

QUARTERLY NEWSLETTER

BREAKING BOUNDARIES

16TH EDITION

TOP NEWS INSIDE

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

EDITORIAL

The Editorial Team proudly welcomes you to the 16th Issue of the MGI 'Breaking Boundaries' Quarterly Newsletter, and extends heartfelt gratitude for the overwhelming support. Special acknowledgments go to MGI Director Mr. Tanveer Mostafa and Sr. GM (Brand) Mr. Kazi Md. Mohiuddin, as well as the Brand Team, In-house Design Team, and Admin Department for their unwavering dedication in producing this edition.

This quarter marks some tremendous achievements and memorable events of MGI. Meghna Re-Rolling & Steel Mills Limited (MRSML) partnered with International Finance Corporation (IFC) to establish Bangladesh's first climate-smart steel plant. Tasnim Chemical Complex Ltd. (TCCL) started the successful commissioning of the 4th phase of the Caustic Soda Plant.

Notable achievements in this quarter include the success of Fresh Atta-Maida-Suji, Fresh Refined Sugar and Super Fresh Packaged Drinking Water-who have extended their winning streak of being the 'Most Loved Brand' in the 'Best Brand Award 2024' organized by Bangladesh Brand Forum. Fresh Instant Full Cream Milk Powder has achieved the feat of monthly highest ever sales.

In this edition, like always, we also spotlight the hobbies and talents of our colleagues and invite you to participate in a quiz contest for a chance to win exciting prizes. We hope you enjoy this latest edition of Breaking Boundaries.

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ACHIEVEMENTS

A LANDMARK ACHIEVEMENT : IFC PARTNERS WITH MGI TO BUILD BANGLADESH'S FIRST CLIMATE-SMART STEEL PLANT

LOAN AGREEMENT SIGNING CEREMONY

Between
International Finance Corporation (IFC)
and
Meghna Re-rolling And Steel Mills Ltd.

(A concern of *Mgi*)

Date: 22 December 2024



IFC Dhaka Country Head Martin Holtman and MGI Chairman & Managing Director Mr. Mostafa Kamal during the loan agreement signing

In a landmark achievement for Meghna Group of Industries (MGI), our sister concern Meghna Re-Rolling & Steel Mills Limited (MRSML) is set to establish Bangladesh's first climate-smart steel plant in partnership with the International Finance Corporation (IFC), a member of the World Bank Group. This milestone places MGI at the forefront of sustainable industrial innovation in Bangladesh.

The state-of-the-art facility will produce approximately 1.5 million metric tons of steel annually – fulfilling nearly 20% of the nation's demand – by using 100% recycled scrap. This groundbreaking initiative reflects MGI's commitment to powering Bangladesh's economic progress while directly addressing global climate challenges.

Supported by a USD 100 million financing package, the project will deliver long-lasting benefits for the nation. With advanced technology at its core, the plant will reduce carbon emissions compared to traditional methods, while creating over 20,000 direct and indirect jobs across the value chain. For MGI, this represents a major stride in combining industrial excellence with social responsibility.



From left to right: IFC Dhaka Investment Officer Md. Ashadur Rahman Bhuiyan, MGI Sr. DGM (Finance) Md. Afzal Hossain, IFC Dhaka Country Head Martin Holtman, MGI Chairman & Managing Director Mr. Mostafa Kamal, IFC Dhaka Sr. Investment Officer Rowshan Tamanna, MGI CFO Yousuf Ali, FCMA, MGI AGM (Finance) Md. Al-Mahmud at the signing ceremony

MGI Chairman & Managing Director Mr. Mostafa Kamal expressed, "This project is a historic milestone for MGI and for Bangladesh. By pioneering climate-smart steel, we are strengthening our nation's industrial capacity while championing sustainability for future generations."

This achievement is more than an industrial breakthrough – it is a defining moment in Bangladesh's journey towards sustainable growth. The project is fully aligned with the Paris Agreement and qualifies as 100% climate finance under global standards. Together with IFC, MGI is also shaping a comprehensive decarbonization roadmap, setting an unmatched benchmark for sustainability in the country's industrial sector.



