we installed 8,000 festoons, 50,000 danglers, 300 gate branding in significant outlets and pasted 70,000 posters as well. We also promoted this CP in digital media through Facebook, DSP ads & display banner ads in news portals. Along with these, we also have communicated to 50,000 mothers through outbound call, as we communicated the Fresh Milk Powder feature benefits and the offer. We also communicated this CP through press ads in national dailies as well.

The CP has helped the brand to achieve a 49% year-to-year growth during June 2021- May 2022.



Consumer promotion communication in The Daily Jugantor



Consumer promotion communication for retail stores

FRESH MILK POWDER CONDUCTS AN ACTIVATION AT AB GROUP PREMISE

Before Eid-ul-Fitr 2022, we have completed a 2-day activation campaign at AB Group premise in Savar. As a part of this activation campaign, we offered Milk Powder, Tea & Sugar combo pack at an affordable price to the employees of AB Group.

In this campaign, we received a very good response from AB Group. During the activation, our brand promoters briefed the AB Group staffs about our products & offer, emphasizing on the importance of drinking milk, while selling the combo pack.



Fresh Milk Powder activation in front of AB Group

INTRODUCING OUR NEW CSD BRAND- FRESH UP

Introducing, Fresh Up- a new inclusion in our beverage family. Fresh Up came into being from the consumer insights and their preferences. Thus, to connect well with the consumers & their lifestyle, we have depicted 'Real Freshness and Real Life's Taste' as brand proposition. After launching Fresh Up, we have gained a significant market share (0.8%), which now stands at 4.3% of total CSD market. In 2022, Fresh Up has the growth of 58.1% in comparison to the same period last year- which is the highest in the clear beverage market of Bangladesh.



The title card from 'Fresh Up' new TVC

BREAKING BOUNDARIES

CAMPAIGNS

FRESH INSTANT NOODLES ON WHEELS!

Fresh Instant Noodles Caravan Activation was a BTL marketing strategy from the Brand Department. The purpose of this activation was to create brand awareness and brand visibility for Fresh Instant Noodles.

The campaign started on March 25, 2022 and ended on April 01, 2022. The activation was conducted in different prominent locations of Dhaka. In the activity- free product samplings were done, product briefs were given, product feedbacks were collected, and products were sold at special prices.

There were engagement activities as people engaged through puzzle games and free sampling of products were given to the winners. Through this campaign, approximately 60,000 audience were reached, 5,000 free product sampling were done, and 1,300 packs of Fresh Instant Noodles were sold.



Consumers in front of Fresh Instant Noodles Caravan

to the winners. Through this campaign, approximately 60,000 audience were reached, 5,000 free product sampling were done, and 1,300 packs of Fresh Instant Noodles were sold.

SUPER FRESH DRINKING WATER SPONSORS 'BARISAL MARATHON 2022' AND 'UTTARA 10K 2022'

Barisal Marathon 2022 was held on March 04, 2022 in Barisal City. The theme of the event was 'Social Harmony, Upholds Humanity' and it was organized by Cosmic Culture Trust. Our brand Super Fresh Drinking Water was the 'Hydration Partner' of this event. The event had marathons, half marathons, 10K and 5K runs. Approximately 450 professional & amateur runners from different parts of the country took part in this marathon. The winner of Barisal Marathon 2022 was Arifur Rahman.

Our brand, Super Fresh Drinking Water was also the title sponsor of 'Uttara 10K 2022', held on March 25, 2022. The duration of the marathon was 5:30am – 9:30am. Super Fresh Drinking Water 500 ml was provided approximately 1,000 runners of different age groups and guests at the event. The winners of the Uttara 10K 2022 were Abdullah Al Mamun and Nargis Jahan Obab.



One of the participants of Super Fresh Drinking Water Barisal Marathon 2022



Super Fresh Drinking Water Uttara 10K 2022

BREAKING BOUNDARIES

EVENT

CELEBRATING WOMANHOOD- INTERNATIONAL WOMEN'S DAY 2022



L to R: MGI Executive (Admin) Flora Sumona Dewan, Asst. Manager (Admin) Depali Khatun, Executive (Admin) Nafeza Sultana, MGI Directors Tahmina Mostafa & Tanjima Mostafa, Executive (Admin) Selina Akter Shelly celebrating Women's Day 2022 at Fresh House

MGI Directors Tahmina Mostafa and Tanjima Mostafa, extended their heartfelt greetings and congratulated all the female members of the MGI family present in the occasion. At the same time, they asked everyone in MGI, irrespective of gender, to work together as partners in making the institutional development more sustainable.

March 08, 2022 was celebrated as 'International Women's Day 2022' globally. The theme for this year was 'Gender Equality Today for a Sustainable Tomorrow' and the slogan was 'Women's Health and Awakening'. With this theme and slogan in mind, we initiated different activities in Fresh Villa, Fresh House and Chattogram Office under the supervision of the Admin Department, to convey our respect to the women and their qualifications & talents.



L to R: MGI Officer (C&F) Navila Hoque, Receptionist Kulsum Akter, Sr. Executive (OGV) Jenifa Khanam, GM (Accounts) Ainun Nahar, Sr. Executive (Accounts) Sarmin Arzu, Officer (Admin) Fatema Kaderia Tania, Deputy Manager (C&F) Taslima Akter, Sr. Executive (OGV) Momtaz Akter, Sr. Officer (Admin) Kashfia Habib celebrating Women's Day 2022 in MGI Chattogram Office

WE HAVE PARTICIPATED IN GULFOOD 2022



Potential customers speaking with our booth representatives



Our booth at the Dubai World Trade Centre

Gulfood, the biggest annual food & hospitality show in the world, is a key event in the Middle East and Asia. We have also participated in Gulfood 2022.

Gulfood 2022 took place in the 'Dubai World Trade Centre' during February 13-17, 2022. This year, the event brought together the full circle of sectors that includes Food, Drink, Beverage Equipment, Restaurant & Cafe and Food Service & Hospitality.

For MGI, we have received the most of the participation & queries from Middle East, Asia, America and Africa. We were also complemented for our goods after sample tests and people expressed their satisfaction with the quality of our goods. Most of the queries were for our Wafer, Biscuits, Cookies, Noodles, CSD and Energy Drinks, along with the private label request for Gear & Noodles.

