



Issue 01 || Volume 02

# BREAKING BOUNDARIES

QUARTERLY NEWLETTER

মাননীয় প্রধানমন্ত্রীর করোনা সহায়তা তহবিল  
&  
হাউজ কনস্ট্রাকশন ফাউন্ডেশন ফাইন্যান্স-এ  
অনুদান গ্রহণ অনুষ্ঠান



TOP NEWS INSIDE

- Interviews
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- Did You Know



### EDITORS' NOTE

Dear readers,

Welcome to the 2nd volume of our quarterly newsletter. Thank you for your continued support from the first volume. We are grateful to all of you.

Let us take this opportunity to thank Tanveer Mostafa (Director, MGI), Kazi Md. Mohiuddin (Sr. GM, Brand, MGI) for their immense inspiration to keep us up in our endeavour. Special thanks to the Corporate Brand Team, the In-house Design Team and the Admin Department for their effort in making this a reality.

At this point, let us give you an overview of this edition of 'Breaking Boundaries'. Once again, you can get an overall idea of the major events for the quarter from the cover. This quarter has been very fruitful for MGI, as the organization has ventured into new initiatives and industries. MGI has reached further, beyond the boundaries of Bangladesh and bolstered the presence of 'Fresh' goods by exporting in larger quantities in different countries. There have been some exceptional achievements as well. MGI has also received significant PR coverage in broadcast, online & print media during the last quarter.

On top of that- MGI has been actively involved in some of the corporate social responsibilities with the sole purpose of giving back to society. This issue covers those purposes and the activities done for the people of the nation. There are the latest news & updates of the organization- along with the latest campaigns and product developments & introductions. This edition covers these aspects, especially for you.

Just like the first edition, we have kept the last part for the people inside MGI. This part showcases their latent talent, personality & personal achievements in their life beyond MGI. And of course, for the overwhelming responses from the previous edition- we have the quiz for everyone in MGI, with attractive gifts.

Thanks for being with us. Enjoy 'Breaking Boundaries'.

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# BREAKING BOUNDARIES

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**“I am looking forward to building new industries.”**

Mostafa Kamal  
Chairman and Managing Director  
Meghna Group of Industries (MGI)

An interview of our respected Chairman and Managing Director was published in the business section of The Daily Prothom Alo on Monday, August 02, 2021.

Here is the interview in full-



We are mainly importing the necessary raw materials for production and processing. It has been 3 years already since MGI has crossed the imports in billions of USD. The value of imports in the last fiscal year has crossed USD 1.5 billion. All these raw materials are being used to produce different products.

The total number of factories of MGI is currently 48. These factories have employed 35 thousand people. If we consider indirect employment, the total number will cross lacs. We are giving more than BDT 3,000 crores as revenue to the government for importing and their subsequent marketing every year. In the last fiscal year, this amount will cross BDT 3,250 crores.

I am obsessed with building new industries. Without new industries, employment cannot be created. Without employment, growth will not occur. Our honourable prime minister is always talking about more investments. For, without investments, employment cannot be increased. The economy of the nation will not develop. MGI is always working for more and more investments.

Some of the new factories that we were supposed to start were hampered due to the COVID-19 pandemic. There would have been more industries and, subsequently, more employment- if there were no COVID-19 issues. Still, we are not stopping.

In order to increase investments, all we need from the government is policy support. We are here to do the rest of the aspects.

#### সাফাৎকার



নতুন নতুন  
শিল্পকারখানা  
গড়ে তুলতে  
চাই

মোস্তফা কামাল  
চেয়ারম্যান  
মেঘনা গ্রুপ অব ইন্ডাস্ট্রিজ

শিল্পকারখানায় পণ্য উৎপাদন ও প্রক্রিয়াজাত করার জন্যই মূলত কাঁচামাল আমদানি করছি। তিন বছর আগেই মেঘনা গ্রুপের কারখানার কাঁচামাল ও পণ্যের আমদানি বিলিয়ন ডলারে উন্নীত হয়েছে। গত অর্ধবছরে আমদানির পরিমাণ দেড় বিলিয়ন ডলার ছাড়িয়েছে। এসব কাঁচামাল প্রক্রিয়াজাত করে পণ্য তৈরি হচ্ছে। মেঘনা গ্রুপের কারখানার সংখ্যা এখন ৪৮। এসব কারখানায় সরাসরি কর্মসংস্থান হয়েছে ৩৫ হাজার মানুষের। পরোক্ষভাবে কর্মসংস্থানের হিসাব করা হলে তা লক্ষাধিক হবে। আমদানি পণ্য খালাস ও বাজারজাতকরণে প্রতিবছর আমরা সরকারকে তিন হাজার কোটি টাকার বেশি রাজস্ব দিচ্ছি। গত অর্ধবছরে এর পরিমাণ ৩ হাজার ২৫০ কোটি টাকা ছাড়িয়ে যাবে।

শিল্পকারখানা গড়ে তোলা আমার কাছে নেশার মতো। শিল্পকারখানা না হলে কর্মসংস্থান হবে না। কর্মসংস্থান না হলে সমৃদ্ধি আসবে না। মাননীয় প্রধানমন্ত্রী সব সময় বিনিয়োগ বাড়ানোর কথা বলছেন। কারণ, বিনিয়োগ না হলে কর্মসংস্থান বাড়বে না। দেশের অর্থনীতির প্রবৃদ্ধি হবে না। মেঘনা গ্রুপ প্রতিনিয়ত বিনিয়োগ বাড়াতে কাজ করছে। এ বছর আরও কয়েকটি কারখানা চালুর কথা থাকলেও করোনার কারণে তা সম্ভব হয়নি। করোনা না থাকলে নতুন নতুন কারখানা চালু হতো। কর্মসংস্থান আরও বাড়ত। এরপরও আমরা থেমে নেই। বিনিয়োগ বাড়াতে আমরা শুধু সরকারের কাছ থেকে নীতিসহায়তা চাই। বাকি কাজটুকু আমরা করব।

Full interview link-  
<http://tiny.cc/sg4juz>



## ARTICLE

### MGI IMPORTS BDT 14,000 CRORES IN THE LAST FISCAL YEAR



An article was published in The Daily Prothom Alo business section on Monday, August 02, 2021.

Here is the article in full-

In terms of raw materials and items import in Bangladesh, MGI is the leading player in recent times. The company has imported more than 74,00,000 metric tons of items & raw materials in the last fiscal year. In total, the amount for import stands at more than BDT 14,000 crores.

MGI started their journey under the leadership of Mostafa Kamal. He started his business in 1976 by setting up 'Kamal Trading Company'. In 1989, he established 'Meghna Vegetable Oil Industries' on the banks of the Meghna river. Thus, starting the journey of Meghna Group of Industries (MGI). They now have 48 factories- and the number is increasing every year.

International Finance Corporation (IFC), an affiliate of World Bank- has listed & published 23 of the top-earning organizations over the last year in Bangladesh. MGI has made it to the top 3 in that list, with a revenue of more than USD 1.5 billion.

The company has ventured into sugar, edible oil, cement, paper, shipbuilding, ship management, liquefied petroleum gas (LPG), beverage, biscuits, packaging, economic zones. MGI goods are being marketed under the brand name 'Fresh'.