MGI CFO Yousuf Ali, FCMA and MGI AGM (Finance) Md. Al-Mahmud during the ceremony



MGI Sr. DGM (Finance) Md. Afzal Hossain and IFC Dhaka Investment Officer Md. Ashadur Rahman Bhuiyan during the ceremony

MGI HONORED WITH 'TOP CEMENT APPLICATION' AWARD AT LPT 1109 GRAND LAUNCH



MGI GM (In charge, Procurement & Transport) S.M. Zahirul Huq receiving the award on behalf of the group



Top Cement Application Award crest

On February 26, 2025, Meghna Group of Industries (MGI) proudly participated in the prestigious 'LPT 1109 Grand Launch' event held at the Shooting Club Convention Center in Gulshan-1, Dhaka. The grand ceremony was organized by the Nitol-Niloy Group to celebrate their latest commercial vehicle launch.

During the event, MGI was honored with the distinguished award for being the 'Highest User in Cement Application'. This recognition highlights MGI's continued excellence and leadership in the industrial sector. The award was presented by Nitol-Niloy Group Managing Director Abdul Musabbir Ahmed and was received by MGI GM (In charge, Procurement & Transport) S.M. Zahirul Huq on behalf of the group.

FRESH MILK POWDER CELEBRATES HISTORIC SALES MILESTONE



Top officials of MGI with the Fresh Instant Full Cream Milk Powder team at the celebration

In a momentous celebration held at Fresh House, Fresh Instant Full Cream Milk Powder team came together on February 17, 2025 to mark its highest-ever monthly sales in the milk powder category in January 2025. The event, titled 'Celebrating Milestone of Milk Powder', recognized the outstanding performance of Fresh Instant Full Cream Milk Powder, Super Pure, and No. 1.

Leaders from all departments joined the cake-cutting ceremony, reflecting the cross-functional unity that made this milestone possible. A gala dinner was hosted in the evening, where department leaders mingled and shared stories behind the scenes of this success. Special achievement gift hampers were presented to the top performers whose dedication directly fueled this record-breaking result.

This celebration not only marked a sales triumph but also reinforced the spirit of teamwork, commitment, and excellence that defines MGI. It was a proud moment of reflection, appreciation, and motivation to aim even higher in the coming months.



Top officials of MGI with the Fresh Instant Full Cream Milk Powder team at the celebration



Some of the top officials of MGI with the winners of special achievement gift hamper

'FRESH' SHINES IN BEST BRAND AWARD 2024



MGI GM (Plant) Md. Saiful Islam, Sr. AGM (Brand) Muntasir Mamun, Sr. Manager (Brand) Faisal Rahman and Assistant Manager (Brand) Towsif Ahmed receiving the award for Fresh Refined Sugar



MGI Sr. AGM (Brand) Muhammad Mahbubur Rahman, Sr. Manager (Brand) Faisal Rahman and Assistant Manager Shefath Sharmin receiving the accolade for Fresh Atta-Maida-Suji



MGI Sr. GM (Plant Head) Samir Kumar Dutta, Sr. AGM (Brand) Muntasir Mamun, Sr. Manager (Brand) Faisal Rahman, Deputy Manager (Brand) Md. Tufazzal Hossain and Assistant Manager (Brand) Towsif Ahmed receiving the award for Super Fresh Packaged Drinking Water

Fresh Atta-Maida-Suji has been recognized as the 'Most Loved Brand' in its category for the 9th consecutive year at the 'Best Brand Award 2024', organized by Bangladesh Brand Forum (BBF) in partnership with nSearch Limited on December 26, 2024. The recognition highlights Fresh's consistent quality and trust. The brand has held the top position in the Atta-Maida-Suji category since 2016 and also secured the 14th spot among the overall top 15 brands in Bangladesh.

Additionally, Fresh Refined Sugar was named 'Most Loved Brand' in its category for the 8th time, while Super Fresh packaged drinking water won in its category for 3rd consecutive years (2022–2024). These accolades reflect the continued loyalty and confidence of Bangladeshi consumers in 'Fresh' branded commodity products across multiple categories.



ARTICLE



'ESTABLISHING NEW FACTORIES IS MY PASSION'

– MOSTAFA KAMAL



On the occasion of MGI stepping into 50 years, Chairman & Managing Director Mr. Mostafa Kamal, spoke to Banik Barta on January 04, 2025 about different aspects of the organization, the country's investment environment, and more.