From MGI, we provide flexibility for such buyers as per compliance of unique label requirements of different countries to ensure a safe entry. Due to unusual sea freight, buyers are recently facing some difficulties. We are also hoping to get more business when freight situation gets back to normal. Gulf Cooperation Council (GCC) have great potential for our goods. We aim to capture the market if we can have the entry by offering good price. We will also need to establish operations in UAE to have a

BREAKING BOUNDARIES

EVENTS

MGI CELEBRATES INDEPENDENCE DAY & NATIONAL CHILDREN'S DAY WITH AN ART COMPETITION



MGI Director Tahmina Mostafa awarding the winner kids: Mohammad Talha, son of Md. Nazrul Islam, Sr. Executive, Accounts; Muhtasim Mahir Nasif, son of Md Sharif Al Masud Reza, Asst., Manager, MIS; Md. Solaiman Soad, son of Mohammad Mahbub Modud, Deputy Manager, Trading; Wasi Yaman Choudhury, son of Hasib S.A. Choudhury, Sr. Manager, ERP Core Team; K. M. Aaraf Bin Reyadh, son of H.K.M. Zahedi Reyadh, Manager, Internal Audit; Mesbah Arif, son of Md. Ariful Haque Maruf, Sr. DGM, Sales, LPG; Md. Abrar Jahin, son of Md. Kamal Hossain, DGM, Sales & Marketing; Ahnaf Ibne Ahsan, son of Md. Ahsan Habib, Manager, IT; Barisha Tabassum Sarin, daughter of Md. Salauddin Ifte, Manager, IT

To commemorate the Independence Day of Bangladesh (March 26) and National Children's Day (March 17), our HR Department held an art competition for the kids of MGI employees in March 2022. The campaign

started on March 16, 2022 by circulating art papers for the interested participants. The last date for submission of the artworks was March 28, 2022. A total of 44 children participated in the contest. Out of them, 9 winners were selected in 3 age-based categories. A prize giving ceremony of the competition took place on April 23, 2022. MGI Director Tahmina Mostafa was present and handed over the gifts to the winners. MGI Sr. GM (HR) Atiq Uz Zaman Khan, Sr. GM (Brand) Kazi Md. Mohiuddin were also present at the prize giving ceremony. After the ceremony, MGI Director Tahmina Mostafa invited the participants along with their parents to the FMCG Office, where participating children had snacks and enjoyed a joyful time.

FRESH SUPER MART ACHIEVES BDT 1 CRORE SALES TARGET

Our Fresh Super Mart at Meghnaghat in Narayanganj has achieved BDT 1 crore sales target in February, 2022. MGI Management declared a celebration program with all of its employees.

This celebration program was held on March 13, 2022 at Fresh Super Mart outlet. Delicious food was arranged for the participants which was followed by a gift hamper handover ceremony.

MGI Sr. GM (Accounts) Mahbub Rahman, Sr. GM (MEORL) Md. Kutubul Alam, AGM (Brand) Sadman Shariar Biswas and Sr. Manager (FSM & ECNG) Md. Tajul Islam were present during the ceremony.



MGI Sr. GM (Accounts) Mahbub Rahman, Sr. GM (MEORL) Md. Kutubul Alam, AGM (Brand) Sadman Shariar Biswas and Sr. Manager (FSM & ECNG) Md. Tajul Islam celebrating with Fresh Super Mart staff



BREAKING BOUNDARIES

EVENTS

THE CONSTRUCTION OF THE FIRST FACTORY IN CEZ BEGINS

The inauguration of the piling of the glass factory of Cumilla Economic Zone (CEZ) took place in May 2022. The ceremony was attended by CLO Brigadier Gen. Qazi Abidus Samad (Retd.), Chief Operating Officer – Sugar M A Bakr, Sr GM (Project Engr.) Md. Mosharaf Hossain, Sr GM- Accounts (Factory) Sarker Farhad Hossain and other project staff.

Our total production capacity will be 1,350 MT per day in two phases (600 MT+750 MT). Total land required were 110 acres. We will produce all types of architectural glass for building, including low-e glass, mirror, glass for transport. We aim to start production by late 2023 or early 2024.



CLO Brigadier Gen. Qazi Abidus Samad (Retd.), Chief Operating Officer- Sugar M A Bakr, Sr GM (Project Engr.) Md. Mosharaf Hossain, Sr GM- Accounts (Factory) Sarker Farhad Hossain and other project staff attended the inauguration

FRESH CERAMICS CELEBRATES THE SUPPLY OF 1 CRORE SQUARE FEET OF TILES



COO Ceramics, A.K.M. Ziaul Islam awarding Tahidul Haque, Manager, Mechanical; Shale Arman, Shift Engineer, Sorting and Packing; Abdul Mannan, Store Keeper, Store Department. Some moments of the celebration program are also seen at the above pictures

Fresh Ceramics has set a unique example by supplying 1 crore square feet of tiles in just 6th month of operations. This is the first time a company has surpassed this milestone in such a short time in the ceramic industry of Bangladesh.

To celebrate this milestone, a lunch session & celebration event for the employees was organized by Meghna Ceramics Industries Ltd. on February 19, 2022, with the slogan 'Lokkho Ebar Akash Chhowar'. The objective of this event was to inspire them in keeping up the same spirit and stay determined in achieving the target in the upcoming days. The program was attended by all the employees of the factory. Their tireless effort enables us to provide quality products to the customers.

EVENTS

EIGHT WOMEN RECEIVED MGI-BAGH BANGLA APARAJITA AWARD



One of the 7 winners, Dr. Tanjiba Rahman being awarded the MGI Bagh-Bangla Aparajita Award



All the awardees at the ceremony



Outside decoration at the venue entrance

Honorable State Minister, Ministry of Disaster Management and Relief, Dr. Md. Enamur Rahman, MP, and Chairman, Parliamentary Standing Committee on Women and Children, Meher Afroz Chumki spoke in the ceremony.

Other speakers included Novelist Selina Hossain, Chairman of the Jury Board; three other members of the Jury Board- Novelist Anwara Syed Haque; Senior Journalist Mustafiz Shafi and Poet Alfred Khokon; MGI Senior General Manager (Brand) Kazi Md. Mohiuddin.

On the eve of International Women's Day, eight successful women received the 'MGI-Bagh Bangla Aparajita Sammanna 2022' for their contribution in their respective fields. The awardees are- Rokeya Kabir in the category of War of Independence, Nasreen Jahan in Language-Literature, Kanak Chanpa Chakma in Art-Culture, Rubana Haque in Entrepreneurship, Aupee Karim in Entertainment, Dr.Tanjiba Rahman in Information Technology, Milan Chisim as a representative of grassroots women and Salma Khatun in Sports.