Before the pandemic hit Bangladesh in February 2020- the company started 9 new factories at a go at Sonargaon in Narayanganj. Over the next year, 5 new factories will be starting.

১০। বাণিজ্য

## মেঘনা গ্রুপের আমদানি ১৪ হাজার কোটি টাকার

প্র বাণিজ্য প্রতিবেদক

কাঁচামাল ও পণ্য আমদানিতে এককভাবে দেশে এখন শীর্ষে রয়েছে মেঘনা গ্রুপ অব ইন্ডাস্ট্রি। গত অর্থবছরে গ্রুপটি ৭৪ লাখ টনের বেশি পণ্য ও কাঁচামাল আমদানি করেছে। সব মিলিয়ে গ্রুপটি ১৪ হাজার কোটি টাকার বেশি পণ্য আমদানি করেছে।

উদ্যোক্তা মোস্তফা কামালের হাত ধরে যাত্রা শুরু হয় মেঘনা গ্রুপের। ১৯৭৬ সালে কামাল ট্রেডিং প্রতিষ্ঠানের মাধ্যমে ব্যবসা শুরু করেন তিনি। ১৯৮৯ সালে নারায়ণগঞ্জের মেঘনা যাতে মেঘনা ভেজিটেবল অয়েল ইন্ডাস্ট্রিজ দিয়ে মেঘনা গ্রুপের যাত্রা শুরু। এখন মেঘনা গ্রুপের ৪৮টি কারখানা রয়েছে। প্রতিবছর বাড়ছে এই সংখ্যা।

বিশুব্যাংক গ্রুপের সহযোগী প্রতিষ্ঠান ইন্টারন্যাশনাল ফিন্যান্স করপোরেশন (আইএফসি) গত বছর আয়ের দিক থেকে বাংলাদেশের ২৩টি প্রতিষ্ঠানের তালিকা প্রকাশ করেছে, যেখানে শীর্ষ তিনটি প্রতিষ্ঠানের একটি মেঘনা গ্রুপ, যাদের আয় দেড় বিলিয়ন ডলারের বেশি।

চিনি, ভোজ্যতেল, সিমেন্ট, কাগজ, জাহাজ নির্মাণ, জাহাজ পরিচালনা, তরলীকৃত পেট্রোলিয়াম গ্যাস (এলপিগিজ), পানীয়, বিস্কুট, মোড়কজাতকরণ, অর্থনৈতিক অঞ্চলসহ নানা খাতে ব্যবসা রয়েছে মেঘনা গ্রুপের। ফ্রেশ ব্র্যান্ড নামের প্রতিষ্ঠানটির পণ্য বাজারজাত হচ্ছে।

করোনার প্রভাব শুরুর আগে গত বছর ফেব্রুয়ারিতে নারায়ণগঞ্জের সোনারগাঁ এলাকায় একসঙ্গে নয়টি কারখানা চালু হয় গ্রুপটির। আগামী এক বছরে চালু হবে আরও পাঁচটি শিল্পকারখানা।

Full article link-  
<http://tiny.cc/sg4juz>

## INTERVIEW

### IN CONVERSATION WITH TANZIMA MOSTAFA

Tanzima Mostafa is a Director of Meghna Group of Industries (MGI), one of the largest and leading business organizations of Bangladesh. She is a young, energetic and capable director being engaged in the growth and development of the company. She looks after the foreign procurement of the group in addition to some other major SBUs such as Cement, Shipping, Pulp & Paper, Feeds & Fibre etc. Some snippets of her interview were covered with 3 other industry leaders in The Daily Star on Friday, May 07, 2021.



Here is her interview in full-

**Did pandemic have any effect on your work style?**

Ans: Just like everyone else- this pandemic has altered my work style drastically. I have adapted

the new approaches in getting the business done on a day-to-day basis. I am mostly conducting my meetings over conference calls online. Thanks to technology, remaining connected is not that hard these days.

**How are you managing operations?**

Ans: I am working mostly from home and the respective unit heads of different business verticals have been given the necessary guidance to continue operations keeping the safety and well-being of the employees as the top priority. I always stay connected to my leadership team over phone calls and conference calls to make sure that our operations continue smoothly. I must also say that the government has been really helpful in continuous operations during the lockdown and difficult situations.

**How often do you go to the office? Do you work from home?**

Ans: My office time depends on business exigency. I have worked from home for a good amount of time. However, many a time, I need to go and visit the factory. There are other days when I have to be present at the office. In such cases, the amount of time that I spent in the office has decreased substantially. You can say, whether I do work from home or work from the office is completely based on what I am required to do on a specific day.

**How do you meet clients? boards?**

Ans: As I have mentioned earlier, I have adapted new approaches to get the business done. And technology is playing a vital role in it. We are conducting our board meetings over conference

**“MGI has always believed in ‘customer first’, and that is still our mantra. We are being adaptive and resilient in our approaches to make it happen.”**

Tanzima Mostafa  
Director  
Meghna Group of Industries (MGI)



## INTERVIEW

calls to maintain the COVID-19 safety measures, even when we are at the office. I have conducted most of the client meetings online during the lockdown.

### How do you motivate your subordinates?

Ans: We have addressed the safety of our colleagues as the top-most priority. During the lockdown, we have arranged transportation based on the roster plan to make their commuting safe and easy. We are also making sure that if any of our colleagues are affected by the virus they have the necessary day-off and all the possible supports from the organization to stay strong and fight it off. We are thankful to Allah that we were able to give all of our colleagues their monthly salaries and bonuses in due time even during the pandemic.

### What type of challenges did you face or are you facing?

Ans: The biggest challenge we are facing apart from the obvious health risk is, to keep a steady supply of materials. You know that we are in the business of staples and, it is of great importance for the national economy that we continue to serve our consumers without any disruption. There are several variables such as freight, oil price, transshipment etc. Affecting a single shipment, and each of these factors are being affected and thus acting differently. Decision-making has become more dynamic than ever. Another challenge we are facing is that the demand from consumers has plummeted for their uncertainty in income in some of our businesses, but the cost of doing business has remained the same or has gone up in some areas.

### How did you figure them out?

Ans: To answer this, I would like to mention that there is no single approach to overcome these challenges. However, we are doing everything that needs to be done to fulfil this responsibility from our end. MGI always believed in 'customer first', and that is still our mantra. We are being adaptive and resilient in our approaches to make it happen. We are in constant conversations with all of our stakeholders to understand the market and make informed decisions. We are responding with speed and agility, round the clock, to get the job done.

### What did you learn from the pandemic?

Ans: I have learnt that this is the time to have empathy for each other. For empathy goes a long way, in making the world a better place for all of us. Also, business diversification is important so that you can sustain, even in difficult times. New challenges in return, open up new opportunities. I have seen the emerging opportunities of business and growth from a completely new point of view. And finally, we don't need to be there physically in the office to get the job done! I have never imagined not going to the office for months!