Here is a portion of the interview –

Meghna Group of Industries (MGI), the country's leading industrial group in terms of investment and employment, stepped into 50 years in January, having started its journey in 1976. The organization now provides direct employment for over 50,000 people.

In a special interview with Banik Barta to mark the occasion, the company's Chairman & Managing Director Mr. Mostafa Kamal, spoke about various topics and shared his vision, saying: "The definition of dreams actually differs from person to person. For some, a dream may be something they visualize in their sleep. But the dream of a true entrepreneur is different. If I speak for myself, my dream is to keep building new factories—even in the face of adversities. You could say it has become a passion. I want to dedicate the rest of my life to realizing this dream."

To read the full interview, scan-



NEWS AND UPDATES

BANGLADESH'S TARIFF STRUGGLE BRINGS MGI TO WASHINGTON



The Honorable Adviser (Ministry of Commerce - Interim Government of Bangladesh) Sk. Bashir Uddin, National Security Adviser (Interim Government of Bangladesh) Dr. Khalilur Rahman, Commerce Secretary Mahbubur Rahman, MGI Chairman & Managing Director Mr. Mostafa Kamal, Director Tanveer Mostafa - with other participants of the USBBC special session on the rooftop of the US Chamber of Commerce Building in Washington, DC

As Washington prepared to impose a 35% reciprocal tariff on Bangladeshi exports effective August 01, 2025, Dhaka launched a concerted effort to safeguard its competitive access to the US market. The strategy: negotiate tariff relief by committing to expand imports from the United States - particularly wheat, LNG, cotton, and soybeans - in order to help reduce the bilateral trade deficit.

In late July, government negotiators engaged US Trade Representative (USTR) officials in Washington for several days of talks. To strengthen the case, Bangladesh signed a MoU to import 700,000 tonnes of US wheat annually, approved an additional 220,000-tonne purchase, and mapped out plans for over USD 3 billion in new US imports over the next 12-18 months. At the same time, a parallel private-sector delegation traveled to the US to explore USD 1.5-2.0 billion worth of new procurement opportunities.

Against this backdrop, a senior delegation of Bangladeshi officials and industry leaders arrived in Washington at the end of August. The mission included the Honorable Adviser (Ministry of Commerce - Interim Government of Bangladesh) Sk. Bashir Uddin, National Security Adviser (Office of the Chief Adviser- Interim Government of Bangladesh) Dr. Khalilur Rahman, Commerce Secretary Mahbubur Rahman, joined by former diplomats and their US counterparts.

Representing the private sector, MGI Chairman & Managing Director Mr. Mostafa Kamal and Director Tanveer Mostafa joined the official delegation. Their role was to demonstrate industry's readiness to support expanded US imports while emphasizing the need to safeguard Bangladesh's export base - particularly in textiles and consumer goods.



The Honorable Adviser (Ministry of Commerce - Interim Government of Bangladesh) Sk. Bashir Uddin, National Security Adviser (Interim Government of Bangladesh) Dr. Khalilur Rahman, Commerce Secretary Mahbubur Rahman, MGI Chairman & Managing Director Mr. Mostafa Kamal with some of the other participants of the USBBC special session

The trip culminated in the US-Bangladesh Business Council (USBBC) Special Session at the US Chamber of Commerce on August 29, 2025. Hosted under the Chamber's International Affairs South Asia program, the session convened American business leaders, policy advocates, and the Bangladeshi delegation.

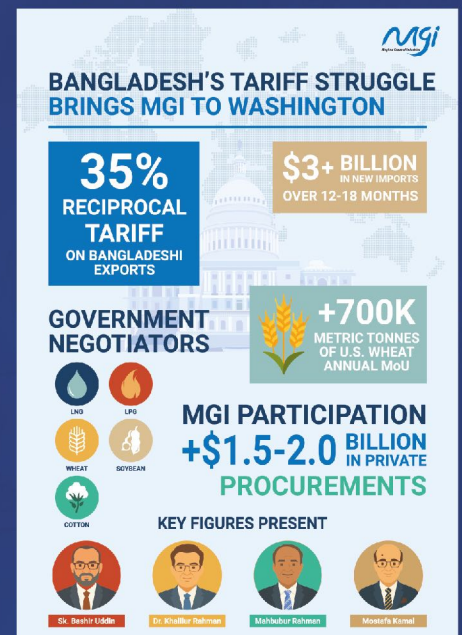
Discussions focused on:

- Tariff relief prospects and lessons from comparable cases such as Vietnam
- Procurement opportunities in wheat, soybeans, LNG, LPG, and cotton
- Private-sector engagement, where MGI and other leading groups outlined their ability to scale imports even at higher unit costs, provided export competitiveness was not eroded

MGI's participation underscored its central role in Bangladesh's trade diplomacy—not only as one of the country's largest industrial groups, but also as a private-sector voice bridging national interest with commercial feasibility. The US-Bangladesh Business Council continues to serve as the premier advocacy platform for bilateral trade, providing the forum where government commitments and private-sector initiatives converge. The Washington mission demonstrated Bangladesh's proactive stance: ready to buy more, ready to diversify imports, and above all, determined to keep its export engine running despite new tariff headwinds.



MGI Chairman & Managing Director Mr. Mostafa Kamal, Director Tanveer Mostafa - with other participants of the USBBC special session on the rooftop of the US Chamber of Commerce Building in Washington, DC



A graphical representation depicting the backdrop of the USBBC special session and the decisions taken during the session

MOSTAFA KAMAL NAMED LOAB ADVISER



MGI Chairman & Managing Director Mr. Mostafa Kamal, LOAB President Mohammed Amirul Haque, Senior Vice President Humayun Rashid, and Secretary General Muhammed Ahsanul Jabbar sharing a light hearted moment in the meeting

The 6th Annual General Meeting of the LPG Operators Association of Bangladesh (LOAB) was held on December 23, 2024, at a renowned hotel in Dhaka. The event brought together key stakeholders from the LPG sector to discuss sustainable growth and operational improvements.

MGI Chairman & Managing Director and the visionary behind Fresh LP Gas Mr. Mostafa Kamal, attended the meeting as a special guest. He was welcomed by top LOAB officials, including President Mohammed Amirul Haque, Senior Vice President Humayun Rashid, and Secretary General Muhammed Ahsanul Jabbar.

In his remarks, Mr. Mostafa Kamal congratulated the newly elected leadership and addressed key challenges in the LPG sector, particularly infrastructure limitations and the need for stronger regulatory oversight to ensure national energy security. He also reaffirmed Fresh LP Gas's focus on innovation, safety, and service excellence.

The AGM served as a collaborative platform for industry leaders to share insights and align strategies. The session concluded with a unanimous decision to appoint Mr. Mostafa Kamal as the Honorable Adviser of LOAB, underscoring his leadership and contributions to the industry growth.

FRESH LP GAS SPREADS EID JOY TO THE DISTRIBUTORS



Fresh LP Gas Team handing over Eid gifts to a distributor

Fresh LP Gas lit up the joyous spirit of Eid-ul-Fitr 2025 once again with a heartfelt initiative. As part of tradition, Fresh LP Gas distributed exclusive Eid gift combos to more than 350 potential distributors across the country, strengthening bonds and celebrating the essence of togetherness.

As always, this year's gift hamper included Fresh FMCG products with a curated collection of cooking essentials. The heartfelt gesture served not just as a token of appreciation but also reflected Fresh LP Gas's enduring commitment to nurturing long-term relationships with its partners.

In a world that often moves too fast, such a simple act of happiness reminds us the power of appreciation and the joy of family celebration. Fresh LP Gas is happy to be a part of such happy moments.



Fresh LP Gas Team handing over Eid gifts to the distributors

EVENTS

TCCL LAUNCHES PHASE 4 OF CAUSTIC SODA PLANT



MGI Chairman & Managing Director Mr. Mostafa Kamal and Directors Tanjima Mostafa and Tanveer Mostafa alongside other TCCL officials on the day of commissioning

As part of MGI's continued growth, Tasnim Chemical Complex Ltd. (TCCL) Engineering Department is proud to announce the successful commissioning of the 4th phase of the Caustic Soda Plant with a capacity of 130 TPD. This significant milestone marks a major achievement in our journey towards industrial excellence and increased production capacity.

On May 02, 2025, MGI Chairman & Managing Director Mr. Mostafa Kamal officially initiated the raw material feed into the process alongside MGI Directors Tanjima Mostafa and Tanveer Mostafa, marking the beginning of a new chapter in our operational capability. With technical support and guidance from INEOS Technology, UK- the plant was successfully started on June 15, 2025. From the date of raw material inception, it took approximately 1.5 months to achieve final product output.