The awardees received a crest and a cheque of BDT 50,000 at the event held in a hotel in Dhaka City. This is the second time; the event was jointly organized by MGI and Bagh Bangla Entertainment.

Honorable Speaker, Bangladesh National Parliament, Dr. Shirin Sharmin Chaudhury, MP, was the chief guest for the ceremony.

FRESH LP GAS- NATIONAL SALES MEETING HELD

'Fresh LP Gas National Sales Meeting' was held on March 30, 2022 at Fresh House.

Our aim for the event was- team building, enhancing co-ordination within the team and sales planning to achieve the target for 2022. In addition, we also announced the top performer for 2021 in this event. The entire Sales Team, along with the concerned personnel of Fresh LP Gas participated in the program.



L to R: MGI Manager (Sales, Dhaka North) H M Rawfun Elahe, COO (LPG) Mohammed Nurul Alam, ASM (Myemensingh) Md. Hossain Maruf, Sr. DGM (Sales) Md. Ariful Haque Maruf



Group picture of Fresh LP Gas Sales Team

EVENTS

SAFETY AWARD CEREMONY HELD AT UCIL

A competition regarding safety was organized for the employees of Unique Cement Industries Ltd. (UCIL) for boosting their morale and enthusiasm. A committee was formed to collect submissions, sort through, assess and finalize the winners of this competition. A total of 27 participants submitted their handwritten slogans, songs and poems.



L to R: MGI DGM (Security) Major Nasir Uddin Khan (Retd.), DGM (Engineering & Operations) Gazi Anisujjaman, COO (Cement) Ajay Kumar Singh, Sr. GM (Accounts- Cement & Edible) Md. Mahbubur Rahman, DGM (E&S) Mostofa Abu Hasan, to Engineer (Production) Mr. Akter Uz Zaman Rana).



L to R: MGI DGM (Security) Major Nasir Uddin Khan (Retd.), DGM (Engineering & Operations) Gazi Anisujjaman, COO (Cement) Ajay Kumar Singh, Sr. GM (Accounts- Cement & Edible) Md. Mahbubur Rahman, DGM (E&S) Mostofa Abu Hasan, to Sr. Pay loader Operator Rajib Al Mamun

Awards were given to one Champion, one 1st Runner Up and two 2nd Runner Ups and a special award was also given. All the winners were awarded dinner sets & crests. Other participants were given MGI & Fresh Cement mugs as participation award. Snacks were arranged for approximately 300 people.

IN SEARCH OF FRESH BLOOD: MGI ATTENDED 'ON CAMPUS JOB INTERVIEW' AT BUBT



BUBT Vice Chancellor Professor Dr. Muhammad Fayyaz Khan, Pro Vice Chancellor Professor Dr. MD. Ali Noor along with the other employees of BUBT & MGI



Interested applicants dropping CVs



Representative from MGI HR Department conducting on campus interview

We attended 'On Campus Job Interview' organized by BUBT in their campus on March 30, 2022. The event was mainly attended for the searching the recent graduates of the university. A total of 3 renowned companies/organizations participated in this program. The event was covered in the leading newspaper 'The Business Standard'.

The day-long program was attended by both freshers & alumni of BUBT and who submitted their CV. We collected CVs, short-listed and prepared a list for spot interviews. We prepared 3 separate interview boards to accelerate the process for Engineering, Business graduates and experienced candidates. Respected Vice-Chancellor and Pro Vice-Chancellor of BUBT were present at the event as special guests. The event has helped us to portray ourselves as a positive employing organization and encouraged fresh bloods to become the future leaders of MGI.

BREAKING BOUNDARIES

NEWS & UPDATES

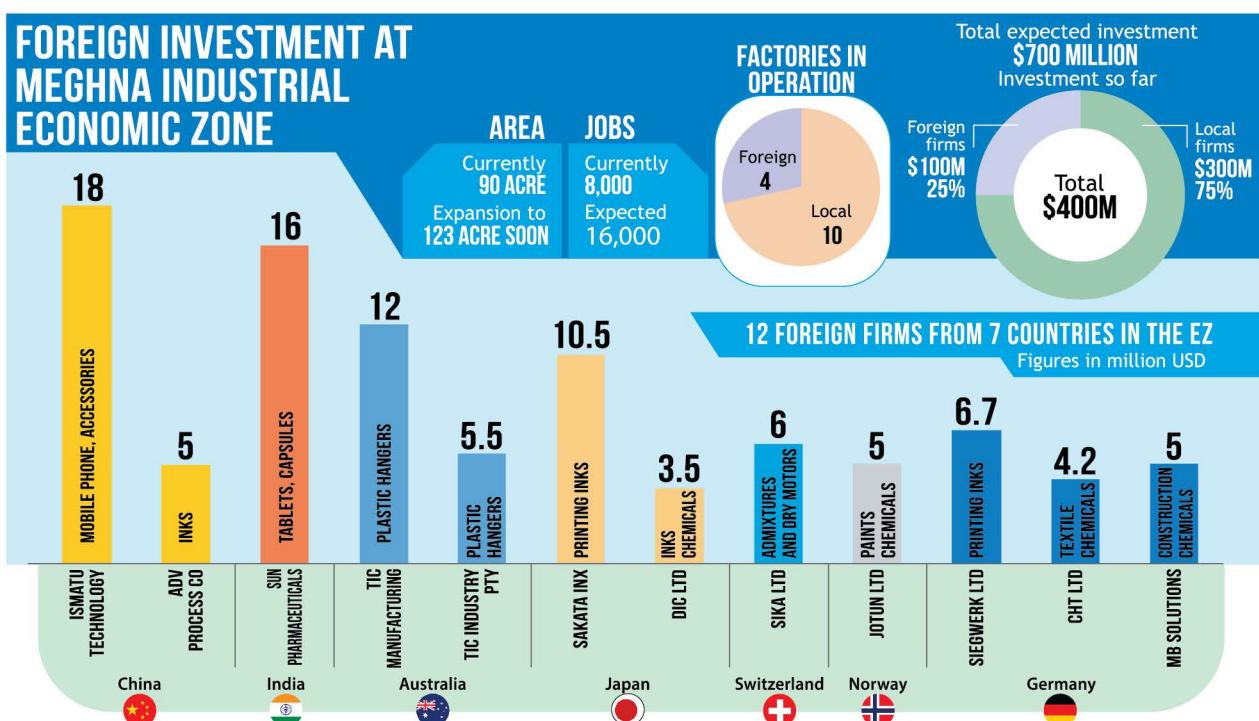
MIEZ RECEIVES USD 100 MILLION IN FOREIGN INVESTMENT

The Meghna Industrial Economic Zone (MIEZ) has received USD100 million in foreign investment – the highest in the 11 private-sector economic zones of the country.