FRIDAY, May 7, 2021 | Journalism Without Fear or Favour

## How CEOs steering business thru pandemic

**MAHMUDUL HASAN**  
The Covid-19 pandemic has emerged as the biggest challenge for businesses worldwide and caught top executives off guard.  
For more than a year, the corporate leaders have been dealing with issues from supply chain disruptions and dislocation of office space to fending off poor business performance.  
For all latest news, follow The Daily Star's Google News channel.  
In Bangladesh, CEOs also have had to find potential amid predicament, go the extra mile to keep the operations up and running and engage more with employees to keep them motivated as they navigated the crisis.  
The Daily Star interviewed some top executives to know how they are managing operations, retaining clients and overcoming daunting challenges.  
Kedar Lele, chairman and managing director of Unilever Bangladesh  
The pandemic has been a sort of marathon. It has also been a crucible moment and true test of leadership for everyone—whether for the organisations, governments, policymakers, people on the shop floor, or in the sales system. It has been the actual test of leadership. Of course, it has affected my ways of working and forced me to recreate some



**KEDAR LELE**  
Chairman and MD of Unilever Bangladesh



**NASER EZAZ BUJOY**  
CEO of StanChart Bangladesh



**AHSAN KHAN CHOWDHURY**  
Chairman and CEO of Pran-RFL



**TANZIMA MOSTAFA**  
Director of Meghna Group of Industries

we, as humans, will come out of this stronger, and when this monster of the disease is out and gone when we would have looked back, we would have gained a lot more than what we have lost. Of course, we would have the pain of having lost our loved ones or maybe people we have known. Still, as a society, as a community and as a race, we would have learned a lot more about how to preserve ourselves, how to progress, how to transform and how to adapt to a new circumstance.  
Naser Ezaz Bujoy, CEO of Standard Chartered Bangladesh  
The pandemic and the quarantines have had a significant impact on our daily operations and work style. We have taken every measure to ensure safety and eliminate redundant social contact where possible. As a result, we have been having many online meetings instead of face-to-face meetings, both internally and externally.  
External physical events have been reduced, and webinars have increased significantly, both with external and internal stakeholders. We have expanded our work from home capability significantly, and we regularly adjust the work from home ratio depending on the severity of the Covid-19 situation.  
In the end, I only want to say that

of my ways of work and style.  
It has had a strong impact on our work style and operations. First and foremost is the entry of technology and digital. All of us agreed that digital transformation has taken place in every organisation, right from the understanding of the software language like zooming and teaming and being able to do our job well.  
The significant change that one had to undergo was to appreciate that indeed it is possible to be at home or wherever and yet to do their job. Suddenly the old discipline of coming to the office at 8:30 am to 9:00 am and going back at 5:00 pm to 5:30 pm, and the definition of being effective or efficient by following those strict office timing has been made redundant. Now, each one of us believes that everyone is professional and people do their duties.  
The second realisation is about the fact that all of us are social beings and we like being with others. Technology is efficient but not emotive enough, not connective enough. Hence, we can feel some amount of drop in the motivation and engagement level. This is one of the challenges that all the leaders, management of the organisation are experiencing to keep their flock together, equally motivated, and working towards the common goal while ensuring health and safety.  
Like everyone, the sense of duty drove me to do things. In these tough circumstances, the only thing one could latch on to was their faith, what we call is as the purpose.  
Earlier Covid-19 was statistics, and now the statistics is becoming a reality as many are getting affected by it - individuals we know, in the neighbourhood, in our own house, and that takes a toll. And all of these external circumstances have impacted our way of life and our ways of work.  
For me, it has been putting compassion at the centre of my leadership style. And I would stay curious, showing gratitude and remaining compassionate and generous.

All we have is a broad direction where we could lead. And the sense of curiosity is hungry for knowing more, learning more, modifying, adapting, and then, of course, choosing a direction that the whole organisation can go to.  
Only saying that all of us are facing the pandemic is not enough. There may be a circumstance that people are going through, which is making it extremely difficult for them to carry out their job better. And be able to accommodate that by showing compassion towards the very challenging and different circumstances is the need of the hour.

READ MORE ON 07

Full article link- <http://tiny.cc/wg4juz>

# BREAKING BOUNDARIES

## CAMPAIGN

### 'FRESH LP GAS- SHERA RANNAGHORER KHOJE' IS ARRANGED ON SOCIAL MEDIA



Key visual of 'Fresh LP Gas- Shera Rannaghorer Khoje' Campaign

The select participants with the 'best kitchens' went on to win-

- 1 Ton AC (1 winner)
- Washing Machine (1 winner)
- Brand New Smartphone (1 winner)
- Diamond Chain (1 winner)
- Gold Ring (1 winner)



Winner announcement post of 'Fresh LP Gas- Shera Rannaghorer Khoje' Campaign

Fresh LP Gas, a concern of MGI, arranged a social media campaign titled 'Shera Rannaghorer Khoje' (The search for the best kitchen). The campaign started before Qurbani Eid- on Sunday, July 18, 2021, and ended on Sunday, August 08, 2021.

The response to the campaign over the social media platform was overwhelming. Thousands of netizens participated in it.

In order to participate in the campaign- participants needed to take a photo/selfie of their tidy kitchen at home and inbox it with their name and contact details to the Fresh LP Gas Facebook page (<https://www.facebook.com/freshlpgasbd>). Also, the participants needed to make a public post of photo/selfie from their personal Facebook profiles with #freshlpg #bestkitchen.



Call to action post of 'Fresh LP Gas- Shera Rannaghorer Khoje' Campaign

The first 500 participants won a Fresh LP Gas branded kitchen apron as a certain prize.

The renowned face of social media, Orchita Sporshia and Mumtaheena

Chowdhury Toya, also participated in the campaign. The names of the winners were announced on the Fresh LP Gas Facebook page.



## CAMPAIGN

### THE SPIRIT OF RAMADAN- A SPECIAL COMBO PACK FROM FRESH, FOR THE PEOPLE

Ramadan is the holy month of devotion and belief for the entire Muslim community around the world. A month to turn ourselves into better human beings. As Ramadan enlightens us spiritually, the sacred month also leaves us with the lasting impression of kindness and empathy towards each other.

MGI always believes in respecting society and people. Thus, in the spirit of Ramadan, MGI's consumer brand 'Fresh' introduced a special combo pack at a special price for people of all spheres this year.

Fresh Ramadan Combo Pack consisted of some daily essentials like soybean oil, dal, salt and sugar. The combo pack items were priced at a special and discounted rate.

That's not all. Considering the surge of grocery home delivery over the last year due to the pandemic and lockdown- MGI decided to have a hotline for the consumers to place an order. Anyone could call the hotline 16595 and place their order for the combo pack.

Fresh Ramadan Combo Pack was available in select supershops as well. Anyone could call the hotline to know which supershops had the Fresh Ramadan Combo Pack.

At MGI, being 'Customer Focus' is one of our core values. As an organization, it is our responsibility to have something special for the people of all spheres in the holy month of Ramadan. During the pandemic and lockdown, when people were struggling to make their ends meet more than ever- our responsibility extended further. The spirit of Ramadan encouraged us to give something back to society and the people. Through 'Fresh Ramadan Combo Pack', we aimed to share that empathy for everyone with open arms.