This accomplishment reflects the dedication, technical expertise, and teamwork of the TCCL Engineering Department, led by TCCL Senior Executive Director B.M. Islam. The team's outstanding efforts enabled a seamless and efficient start-up, highlighted by the remarkable moment when the plant was successfully brought online with a single click.

BIDYA SINHA SAHA MIM JOINS FRESH ANONNA AS BRAND AMBASSADOR



MGI Director Barrister Tasnim Mostafa and Fresh Anonna Brand Ambassador Bidya Sinha Saha Mim at the signing ceremony



MGI Director Barrister Tasnim Mostafa, Fresh Anonna Brand Ambassador Bidya Sinha Saha Mim, Sr. GM (Brand) Kazi Md. Mohiuddin and GM (Sales) Md. Yeasin Mollah along with the other members of the MPPML Brand Team at the signing ceremony

Renowned actress & model Bidya Sinha Saha Mim has officially joined Fresh Anonna as the brand ambassador. As a widely admired public figure, Mim's commitment to women empowerment and well-being aligns perfectly with Fresh Anonna's mission to provide high-quality, comfortable, and reliable sanitary napkins for women.

Fresh Anonna has always been dedicated to ensuring menstrual hygiene and comfort for women across Bangladesh. With Bidya Sinha Saha Mim as the face of our brand, we aim to inspire and educate more women on the importance of safe and hygienic menstrual care. Her influence and advocacy will strengthen our efforts in raising awareness and breaking societal taboos surrounding menstrual health.

During the signing ceremony held on November 20, 2024 - MGI Director Barrister Tasnim Mostafa delivered a warm welcome to the newly appointed Brand Ambassador. Additionally, MGI Senior GM (Brand) Kazi Md. Mohiuddin and GM (Sales) Md. Yeasin Mollah also extended their greetings and shared their valuable insights. The entire MPPML Brand Team was present at the ceremony to mark this special occasion.

FRESH ANONNA FUN FAIR LIGHTS UP DHAKA WITH DOUBLE DELIGHTS



MGI Director Barrister Tasnim Mostafa and Actor Mukit Zakaria during a segment



Fresh Anonna ignited buzz across social media, leading up to the highly anticipated Anonna Fun Fair, held on January 17, 2025 at Justice Shahabuddin Ahmed Park, Gulshan, Dhaka. With more than 1,000 attendees, the venue came alive with a celebration of wellness, empowerment, and entertainment.

Reflecting the brand's theme of 'Double Protection, Double Fun', the entire event was designed in delightful doubles. Double MCs led the stage, double musicians filled the air with melody, double stand-up comedians delivered back-to-back laughter, and double panel sessions sparked empowering conversations. Even on-ground activities doubled the joy, from women entrepreneurs and their paired stalls to carnival games and food corners, each experience came in twos.

The event was headlined by Fresh Anonna Brand Ambassador Bidya Sinha Saha Mim, who led the celebrations with grace. Fans were surprised by double celebrity appearances of Mukit Zakaria and Mehreen Mahmud. The event also saw the presence of several prominent influencers, whose participation amplified the brand message and added star power to the overall experience.

The day began with yoga and sound therapy. Musical duo Madhuri & Shanta strummed joyful ukulele covers, while Anjuman & Poushi doubled the laughter. Panel discussions dived into athleticism during period cramps and mental resilience, featuring inspiring voices in pairs.



Fresh Anonna Brand Ambassador Bidya Sinha Saha Mim, during a segment



Renowned singer Mehreen Mahmud, during a segment

FRESH STATIONERY HOSTS 2ND MULTILINGUAL HANDWRITTEN BOOK FAIR



MGI Director Barrister Tasnim Mostafa visiting one of the stalls of the fair



MGI Director Barrister Tasnim Mostafa, alongside MGI GM (Sales) Md. Yeasin Mollah and Senior Manager (MPPML) Md. Abidur Rahman, launching the Fresh InkForce Premium Ballpen



A moment from the competition

Fresh Stationery proudly organized the 2nd edition of the Multilingual Handwritten Book Fair at Justice Shahabuddin Ahmed Park on February 07, 2025. This vibrant event celebrated the timeless charm of handwritten expression across languages, creativity, and cultural diversity. Participants from across the country submitted original stories in Bengali, English, French, Italian, and German, which were beautifully displayed in an open-air exhibit.