A total of 12 foreign companies from 7 different countries finalized agreements to put their money in the industrial hub near the Dhaka-Chattogram Highway at Sonargaon in Narayanganj. 4 firms have already started their factory operations.

Prominent daily 'The Business Standard' published a detailed article regarding this on March 12, 2022.

Here is the article in full Link: tiny.cc/t8xsuz



A snapshot published in TBS article

MGI STEPS INTO EUROPE WITH FMCG

For the first time ever, we have stepped into Europe with our branded FMCG.

MGI has started exporting a range of products in Italy from May 2022. We have started by exporting Instant Noodles, Toast & other Biscuits, Cookies, Puffed Rice, Mixed & whole Spices, Black Tea, Snacks, and Mustard Oil. We look forward to keep on breaking boundaries and unlocking new destinations.



Shipment for export in Italy



Shipment for export in Italy



Social media communication for shipment in Italy

BREAKING BOUNDARIES

NEW & UPDATES

OUR JOURNEY OF BREAKING BOUNDARIES CONTINUES WITH AVIK ANWAR

The NGK Pro Car Championship in Dubai, UAE began in November, 2021- where Avik Anwar bagged first place in three consecutive races. The championship took place at Dubai Autodrome and YAS Marina F1 Track circuits. He finished with a total of 310 points, 119 points ahead of the second-placed Scott Dimeler. Avik was the first Bangladeshi to complete a back-to-back podium finish along with a race win in Round 4 in the tournament.

We congratulate Avik Anwar after competing in 6 rounds, 12 races and on winning this championship.

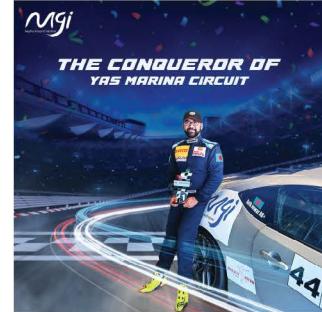
Avik Anwar also wins podium finish, in the Race 2 of round 4 in the Volkswagen Polo Cup in India yet again. He mentioned that it feels different to have this podium finish, since it was in India and it was a very special win as he dedicated it to his father.

Avik Anwar competed in the Malaysian Championship previously but this time around he returned with a bang by getting crowned as the winner of his class in the Malaysian Championship Series (MCS) round 1 race 2.

We wish that Avik will keep on breaking boundaries with MGI by his side.

Link:

1. tiny.cc/pz0tuz
2. tiny.cc/svysuz



Avik Anwar after winning the NGK Pro Car Championship



Avik Anwar after winning the Race 2 of round 4 in the Volkswagen Polo Cup in India



Avik Anwar after winning the race 2 round 1 of the Malaysian Championship Series (MCS)



ARAFAT BREAKS BOUNDARIES IN THE IRONMAN WORLD CHAMPIONSHIP ONCE AGAIN!

The biggest and toughest triathlon championship in the world, The Ironman World Championship 2022, was held in Utah, USA. Our very own Bangladeshi Ironman Arafat took part in this championship and finished this race at approximately 11 hours, 32 minutes, and 10 seconds to conquer the Ironman challenge. Our Ironman swam for 3.8 km, rode a bicycle on steep roads for 180 km and ran for 42.2 km to complete this championship.

Even after being hurt from falling down during the cycling part of the triathlon challenge, he kept going for his attempt of keeping the Bangladeshi flag flying at the finish line. We thank Arafat for representing both Bangladesh & MGI. We will keep being by his side in his future attempts of 'breaking boundaries' as well.



Arafat after completing the Ironman World Championship 2022 in Utah



BREAKING BOUNDARIES

TRAINING PROGRAM

TRAINING SESSION ON LEADERSHIP HELD AT MIEZ

To boost teamwork, collaboration, communication & managerial skills- we arranged a training session for all senior leaders of Factory Complex at MBL Conference Room in MIEZ on March 23-24, 2022. The session was conducted by Associate Professor, IBA, University of Dhaka Mohammad Saif Noman Khan.

The session commenced with a welcome speech from MGI Sr. GM (HR) Atiq Uz Zaman Khan, as he gave a brief overview of the session. After that, the instructor started his training program. All the participating leaders enjoyed the session. The session added value to their prior experiences. Besides, the instructor made the session more interactive by involving participants in group activities, sharing the real-life experiences with the participants, and problem-solving sessions- which remain as the continuing activities of the factory leaders training session at MGI.



Associate Professor, IBA, University of Dhaka, Mohammad Saif Noman Khan instructing at the training session



Associate Professor, IBA, University of Dhaka, Mohammad Saif Noman Khan and MGI CTO (MIEZ) M Abdur Raquib handing over the certificate to a participant, AGM (Admin) Abu Sayeed



Participants of the training session

This session allowed all the leaders to share their experiences and valuable feedback during the closing ceremony. To make this session more special, M Abdur Raquib, CTO, MIEZ and Syed Hassan Jamil, GM, Central Admin, Factory Complex shared their valuable thoughts and gave out the certificates amongst the leaders.

'SR BASIC SALES COURSE' TRAINING FOR THE FIELD FORCES ONGOING

Trainings on salespersons' knowledge and skill development can help them build up the positive beliefs and attitudes, which will lead to enhanced organizational development. At MGI, we focus on this from the very beginning and establish a dedicated sales training team for FMCG, who are responsible to shape up the salesforce to achieve organizational goal.

So far, the team has conducted a total of 37 training sessions from March 11, 2022 to 732 Sales Representatives (SRs) from 6 different product lines. By November 2022, the sessions will cover more than 2,800 SRs from all over the country.

We focus on quality over quantity. In addition, the team has visited 24 sales areas of FMCG business in Dhaka to conduct on-the-job training (OJT) through market visit and provided constructive feedback for further improvement of the concerned sales personnel.

With the help of all the stakeholders, the team expects to launch more exciting & revolutionary training sessions in future and work on new training modules such as – 'Refresher Training', 'Excellence in Brand Promotion', 'Supervisory Skills' & 'Safe Driving' for the Salesforce under the guidance of MGI Senior GM (HR) Atiq Uz Zaman Khan and DGM (HR- FMCG) Mir Shamsul Alam.