ফ্রেশ

আমরা হাত বাড়ালেই  
ভালো থাকব সবাই

ত্রাসকৃত মূল্যে ফ্রেশ রমজান কম্বো প্যাক

বর্তমান বাজার মূল্য	রমজানে ত্রাসকৃত মূল্য
৳৬৯ টাকা	৳৩০ টাকা

ফ্রি হোম ডেলিভারি এবং  
অফারটি পেতে কল করুন

১৬৫৯৫

রমজানুল  
মোবারক  
ফ্রেশ

Key visual of 'Fresh Ramadan Combo Pack' campaign



### INDEED, FOR THE PEOPLE IN NEED

#### 'Super Fresh Drinking Water' was distributed in Cyclone 'Yaas' affected areas.

Cyclone 'Yaas' devastated the coastal inhabitants of Bangladesh and West Bengal at the end of May 2021. According to the report published in Dhaka Tribune on June 04, 2021- 9 people lost their lives, and approximately 1.5 million people were directly affected by 'Yaas'. A total of 26,000 houses were destroyed in 16 districts of Bangladesh. Satkhira incurred the highest loss for 'Yaas', as more than 94 thousand people were affected. 5.75 long embankment protection for some of the Upazilas was destroyed entirely by the tidal waves of 'Yaas'.

The aftermath to follow a cyclone is equally catastrophic. The people suffer a lot from food scarcity and clean water as all the sources get devastated by the cyclone. Since the high tides surge the regional sources, the water gets contaminated and unsuitable for drinking or doing any household chores.

In such a time of crisis, Meghna Group of Industries (MGI) came forth to help the people in dire need. MGI distributed 10,000 litres of 'Super Fresh Drinking Water' to 500 families in partnership with 'Footsteps'. Each of the families from Koyra in Khulna and Gabura in Satkhira, received 20 litres of 'Super Fresh Drinking Water'. Mithun Das Kabbo and his 'Gift for Good' team deserves credit for managing the distribution at the ground level.

At MGI, we are always aware of our responsibilities to society and people. In such a national disaster, it was our duty to come forward and help the people. We will keep on acknowledging our responsibility in national needs and come forward with our support and service.



'Super Fresh Drinking Water' was distributed for Cyclone Yaas affected people





## CSR

### MGI DONATES TO PRIME MINISTER'S COVID-19 RELIEF FUND

Meghna Group of Industries (MGI) has donated to the honourable Prime Minister Sheikh Hasina's COVID-19 Relief and House Construction Fund by Private Finance. The fund has helped the people affected financially by COVID-19 and for the house construction of the poor.

In a program held in Gono Bhubon on June 10, 2021, respected Chairman and Managing Director of MGI, Mostafa Kamal and Group Director, Tanveer Mostafa handed over the donation cheque.



Principal Secretary of Prime Minister's Relief Fund Dr Ahmed Kaikaus receives the donation cheque from MGI Group Director Tanveer Mostafa. Honourable Chairman & Managing Director of MGI Mostafa Kamal was also present during the donation cheque handover ceremony

### MGI GIFTS A BRAND-NEW DOUBLE CABIN PICKUP VAN TO SONARGAON POLICE

MGI gifts a brand-new double cabin pickup van to Sonargaon Police in Narayanganj on Monday, July 26, 2021. This vehicle helps the Sonargaon Police in emergency commuting and patrolling. Superintendent of Police (SP) in Narayanganj, Mohammad Jayedul Alam and Sonargaon Police Station Officer In-Charge (OC) Mohammad Hafizur Rahman were present to accept the key of the double cabin pickup van from MGI.

On behalf of MGI- Syed Towfique Uddin Ahmed (ED, Admin), Kartick Chandra Das (ED, Technical) and Kazi Md. Mohiuddin (Sr. GM, Brand) handed over the car key to Sonargaon Police.



MGI ED (Admin) Syed Towfique Uddin Ahmed handing over the car key replica to Superintendent of Police (SP) in Narayanganj Mohammad Jayedul Alam



The brand new double cabin pickup gifted by MGI



## CSR

### MGI DONATES 20 OXYGEN CYLINDERS TO COMILLA DISTRICT ADMINISTRATION



MGI stood beside Comilla District Administration in their fight against the COVID-19 crisis. To help the people infected with COVID-19 in Comilla- MGI has donated 20 oxygen cylinders to the respected DC of Comilla on Thursday, July 29, 2021, with the promise of refilling the cylinders periodically.

MGI General Manager (Admin) Hasan Jamil handed over the cylinders to respected DC of Comilla Md. Kamrul Hasan. Assistant Commissioner Atish Sarkar and Additional DC Md. Shahadat Hossain were also present during this handover ceremony. From the beginning, MGI, one of the most prominent business organizations in Bangladesh- has always been there with the government entities in their fight against the COVID-19 crisis. Apart from donating to the government relief funds, MGI is working relentlessly to make daily essentials and consumer goods available at affordable prices to people all over the country.



Respected DC of Comilla Md. Kamrul Hasan receiving the oxygen donation placard from MGI General Manager (Admin) Hasan Jamil

### NARAYANGANJ DISTRICT ADMINISTRATION DISTRIBUTES 2,000 BAG OF RELIEF WITH THE SUPPORT OF MGI

On July 30, 2021, MGI has handed over 2,000 bags of relief to Narayanganj District Administration. Afterwards, the reliefs were handed over to the local inhabitants under the authority of the respected UNO in Sonargaon, Narayanganj Atiqul Islam.

This relief distribution in Narayanganj was a part of the ongoing activity in their fight against COVID-19. MGI will continue to stand beside the people in this regard.



Respected UNO in Sonargaon, Narayanganj Atiqul Islam is seen, receiving the 2,000 bags of relief donated by MGI and distributing those to the people



# BREAKING BOUNDARIES

## EVENTS

### MBL CELEBRATES THE HIGHEST EVER SALES

In May 2021, Team MBL (Meghna Beverage Ltd.) achieved the highest ever sales in terms of the number of cases manufactured in the factory and delivered in the market. This achievement was possible for the relentless effort of the field team and the visionary leadership of the CMO of Meghna Beverage Limited Ashfaqur Rahman.

The Brand Team and concerned AGM sales personnel arranged a 'Meet the Achievers' event to celebrate the achievement. All of the achiever Wing Managers came to Fresh Cottage at Uttara to celebrate. However, keeping the COVID-19 outbreak in mind, the event was conducted with a limited capacity.



The event started with the recitation from Holy Quran. The meeting started off with the welcome note from the CMO of MBL. The team members met after a long time during the pandemic, which also worked as a motivational factor for them. The meeting topic also covered the future plan and roadmap of retaining the current growth apart from the celebration itself.



Meghna Beverage Ltd. CMO Ashfaqur Rahman, MGI Sr. GM (HR) Atiq Uz Zaman and GM Accounts Babla Basu is handing over gifts to the achievers

Before the lunch session, gifts were handed over to the achievers by the special guests of the program- Atiq Uz Zaman Khan, respected Sr. GM (HR), MGI and Babla Basu, GM Accounts, MGI.

The meeting ended after the prayer break in the evening.



Sales and Brand Team celebrating the highest ever sales for MBL at Fresh Cottage in Uttara, Dhaka



## EVENTS

### ROAD TO THE NEXT-GEN ERP

MGI has migrated the old ERP system to the Next-Gen ERP suite to ensure better business data management. This next-gen ERP suite will help us to incorporate all the latest technologies that will open a new window of business management and provide a sustainable technology support to the business in line with systems, applications and products in the data processing.