The fair featured two signature competitions, Handwriting and Creative Writing- that encouraged both young and adult talents to showcase their storytelling and penmanship skills. A distinguished panel of judges, including Ahsan Habib, Sumanto Aslam, Palash Mahbub, Isteaque Ahmed, Emon Chowdhury, and Anish Das Apu, lent prestige and encouragement to the participants with their insightful evaluations.

Alongside the exhibits, visitors engaged in fun activities at the children's play zone, explored Fresh Stationery product booth, and browsed through a cozy bookstore corner. A major highlight of the event was the unveiling of the brand's latest product, Fresh InkForce Premium Ballpen.

With rich participation, literary excitement, and warm community spirit, the event beautifully reinforced Fresh Stationery's belief that every story, no matter the language, deserves to be written by hand.

SEMINAR ON RAPID HARDENING CEMENT HELD IN CUMILLA



In a groundbreaking initiative for the country's infrastructure development and construction materials sector, Meghna Group of Industries (MGI) has introduced 'Dhalai Special Cement' for the first time in Bangladesh through its subsidiary Unique Cement Industries Limited (UCIL). This specially formulated blended cement is designed for roofs, beams, and columns, marking a significant advancement in the building materials sector of Bangladesh.

On Tuesday, January 14, 2024, a special seminar titled 'Unlocking the Power of Rapid Hardening Cement: Fast Solution for Stronger Structures' was held in Cumilla. The seminar was organized by UCIL. Keynote speaker at the seminar was Dr. Raquib Ahsan, Professor of Civil Engineering at BUET. Other guests includes former Chief Engineer of the Public Works Department Dewan Md. Yamin, former Chief Engineer of the Roads and Highways Department Aminur Rahman Laskar, MGI Senior GM (Brand) Kazi Md. Mohiuddin, Senior Deputy General Manager (TSBD) Sudipta Roy, Deputy General Manager (Sales & Marketing) Ashik Ahmed, Assistant General Manager (TSBD) Bidyot Kumar Banik along with other distinguished guests.

'Dhalai Special Cement' is a unique type of blended cement that combines the special characteristics of OPC and PCC cements. It achieves rapid strength and ensures the longevity of structures over time, making it highly effective for fast and robust construction of roofs, beams, and columns in any building project.

Key features of 'Dhalai Special Cement' include:

- Contains 80-94% clinker.
- Achieves strength equivalent to OPC cement within the first 2 days.
- Reduces the need for long-term shuttering, saving costs due to rapid hardening.
- Provides approximately 25% greater strength compared to standard PCC.

This groundbreaking product sets a new standard for speed, efficiency, and durability in the construction sector, making it the ideal choice for modern infrastructure projects.

DEG LEADS ESAP AUDIT AT MGI OIL FACILITIES



MGI officials with Lorina Schudel (DEG) and Mark Hardy (CES)

DEG - Deutsche Investitions engaged CES to conduct an Environmental & Social Action Plan (ESAP) Implementation Audit at Sonargaon Seeds Crushing Mills Limited (SSCML), Meghna Edible Oils Refinery Limited (MEORL), and United Edible Oil Limited (UEOL).

As part of this initiative, Lorina Schudel (DEG), Mark Hardy (CES), and Mokhlisur Rahman (Local Expert) visited SSCML, MEORL, and UEOL during February 10-12, 2025.

During the visit, they engaged in different activities that include-

- Discussions with EHS site team officials
- Review of EHS compliance documents
- Discussions with HR regarding compliance with applicable labor regulations
- Review of related compliance documents
- Engagement with stakeholder/community development team members
- Consultations with randomly selected workers
- Visits to associated facilities

MGI CFO Yousuf Ali, FCMA, Sr. GM (MEORL, UEOL) Md. Kutubul Alam, GM (Central Admin) Syed Hassan Jamil, GM (HSE&S) Mostofa Abu Hasan, Sr. DGM (SSCML) Monjurul Ahsan, AGM (HSE&S) Md. Mazharul Islam, Sr. Manager (HSE&S) Mohd. Rafiqul Islam, Sr. Manager (Compliance) Md. Saidul Haque Sakib, Safety Engineer (SSCML) H.M Salman were actively involved in this visit. The entire visit was facilitated by the Health, Safety, Environmental, and Social (HSE&S) department.