The training team wishes the success of MGI family on their aim of breaking boundaries.



MGI Sr. GM (HR) Atiq Uz Zaman Khan and DGM (HR, FMCG) Mir Shamsul Alam with the sales team after SR Basic Sales Course

INNOVATION

IS AIR CONDITIONER (AC) WATER BAD OR GOOD FOR FORKLIFT RADIATOR?

Water is produced as by-product from air conditioners without any cost, which usually stays unused. United Edible Oils Ltd., Unit-2 (UEOL-U2), a sister concern of MGI, has been using the AC water for the forklift radiator for the last 1 year. In the radiator, water is used as coolant. Water is not likely to coagulate, and sometimes different types of supplementary materials (such as- antifreezes) are used to make it suitable for environment. Due to the use of surface water, which contains Iron (approximately 0.3-1 mg/L) and a large amount of dissolved Oxygen and other solid particles- those water components produce scrap and corrode.

As a result, the radiator lifetime reduces significantly. However, according to our UEOL-U2 Quality Control (QC) Laboratory Test Report- the Iron content and TDS in the air conditioning condensed water is respectively 0.0352 mg/L and 7.5 mg/L- which is less than surface water. So, this water is more suitable for radiator purposes than the surface water.



Damaged radiator due to surface water

Table : Tested properties of condensed water & surface water

SL	Water quality parameter	Unit	AC condensed water test result1	River (Surface) Water 2 test result
1	pH	-	7.22 max	7.37
2	Hardness	mg/L	3 max	88.5
3	TDS	mg/L	7.5 max	161
4	Iron	mg/L	0.0352 max	0.2247

1. Test Date: June 13, 2022. 2. Test Date: March 13, 2022.

Tested properties of condensed water & river water are shown in table-1. As there is no excess amount of energy required to collect the condensed water and no additional cost is required- it is economically feasible to collect and use the water for the radiator.

UPGRADATION OF WATER TREATMENT PLANT AT MNBFL

Water supply shortage was a regular phenomena at the Water Treatment Plant (WTP) of Meghna Noodles and Biscuit Factory Limited (MNBFL). Since there were leakages in standard operating procedures and leakages in



Water Treatment Plant at MNBFL

water distribution system clarity, operators often made mistakes which resulted in water shortages. Thus, our mechanical department at MNBFL gave the operators skill training in their attempt to solve the water shortage issues. The latest water extraction and distribution system has improved a lot. Also, necessary arrangements have been made to cater to the qualities of water, as per the requirement of the day.

BREAKING BOUNDARIES

INNOVATION

INCREASED EFFICIENCY OF MACHINES AT MNBFL

When biscuits were in peak demand, we faced challenges to support market demand. But during the same time- chocolate market was riding a low tide. The team did a brainstorming to solve the problem. They found the scope of multi-usage for chocolate machines. They proposed the modification below to convert a chocolate machine capable of producing biscuits. The modifications were: infeed chain modification, feeding hopper modification, finger tilting modification, biscuits length adjustment modification etc. As a result of these modifications, biscuit manufacturing capacity increased around 3 metric ton/day. Hence, the team was successful in unlocking biscuit making machine capacity by modifying the chocolate machine into a multipurpose machine. The following actions have been implemented in bread sectionals well: Bread packing machine conveyor modification, infeed chain modification & cream dosing modification.



Optimised Chocolate manufacturing Machine for multi-usage and manufacturing of biscuits for meeting market demand for biscuits

INITIATIVES

FIRE DRILL AT FRESH VILLA

As a part of the World Environment Day 2022 programs on June 05, 2022, we undertook different initiatives at MGI Head Office (Fresh Villa) in Dhaka, Meghna Industrial Economic Zone (MIEZ) in Narayanganj and local office in Chattogram. The programs were inaugurated & led by MGI Director Barrister Tasnim Mostafa at Fresh Villa. A fire drill program was also conducted at Fresh Villa premises as a part of that. The fire drill had very hands-on training sessions on how to evacuate the premises, where to gather, how to use a fire extinguisher to put out a fire, how injured people might be assisted by firefighters and how people should react on the occasion of a fire.



MGI Director Barrister Tasnim Mostafa, along with Deputy Advisor A.K.M. Monowar Hossain Akhand, ED (Admin) Syed Towfique Uddin Ahmed, Sr. GM (HR) Atiq Uz Zaman Khan after fire drill



First aid training during fire drill



Supposed Injured individual being carried fire drill



Fire extinguish training during fire drill

BREAKING BOUNDARIES

INITIATIVES

MGI CELEBRATES WORLD ENVIRONMENT DAY 2022



World Environment Day 2022 rally in front of Fresh Villa with MGI Director Barrister Tasnim Mostafa, Advisor Mortuja Hossain Munshi, Deputy Advisor A.K.M. Monowar Hossain Akhand, ED (Admin) Syed Towfique Uddin Ahmed, Sr. GM (HR) Atiq Uz Zaman Khan



Tree plantation on the occasion of World Environment Day 2022 in front of Fresh Villa by MGI Director Barrister Tasnim Mostafa and Deputy Advisor A.K.M. Monowar Hossain Akhand, ED (Admin) Syed Towfique Uddin Ahmed



Tree plantation on the occasion of World Environment Day 2022 by Chief Operating Officer- Sugar M A Bakr and high officials at MIEZ

At MGI, we are always determined to uphold the environmental factors & climate issues in everything we do. As a part of the program, we have undertaken different initiatives, on World Environment Day 2022, at MGI Head Office (Fresh Villa) in Dhaka, Meghna Economic Zone (MEZ) in Narayanganj, Meghna Industrial Economic Zone (MIEZ) in Narayanganj, and local office in Chattogram. The program was inaugurated & led by MGI Director Barrister Tasnim Mostafa at Fresh Villa. The activities were colorful rallies with banner festoons, tree plantation, cleaning activities around Fresh Villa, factory premises at MEZ, MIEZ and Chatogram local office. We promise to continue different programs on environmental issues as part of the social responsibility in the future as well.



World Environment Day 2022 rally in front of MIEZ with high officials and employees of MGI



MGI Flag hoisting by MGI Director Barrister Tasnim Mostafa as a part of World Environment Day 2022 festivities

MGI INSTALLS 2 SEABINS IN BANANI LAKE

As a part of Green Initiative by MGI, we have installed 2 Seabins at Banani Lake.