The migration journey was strategically constructed under the safe hands of the ECT & IT Team. This entire journey took around 8 months to complete- where planning strategy focused on process understanding, customization scenarios and new horizons are mapped with KT sessions, process testing in different stages within the stipulated time. In general, such migrations take 5 to 6 months to complete. But here, pains & risk factors are assessed. Moreover, in the last stage, it was planned to initiate the migration on Eid holidays to optimize the manual business transactions, and it needs to be mentioned that, during EID holidays, most of the team members actively worked hard to have its success.

The Next-Gen ERP system brings significant capabilities around analytics and reporting, features simplified processes, and is designed to connect people, devices, and business networks in real-time, enabling flexibility of applications across desktop computers, tablets, and smartphones.

The Next-Gen ERP system is now available for MGI employees to embrace the light of new technology.



MGI IT & ECT Team with Management

### MPPML ORGANIZES 'STAR PERFORMER 2020' CEREMONY

Meghna Pulp & Paper Mills Limited organized 'Star Performer 2020' to recognize the top performers in the MGI head Office on March 2021. The highest sales achievers ranging from DSM to SO of Retail sales force, corporate sales and modern trade were recognized in the ceremony. The primary purpose of the ceremony was to motivate the highest sales achievers and bring a positive mindset within the field force.

The achievers were rewarded with Dhaka-Cox's Bazar-Dhaka full board accommodation package, microwave oven, diamond nose pin, smartphone and other attractive gifts along with the Certification of Excellence.



Certificate handover to the star performers for outstanding achievements in sales

MGI expects that the ceremony will motivate the field force to take up the challenges, and they will be motivated to achieve the target sales volume with dynamic sales strategies.

At the ceremony, respected Senior GM (Brand) Kazi Md. Mohiuddin, Senior DGM (Sales) MD. Yeasin Mollah, AGM (Corporate Sales) Md. Khaled Kawsar, Senior Manager (Sales) MD. Alamgir Hossain were present to inspire and gift handover to the achievers.



## NEWS & UPDATES

### AVIK ANWAR- 'BREAKING BOUNDARIES' IN INTERNATIONAL CIRCUITS

Avik Anwar is a shining star, representing Bangladesh with his speed and tenacity on the foreign race tracks. For his sheer determination and winning attitude, he was chosen to be the official brand ambassador of MGI.

With MGI as his lead sponsor- Avik Anwar qualified and won P1 in the UAE Pro Champions GT86 Class, becoming the first ever Bangladeshi to do so.

Avik Anwar also won NGK UAE Procar Championship and achieved podium finish in YAS Marina Formula 1 Track.

MGI wishes all the best to Avik Anwar, to keep on breaking boundaries in future.



UAE Pro Championship  
GT86 Class Winner



Avik Anwar's Race Car for UAE Pro  
Championship Sponsored by MGI



Podium Finish at YAS Marina F1 Track



Avik Anwar's Race Car for YAS Marina F1 Track Sponsored by MGI

## MGI RELEASES A NEW THEMATIC VIDEO AS A TRIBUTE TO AVIK ANWAR

MGI releases a thematic video on the company's motto 'Breaking Boundaries'. MGI is the lead sponsor of the renowned motorsports racer Avik Anwar. This is the first time ever, MGI has released a thematic video of him. The video is uploaded to the YouTube channel of MGI, titled 'MGI | Avik a bond of breaking boundaries'. MGI hopes that he will keep this streak of companionship, setting their sights on conquering beyond the boundary.

Watch the video- <https://www.youtube.com/watch?v=B-ziWKHrstw>.



Scan to get link

## NEWS & UPDATES

### FRESH SALES CENTRE IS NOW FRESH SUPER MART



Newly renovated 'Fresh Super Mart'

For better customer service and experience, MGI has renovated the Fresh Sales Centre, Meghnaghat, Sonargaon, Naraynganj and renamed it as 'Fresh Super Mart'. This store started its operation in October 2012 at the factory complex. Gradually, it gained popularity by serving MGI products to MGI employees and local residents at an affordable price.

In August 2020, MGI management took the initiative to renovate this store from a traditional grocery store to a modern trade outlet. From a small and much-unorganized store- it expanded to a 3,530 sft outlet, including the storage area.

Fresh Super Mart is now furnished with a modern gondola to showcase the MGI items. Customers now get shopping trolleys and baskets. Modern cash counters are available for easy & fast payment. The upgraded building exterior has given an impressive look. All in all, customers are now enjoying a better shopping experience at the Fresh Super Mart.



Newly renovated 'Fresh Super Mart'



## NEWS & UPDATES

### INTRODUCING FRESH CERAMICS- A FRESH START TO AN AESTHETIC LIFE

Meghna Group of Industries (MGI) has entered the domestic ceramic industry by establishing its own Fresh Ceramics brand on August 23, 2021. MGI invested nearly BDT 500 crore in setting up a ceramic manufacturing facility in Ashariar Char in Narayanganj, creating an opportunity to employ around 1,000 people directly.

The local ceramic industry has registered an annual average growth rate of about 15 per cent since fiscal 2015-16, according to data from the Bangladesh Ceramic Manufacturers and Exporters Association (BCMEA).

In fiscal 2019-20, about BDT 4,597 crore worth of tiles were sold, according to the BCMEA data. Of the total consumption, local brands accounted for about 84 per cent, or BDT 3,856 crore, while imports the remaining BDT 741 crore.

MGI has considerable investments in the construction materials industry for its Fresh Cement brand. The demand for construction materials, including ceramics, was rising in line with rapid urbanisation in Bangladesh over the past decade. Against this backdrop, MGI decided to invest more in the sector and grab a share of the growing ceramic industry. MGI assures Fresh Ceramics to be a quality product and delivery guarantees to general customers.

It took about one-and-a-half years to complete the construction of the new facility and begin operations. World-class machinery is being used at the unit to produce high-quality ceramic tiles that will be better than any other in the market.

With a daily manufacturing capacity of 40,000 square metres- Fresh Ceramics will produce a number of variations of two types of ceramic tiles for floors and walls. The factory of the Fresh Ceramics facility holds the highest capacity under one shade in Bangladesh and the longest Kiln (261 meters).



#### AT A GLANCE

- Investment: BDT 500cr
- Jobs created: 1,000
- Factory establishment work started in January 2019
- Manufacturing capacity 40,000 square metres day
- Both floor and wall tiles will be manufactured



Newly established Fresh Ceramics factory



Aerial view of Fresh Ceramics factory

## NEWS & UPDATES

### MEGHNA SHIPBUILDERS AND DOCKYARD LIMITED (MSDL) MAKING CONTINUOUS PROGRESS

Meghna Group of Industries (MGI) firmly believes in customer satisfaction. MGI has already headed towards achieving self-sufficiency in all of the business ventures- including the shipping sector.