ING BANK TECHNICAL ADVISOR AUDITS MEGHNA PVC LTD.



ING Bank Technical Advisor Armand Dasoveanu and other MPVCL officials during the audit

To align the operational phase Technical Action Plan (TAP) with the lender's requirements, a Lender Technical Advisor (LTA) from ING Bank's firm (SOFRECO representative) Armand Dasoveanu, conducted a site visit to Meghna PVC Ltd. from January 11-17, 2025.

During the visit, the LTA observed significant progress & improvements in key areas, including production, laboratories, maintenance, safety management, workforce development, storage capacity, firefighting system, fire water supply, access safety, site & equipment safety, road infrastructure, and road management.

Additionally, the LTA provided specific and practical recommendations on important aspects beyond the LTAP scope, such as document management, traceability, email coding & identification, and color coding. Observations were noted for each area, along with proposed improvement strategies.

This significant audit was supported and coordinated by MGI Executive Director (Technical) Kartick Chandra Das, GM (Plant, Chemical Complex) Lutful Hasan, Plant Head (MPVCL) Prakash Chandra Rath, GM (HSE&S) Mostofa Abu Hasan, AGM (HSE&S, MPVCL) Golam Murshid Tapu, Deputy Manager (HSE&S, MPVCL) Md. Maruf Shaikh, Deputy Manager (HSE&S, MPVCL) Joydeep Sutradhar, along with other officials from MPVCL and the MGI central team.



ING Bank Technical Advisor Armand Dasoveanu and other MPVCL officials during the audit

BUET'S ESIA TEAM VISITS MIEZ FOR TRAINING AND ASSESSMENT



ESIA Team members with MGI officials



ESIA Team members with MGI officials

On February 24, 2025, an Environmental & Social Impact Assessment (ESIA) Team from the World Bank's learning partner, BUET's 'Center for Environmental and Resource Management (CERM)', visited Meghna Industrial Economic Zone (MIEZ). A team led by MGI Sr. GM (MBL) & MIEZ Factory Management President Samir Kumar Dutta and GM (HSE&S) Mostofa Abu Hasan facilitated an apprenticeship training for government professionals from across Bangladesh.

During the visit, participants toured the entire MIEZ premises, including factories, CETP, CSTP, incinerator, Fresh Super Mart, and premises. They were impressed by the zone's infrastructure, CSR initiatives, and environmental & social compliances.

The visit resulted in positive feedback, particularly on ESIA-related technical proficiency, a strong understanding of theoretical frameworks, and the identification of future development areas. The delegation also offered constructive suggestions, further reinforcing MIEZ's commitment to continuous improvement in HSE&S practices.

MGI STRENGTHENS CANADA TIES AT DUBAI MEET WITH SASKATCHEWAN AGRICULTURE MINISTER



From Left to Right: Trade Commissioner (High Commission of Canada, Bangladesh) Md. Kamal Uddin, MGI Manager (Export, FMCG) Faysal Ahammed, Alin Food Products DMD Abdul Mazed, Saskatchewan Honorable Minister of Agriculture (Canada) Mr. Daryl Harrison, City Group Director (Business Development) Luthful Kabir, MENA Managing Director (Saskatchewan United Arab Emirates Office, Consulate General of Canada, Dubai) Kyle Procyshyn

On February 18, 2025, MGI took part in a special networking event titled 'Coffee with Saskatchewan Minister of Agriculture, Honorable Daryl Harrison'. The event was organized by the Government of Saskatchewan at the Consulate General of Canada in the Jumeirah Emirates Office Tower, Dubai, UAE. The event aimed to strengthen business relations between Saskatchewan and agricultural goods buyers from the Middle East and North Africa.

MGI Manager (Export, FMCG) Faysal Ahammed represented MGI at the event. He was joined by representatives from three other Bangladeshi companies, highlighting Bangladesh's growing interest in Canadian agro products. During the meeting, Faysal Ahammed briefed Honorable Minister Daryl Harrison on MGI's longstanding sourcing of agricultural commodities from Canada. In response, the Minister expressed appreciation to MGI Chairman & Managing Director Mr. Mostafa Kamal for the company's continuous contributions and hoped for further partnership. As a token of goodwill, MGI presented its 50th Year Special Edition notebook to Minister Harrison and other Canadian dignitaries.