These trash skimmers are collecting floating debris, macro and micro plastics and even micro fibers from the lake.

After being in operation for only about 2,500 hours, we managed to pull out more than 3 Metric Tons of floating debris. We are also doing our bit to save our Earth.



One of the two operating Seabins at Banani Lake

INITIATIVES

MNBFL IMPLEMENTS INTEGRATED PEST MANAGEMENT (IPM) SYSTEM

Pests are a threat to food safety and a major threat to brand image. Integrated Pest Management (IPM) is a decision-making process to anticipate and manage pests by intelligently combining several strategies to achieve long-term solutions. For the first time in MGI, Meghna Noodles and Biscuit Factory Limited (MNBFL) has implemented Integrated Pest Management (IPM) system from March 2022 successfully. This IPM system has run till June 15, 2022. The system includes Fumigation & Spray Service to control mosquitoes & flies around the factory premise. Also, it included Bait Station (BS) and Rat Bait Trap (RBT) to control rodent entry to the factory and the results are satisfactory. Glue Boards (GB) & Fly Traps are also helping to minimize the entry of lizards, cockroaches and flies into the production area.



Spraying for Pest Management

MGI TAKES INITIATIVE FOR COVID-19 ANTIGEN TEST

Since there was a widespread infection of Omicron, a strong & very infectious variant of the COVID-19- MGI Management took the decision of conducting ARTs (Antigen Rapid Diagnostic Tests) for all the employees at the Head Office (Fresh Villa) and Fresh House (FMCG Division), with the theme 'No Corona fear, because we are all aware and health conscious here'!

The entire activity took place during February 13-14, 2022, under the administration of the MGI Head Office Admin Department and internationally affiliated organization 'Interactive Research and Development (RDI)' from Singapore.



Antigen Rapid Testing at Fresh Villa

ROAD SAFETY INITIATIVE BY MGI

From MGI, we have taken a road safety initiative titled 'Am I Driving Safely?'.

With this, we aimed to aware our employees to be more responsible and liable for their driving and approach on the roads.

From MGI, we look forward to safer roads and avoid road accidents altogether.



'Am I Driving Safely' Sticker



Sticker pasted on the covered van

BREAKING BOUNDARIES

CSR

EMERGENCY RELIEF TO FLOOD AFFECTED GREATER SYLHET



Due to heavy rainfall in Assam and Arunachal Pradesh, the flood waters of Surma, Kushiyara and other rivers overflow, causing severe flooding in greater Sylhet.

This year- many roads, houses and crop-lands have gone under water as a result of the flood. Approximately 20 lac flood-hit people of greater Sylhet have gone through shortages of drinking water and food.

From MGI, we always stand for the people who suffer from natural disasters like this. This year, we have distributed 10,000 liters of 'Super Fresh Drinking Water' to 650 flood affected people in Zakiganj, Sylhet.

We will keep on coming forward to help the people in their time of need and serve the nation.



Relief distributed amongst the flood affected people of greater Sylhet

BREAKING BOUNDARIES

TEAM BUILDING ACTIVITY

BRAND TEAM BUILDING AT MATI'TA RESORT

Everyone needs to unwind once in a while. After a hectic 2021, The Brand Team of MGI also needed some time to breathe, bond and take up the new challenges together for the year ahead. With that aim, Team Brand went for a 2-day activity outing on March 03, 2022.

Day-1:

The destination was Mati'Ta Resort in Bhatiari, Chittagong. 37 members of Brand Team started from Fresh Villa at 7 a.m. on 2 buses. The journey itself worked as the icebreaking session. Everyone was in a joyous mood, singing their hearts out and chitchatting. A quick breakfast at Comilla was equally entertaining, as everyone was looking forward to all the fun activities for the day up ahead.



Group picture of Brand Team at Mati'Ta



Bonding Activity of Brand Team

The team reached the destination at around 1pm. Stepping in, the team took some time to freshen up. After a short briefing session from the instructor of the resort, team members headed for the tents. In a while, it was time for lunch. After lunch was done, it was time for everyone to unwind. Everyone enjoyed their free time inside the resort.

There was zip-lining, kayaking and some of the other adventure-based amenities inside the resort. Evening time was a time to chitchat over tea and snacks.

Dinner was served after a while. Post dinner, it was all about the business. Though this time around, it was done in an informal setting. Everyone gathered at the field and huddled around a large campfire. This unique style of team meeting lightened the mood for everyone. Songs were sung together; personal & professional achievements of the team members were shared and everyone was in a jovial state of mind. All of the team members opened up about the issues they were facing and suggested what could be done for a smoother & better day-to-day running of operations.



Campfire discussions of Brand Team

BREAKING BOUNDARIES

TEAM BUILDING ACTIVITY



Afternoon snack on Day-1 at Mati'Ta

Day-2:

The second day started off early. Everyone got up and headed for breakfast. After breakfast, the team had a brief stretching session led by an instructor. With a refreshed body & mind, the team went for a trekking activity at an adjacent hill. The trekking taught the team members to push beyond their limits towards a common goal.

Getting back from the trek, the team headed for the nearby Guliakhali Beach for some time. The team also had a short boat trip in the Bay of Bengal, making the trip more memorable. On their way back from Guliakhali Beach to the resort, the team conducted a short market visit in Sitakunda Bazar. From there, the team returned to the resort, freshened up and had lunch. Finally, the trip was over, as the team got onto the bus for their way back home.

This was a much-needed trip for the Brand Team. The team returned to work with rejuvenated confidence & spirit, to face up the challenges for the year ahead.

MGI Sr. GM (Brand) Kazi Md. Mohiuddin paid attention to every opinion and shared his point of view. He focused on KPP (Knowledge, Purpose, Passion) for everyone- for personal, team & above all, brand progress. KPP refers to-

Knowledge: A comprehensive knowledge of what needs to be done and who is doing the specific aspects of the task.

Purpose: Everything, be it in life or any brand - everything needs to be purpose-driven.

Passion: Everything that needs to be done, must be done with passion. With that, the first day concluded. Everyone went to the tents to sleep.



Trekking activity at an adjacent hill



Sightseeing excursion on speedboat



A moment of excitement for the team members

BREAKING BOUNDARIES

TALENT BEYOND WORKPLACE



"Prosperity is a great teacher, Adversity a greater." - Everyone reading this must be thinking why anyone writing about an extracurricular piece in a newsletter would start with this quote.