Shipping prompted MGI to develop its own backward linking facilities. To maintain optimum operational efficiency of its own shipping fleet consisting of a number of Inland Cargo Vessels and Oil Tankers- MGI rightly thought of installing its own repair and maintenance service facilities. As a result, Meghna Shipbuilders and Dockyard Limited (MSDL) came forward and started its modest journey a long ago. Initially, the job of MSDL was limited to look after its own shipping fleet of lighter vessels. Gradually, MSDL has extended its repair and maintenance service support facilities to the chartered vessels as well. Recently, MSDL has provided docking and repair facilities to 8 vessels in total. In addition, MSDL has also provided repair and maintenance service facilities to 99 vessels altogether.

It is needless to mention that when the country is flourishing at a faster rate, there is no point for MGI to sit idle with the age-old venture. Initially, MGI was dependent on its own shipping fleet to conduct lighter activities from mother vessels and carry to the factory complex situated at the hinterland. Over time, when its own efforts got exhausted- MGI acquired more lighter vessels on charter to augment its own shipping efforts. At the same time, MGI started acquiring ships of higher cargo carrying capacity. MSDL has taken the most challenging and exciting tasks to materialize the vision of MGI and engaged in the new construction of ships with higher cargo carrying capacity. This has taken MSDL to a greater height and, at the same time, strengthened & increased its own capacity. MSDL has built 21 new lighter vessels that have already joined the shipping fleet of MGI, and 3 more are in the pipeline. It has increased the efficiency of the employees of MSDL to a different dimension. The brief specification of the newly constructed ships of MSDL are given below:

Length (OA):	75.081 M
Length (LWL):	74.010 M
Length (BP):	72.130 M
Breadth (Moulded):	14.25 M
Depth (Moulded):	5.8 M
Draft (Design):	4.0 M
Speed:	10 Knots.
Main Engine:	2 x 720 HP
Displacement:	3697 T.
Cargo Hold Volume:	3602.9 M <sup>3</sup>

RINA, a member of the ship classification society- has certified that the new construction of the vessels has complied with the required standards. This certification is essential to get the registration from the appropriate authority.

Until now, the new shipbuilding efforts of MSDL has been kept limited to support the own requirements. However, if the situation warrants and time permits- similar efforts may be extended to other customers in future.



MV Mercantile 50



MV Mercantile 52

Take a look at MGI ship launch official video, click here-

<https://youtu.be/kKqh1OnI5XA>



## NEWS & UPDATES

### UCIL CONTINUES TO BREAK BOUNDARIES

Despite numerous challenges in the pandemic- Unique Cement Industries Limited (UCIL) has recorded the highest ever sales in the first half of 2021 and has become the second-largest player in the cement industry of Bangladesh.

This expansion is primarily contributed by home-builders, ongoing mega projects and rebounding real estate developers for the increased demand of cement consumptions. As business activity and progress continues to gain momentum, the demand for cement is growing consequently. To outstrip this demand backlog, UCIL has been manufacturing cement rigorously at its total capacity.

The credit goes to the sales force, logistics and other departments that have been associated with this wonderful journey of breaking boundaries. Cement sales are increasing gradually- indicating an uprise in the construction activities that will bolster UCIL's grip in the cement industry.



Aerial view of Unique Cement Industries Ltd. (UCIL)



### MGI- 'BREAKING BOUNDARIES' IN EXPORTING WORLDWIDE

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Bangladesh has one of the fastest-growing economies in the world. The nation has made remarkable progress in poverty reduction and sustained economic growth in the last decade. As a result, Bangladesh has reached lower-middle-income status in 2015 and is on the way to getting out of the UN's Least Developed Countries (LDC) in 2026.

Export plays a significant role in the nation's development. Bangladesh is a prolific exporter of RMG & apparel, Jute & Jute based products, leathers, shrimps, tea, ceramics, cement etc. Over the last two decades- we have witnessed a rise in food items and beverage exports, specifically in the subcontinental and Middle Eastern countries. Besides these parts of the world, new demands are being opened in East Asia and some European countries such as the UK.

#### **MGI in exports**

MGI has been exporting from Bangladesh for a long time now. MGI has been exporting primarily in the Middle Eastern and Subcontinental countries for decades. The company has been exporting a range of products around the globe to cater the specific demands. These demands include industrial to household requirements.

#### **MGI export in the subcontinent**

In the subcontinent, MGI exports a significant quantity of edible oil that includes soybean oil, mustard oil, and palm oil in India. Edible oil export in India generates a substantial amount of revenue every year for MGI. Other items that are being exported in India includes Sweet Toast, Family Toast, Delight Toast, Noodles, Gear (Beverage) etc. The shipment value of toast biscuits in India is approximately USD 141,000. MGI also exports tissues, spices, red lentils, Chinigura Aromatic Rice, toast biscuits, dry cake, milk powder, tea, condensed milk, and Gear (Beverage). These items are also being exported in the Maldives to meet local demand. In India, MGI also exports cement, chemicals in bulks. Chemicals are also being shipped in Sri Lanka, Pakistan, Nepal and Myanmar. Meghna Pulp & Paper Mills Limited (MPPML) have their export market also in Nepal and Sri Lanka.

#### **MGI exports in the Middle East**

MGI has taken the export in the Middle East to an entirely new height- both in terms of value and quantity. MGI has successfully participated in 'Gulfood 2021' to bolster its stronghold in the Middle Eastern market. This year, MGI has exported the 6th consignment for Gear (Beverage) in Qatar, and the value for this goes beyond USD 73,000. In Saudi Arabia, MGI is exporting biscuits & cookies that have an approximate value of USD 30,000. Other FMCG items are also being exported in Qatar, as the export in Bahrain will start very soon.

Apart from FMCG- MGI has been exporting in Dubai (UAE) & Qatar from MPPML. Not just that, MGI will start shipping bulk cement in Morocco from Unique Cement Industries Ltd. (UCIL).

#### **MGI exports in Europe**

In Europe, MGI is exporting bulk cement from UCIL in France, Netherlands. From MPPML, MGI has an export market in Germany. For FMCG items, MGI will soon start exporting in the United Kingdom. Besides, UCIL is also exporting bulk cement in North America. UCIL has Canada, Belgium, Spain, and Japan as the upcoming countries for bulk cement export.

Besides the aforementioned- MGI has substantial exports in the rest of Asia as well. FMCG items including basic & mixed spices, mustard oil, and tea, are exported in Japan and Singapore. MPPML has an export market in Mauritius. Different chemicals are exported in Malaysia, Myanmar, Indonesia, Vietnam, Thailand, and Hong Kong.

In other parts of the world- MGI is exporting chemicals in African countries of South Africa, Tanzania, Mozambique, and Brazil in South America.

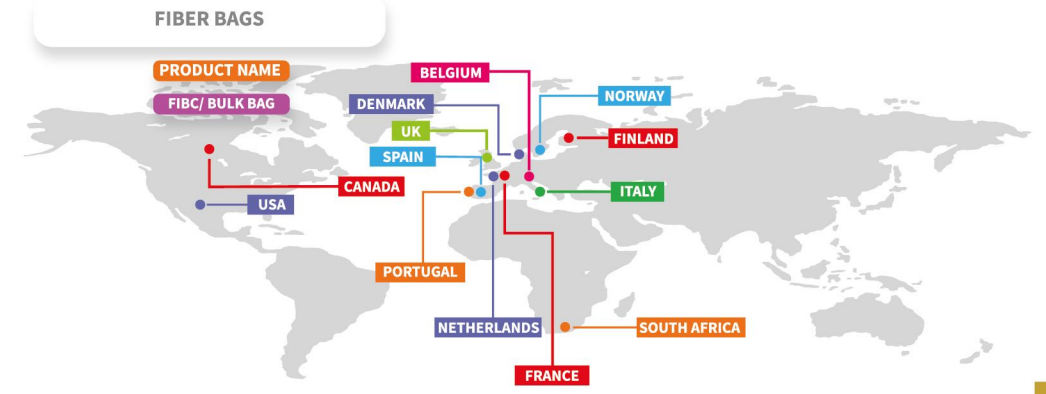
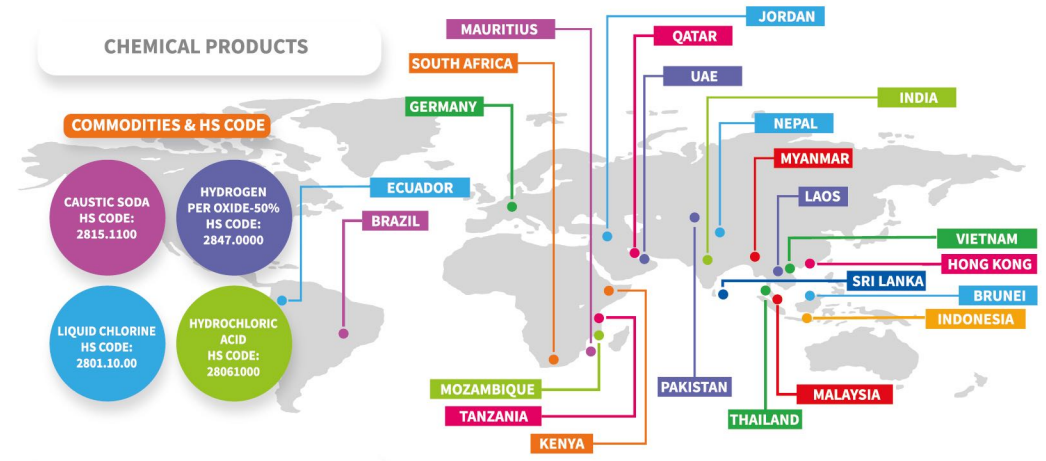
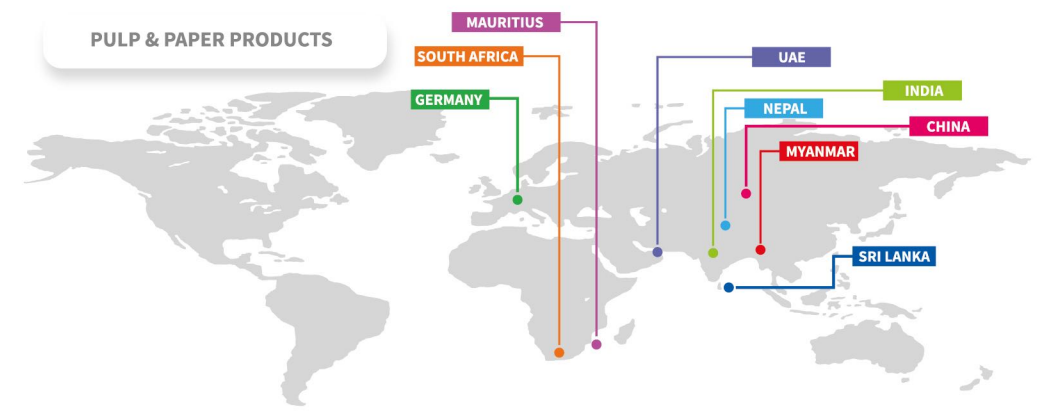
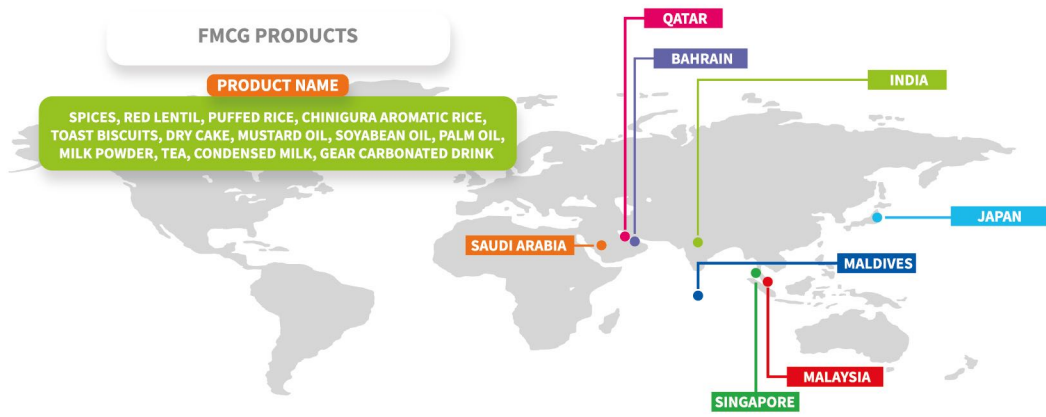
MGI looks further ahead and is confident about expanding the horizon with more exports around the globe. The company motto 'Breaking Boundaries' will always inspire MGI in stepping into more and more international markets every year.



# BREAKING BOUNDARIES

## NEWS & UPDATES

### MGI- 'BREAKING BOUNDARIES' IN EXPORTING WORLDWIDE



# BREAKING BOUNDARIES

## NEW PRODUCT DEVELOPMENT

### FRESH CHOCOLOVE BISCUIT

Launched in July 2021- 'Fresh Chocolove Biscuit' comes with a chocolate overlap. Fresh Chocolove Biscuit is the perfect snack for those who love chocolate flavoured biscuits. It's a good companion as a mid-morning or evening munchie.



### FRESH MILK COOKIES BISCUIT

'Fresh Milk Cookies Biscuit' is the new addition to the cookies category of a long line of Fresh Biscuits. Filled with the goodness of milk- 'Fresh Milk Cookies Biscuit' is a jar of wonder. It's delicious and healthy in every bite.



### FRESH TOAST BISCUIT

MGI Started to produce Toast Biscuit under the Biscuit and Bakery category.

Manufactured with fully automated European technology and machines- 'Fresh Toast Biscuit' is completely healthy & hygienic. With the backward & forward integration of its own raw materials- MGI maintains the best quality and ensures the taste.



### FRESH ENERGY POWER BISCUIT

Launched in July 2021- 'Fresh Energy Power Biscuit' is filled with the goodness of milk and wheat. A perfect combination of energy and wholesome goodness.

This crispy & crunchy biscuit is nutritious and can be perfect for mid-morning and evening snacks.

### FRESH TEA PARTNER COOKIES BISCUIT

'Fresh Tea Partner Cookies Biscuit' is another new addition to the cookies category.

It is produced to be the perfect companion of tea as a morning or evening snack. We know that the people who love to have some cookies with their tea will undoubtedly enjoy this.

'Fresh Tea Partner Cookies Biscuit's delightful taste and flavour will undoubtedly make your tea time- the best time.