Hi, I am Tasfia Hasin Nawar, and I am a Fine Arts Graduate from the Lasalle College of the Arts, Singapore. I come from a family of doctors, engineers and lawyers regardless of gender. So, it has been a not-so-appreciated choice of major for me. But I honestly believe my approach to deal with problems have developed the most during this adversity.

Alongside my career I have been honing my creative skills in: oil painting, sketching, Makeup (traditional & cosplay), hand-making polymer clay earrings, installation making, interactive artworks, 3-D modeling & printing, Polaroid taking & directing performative films. Some of my works have been displayed in exhibitions like Art Stays, Slovenia; IN FLUX Singapore; and Denim Expo Bangladesh.



Hello,

I am Sharmin Jahan Shoity, Executive, MNBFL. Painting is my passion.

From a very young age my love for colours and art made me pursue this passion. Painting is an aesthetic way for me to express my thoughts and emotions. When I am in the mood and I start painting, I forget about all my earthly stress and pressure of life and enter a world of my own.

'Abstract' and 'Modern' art is my forte and I mostly play around with acrylic and oil colour mediums.

"I cherish a dream that one day there will be an exhibition of my own art".



Hi, I am Md. Safiqul Islam Faysal, Sr. Executive from HR. For the past 5 years writing was my hobby and writing on any possible topic is my passion from my childhood. Any topic related to business & management especially in organizational behaviour captivates me to explore this concept in boarder perspective which is unknown to people. One of my University Professors, Dr. Golam Maola inspired me a lot to continue this task during my leisure time. Since I completed my schooling from rural area, I had many problems regarding English syntax. It increased my credibility & most importantly I am gaining more insight regarding any topic related to business & organization. I have already published four articles in different journals. Two of those were published in International Journal such as International Journal of Case Studies (Canadian Journal) and Shanlax International Journal of Management. I have received certificates from these two journals.



Impact Factor 3.582 Case Studies Journal ISSN (2305-5992) - Volume 8 Issue 6-June 2019
The Effects of Workforce Diversity on Employee Performance: A Study on the Selected Pharmaceutical Firms of Bangladesh
Abstract
Diversity means understanding that each individual is unique, and recognizing our individual differences. There can be minor or major differences between individuals based on their race, ethnicity, age, physical abilities, religious beliefs, political beliefs, or other ideologies. The main objective of this study was to determine the effect of work diversity on employees' performance in the pharmaceutical industry of Bangladesh. The study also sought to determine the effect of education diversity, ethnic diversity, gender diversity and age diversity on employee performance. The sample population included 50 respondents working in the pharmaceutical sector of Bangladesh. This study used non-probability random sampling and snowballing sample method to fill up the questionnaire. The sample size of this study was therefore 50 workers of most renowned pharmaceutical firms of Bangladesh.
Keywords: Race, Ethnicity, Economic Status, Pharmaceutical Industry

BREAKING BOUNDARIES

Q&A

Visit the link



tiny.cc/f00tuz

Or scan the QR code



Scan Here

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

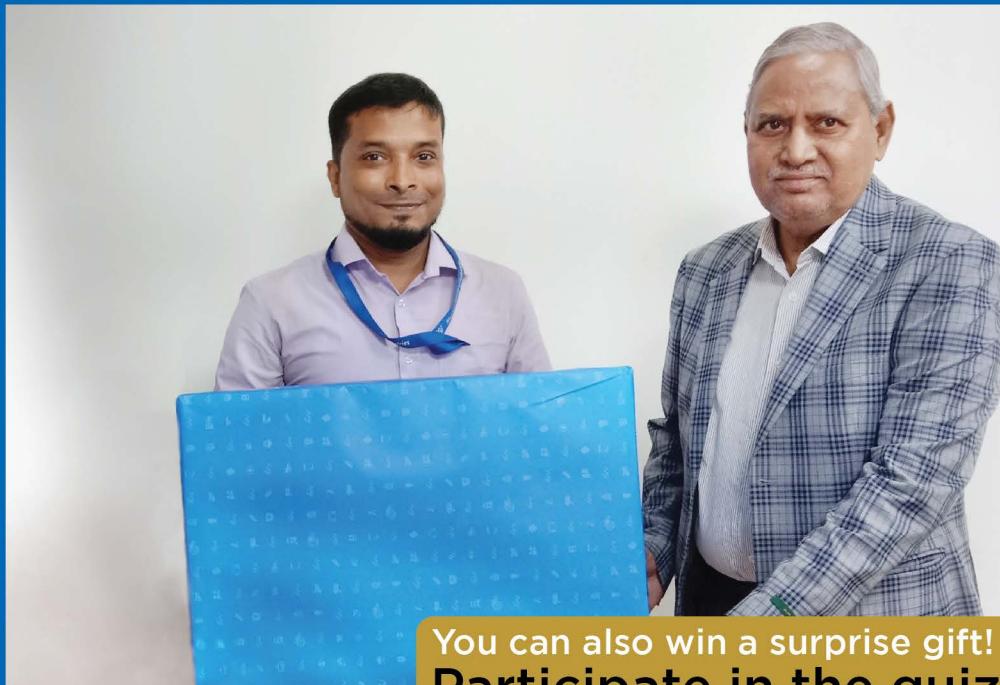
Q&A WINNERS

CONGRATULATIONS TO THE QUIZ WINNER OF BREAKING BOUNDARIES 4TH EDITION!

A total of 43 people successfully answered all the questions in the Q&A segment of 'Breaking Boundaries' 4th Edition. The Brand Team did a raffle draw to select the winner.

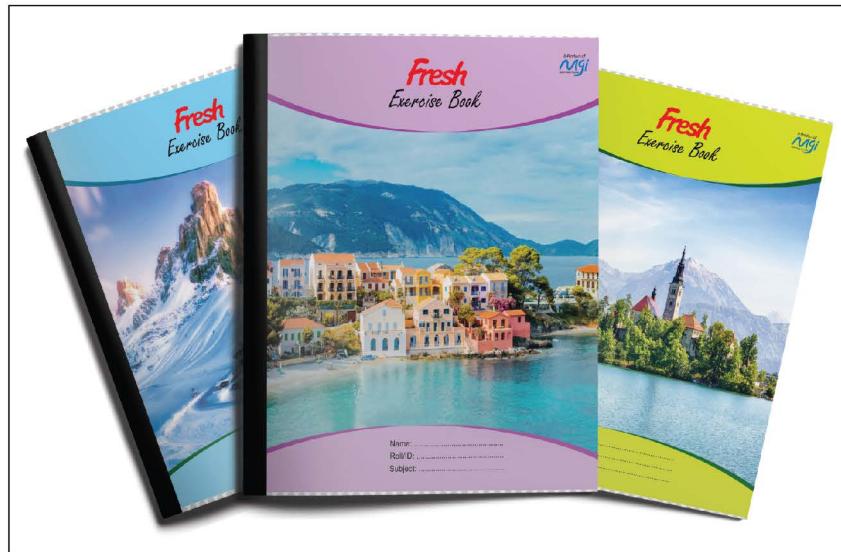
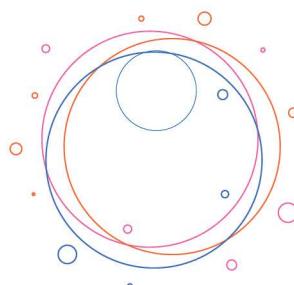
Md. Monirul Islam, Executive (IT, USML, Factory) was the lucky winner of the raffle draw.

A gift handover ceremony was held at Fresh Villa. MGI Advisor Md. Mortuza Hossain Munshi handed over a brand-new **LG Neo Solo Microwave Oven** to the winner Md. Monirul Islam. 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?**

Fresh Sewing Exercise Book

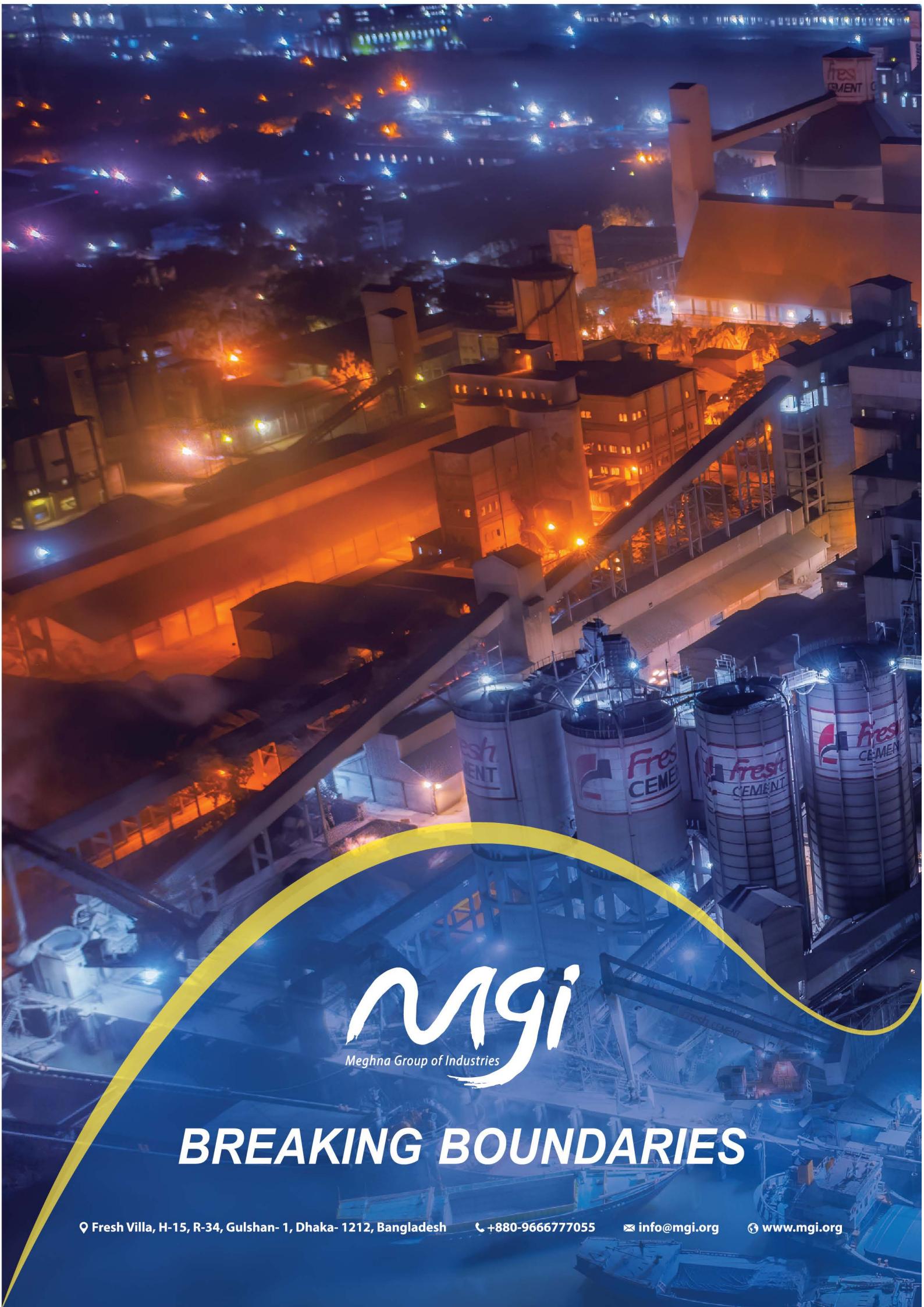
Meghna Pulp & Paper Mills Ltd. a concern of MGI, is the first organization in Bangladesh that has started marketing of Fresh Standard Sewing Exercise book only which has Octa Lock Stitch Binding. This innovative automated binding technology makes the exercise book stronger & user friendly than other exercise books.

Benefits:

As the binding process of Fresh Standard Sewing Exercise Book has been incorporated with Octa Lock Stitch, the Exercise Book becomes stronger in terms of usage. Also, the folding section of the exercise book's hardcover has been wrapped with the Cotton Tape that ensures the hardcover to have robust attachment with the whole exercise book.

Product Details:

- SKUs: Standard Kids - 64 pages & Standard Large - 84, 164 & 204 pages
- Category: Bangla, English, Math Margin, Math Plain & Math Square
- Page Cover: Various Designs with Duplex Board
- Page Color: White
- Basic Raw Materials: 100% Virgin Pulp
- GSM: 55
- Packaging Mode: 12 pcs shrink wrapped with 72 pcs (for large) & 96 pcs (for kids) binding



mgi
Meghna Group of Industries

BREAKING BOUNDARIES

📍 Fresh Villa, H-15, R-34, Gulshan- 1, Dhaka- 1212, Bangladesh

📞 +880-9666777055

✉️ info@mgi.org

🌐 www.mgi.org