## NEW PRODUCT DEVELOPMENT

### FRESH BREAD & BUN

The demand and the market for bakery items are growing exponentially in the FMCG sector in Bangladesh. MGI has started producing the best quality 'Fresh Bread & Bun' to make the most of this business opportunity.

What makes 'Fresh Bread & Bun' unique is the continuous backward & forward integration in the production. The backward & forward integration ensures that the necessary raw materials for production come from MGI's own sources. The state-of-the-art European machine and technology ensure all of the quality standards. Thus, MGI keeps the promise of quality assurance for the category to the consumers.

#### Fresh Bread & Bun SKUs include

- Fresh Milk Bread- 300 gm & 500 gm
- Fresh Sandwich Bread- 300 gm & 500 gm
- Fresh Chocolate Bread- 300 gm
- Fresh Honey Love Bread- 70 gm
- Fresh Butter Bun- 50 gm
- Fresh Chocolate Bun- 50 gm
- Fresh Burger Bun- 100 gm



### FRESH GOOD DAY BLACK BALLPEN

With more of a formal look and full black body, 'Fresh Good day Black Ballpen' is launched to attract college and university going TG and professionals. The imported 0.6 Nickel Silver (NS) tips, Tungsten Carbide (TC) ball and Oil Gel Ink will ensure top-notch quality and smooth writing for the users.



## TALENT BEYOND WORKPLACE



Hello  
I am Ashfaqur Rahman, CMO, Meghna Beverage Limited. Photography is my passion.  
I am a traveller. For the type of job that I do, I had to travel a lot. While travelling, I came across different looks and behaviour in nature. Afterwards, I realised that I can capture the beauty of nature and picked my topic as landscape photography.  
For the last 4 years, I have been actively doing photography. I mostly capture the beauty of nature and the scenic beauty of Bangladesh. I love to capture the colour and the moments.  
As we all know, nature can't speak, but it has its own language and expression to interpret the mood. This has changed my perspective, helped to broaden my mind and think differently.



Hello  
I am D S Abu Shama (Aronno) from Meghna Ceramics Industries Ltd.  
I started working as a radio jockey and producer on Asian Radio. Then on Radio Dhoni, and now, on City FM. I am doing shows titled 'No Divorce', 'Campus Campus', 'Boka Baksho', 'Hashben Na Please', and 'Hello Corporate'.  
I also write lyrics. The album 'Megher Bhela' by Belal Khan & Sneha has one of my lyrics titled 'Tomar Akash'.



Hello  
I am Angkon Arohi from Brand Team (Beverage).

I was intrigued by the swiftness and accuracy of Table Tennis. Every decision needs to be made in the blink of an eye. Back in school, I was eyeing this new game. That was my first time of watching a game of Table Tennis.



Hello,  
I am Kajal Saha from Supply Chain Management (FMCG). I am an ex-debater. I have been involved in debating and business case solving activities for more than 8 years. I have won many national debate and case solving competitions.  
I am still involved with my passion and currently working as a debating trainer and adjudicator at the national level.



Hello,  
I am Saiful Alam from Procurement and Transport (P&T), Supply Chain Management (FMCG).  
Dancing will always remain a part of my life. Since I was a kid, dancing helps me to express my emotions. Dancing involves technique, timing, eye & hand coordination, rhythm, emotion and personality. I am always keen to learn new steps of dancing. I hope that someday, I will become a successful professional dancer.





# BREAKING BOUNDARIES

## SOCIAL MEDIA FOOTPRINT OF MGI

LIKE & SHARE OUR FACEBOOK PAGE  
SUBSCRIBE TO OUR YOUTUBE CHANNEL  
FOLLOW US ON INSTAGRAM AND LINKEDIN



Scan to get link



Like



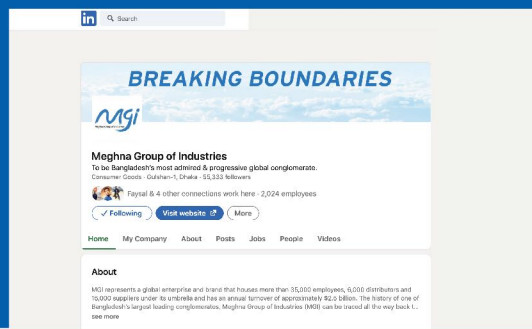
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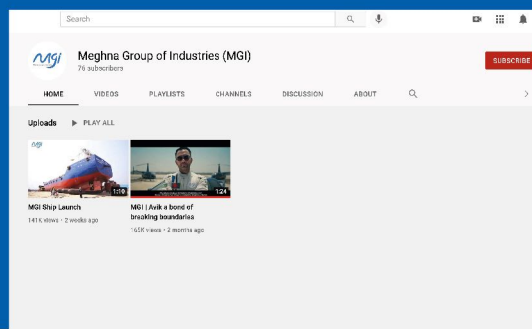
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# BREAKING BOUNDARIES

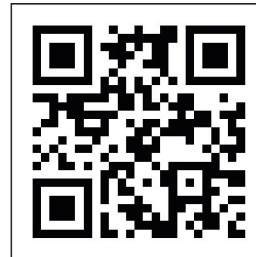
## Q&A

Visit the link



Participate in the quiz from your official e-mail ID  
by **October 10, 2021**.  
Get a chance to win a surprise!

Or scan the QR code



Scan Here

## Q&A WINNERS

### 'BREAKING BOUNDARIES' VOLUME 01 QUIZ WINNERS RECEIVE THEIR GIFTS

In a ceremony held at Fresh Villa, winners of our volume 01 quiz contest received their prize from the top management. Congratulations to all the winners.

List of 6 out of 6 Scorers-

1. Md. Zahirul Islam, Deputy Manager (Accounts), Head Office.
2. Mohammad Mynuddin, Law Officer (Sales & Marketing), MPPML.
3. Md. Monirul Islam, Executive- IT, USML, Factory.
4. Sadi Md. Sadrul Alam, Assistant Manager (Corporate Sales & Marketing), UCIL.
5. Fahim Bin Najib, Executive, Brand, UCIL.



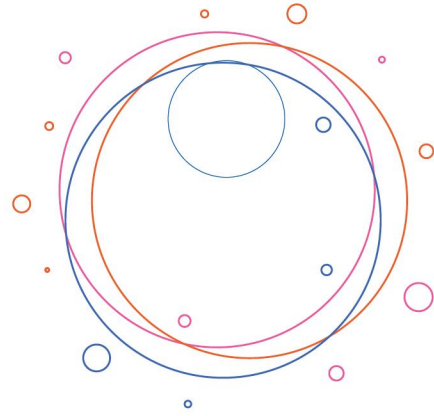
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## GET TO KNOW

# DID YOU KNOW?



Meghna Beverage Ltd. (MBL) has three Automatic Palletizing Systems for the production process. Two of these are being used for the 'Super Fresh Drinking Water' line.

The capacity for both of these two Palletizing Systems individually is 2,500 cases/hour.

The third Automatic Palletizing System is being used for the Kronos CSD line. The capacity for this third system is 3,500 cases/hour.

All of these palletizers are completely automatic and does not require any manpower.



Automatic Palletizing System of Meghna Beverage Ltd. (MBL)





# MGI

Meghna Group of Industries

**BREAKING BOUNDARIES**