Canada's Saskatchewan Minister of Agriculture Mr. Daryl Harrison during his speech

MGI STRENGTHENS GLOBAL PRESENCE AT GULFOOD 2025

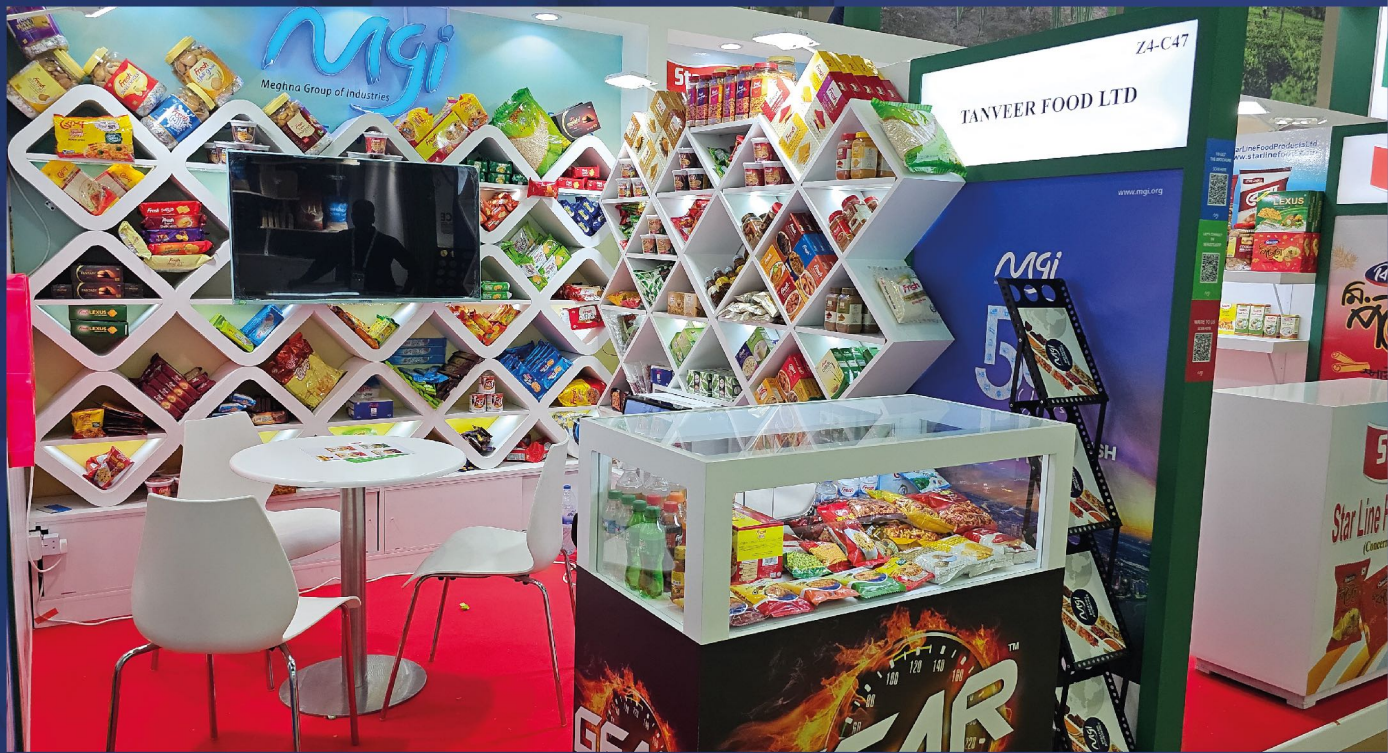


Deputy Secretary (Export Wing, Ministry of Commerce) Mohammad Jakir Hossain, Director & Deputy Secretary (Fair & Display Division, Export Promotion Bureau) Khaled Mahmud, MGI Manager (Export) Faysal Ahammed, Vice Chairman (Export Promotion Bureau) Md. Anwar Hossain, Commercial Counsellor (Consulate General of Bangladesh in Dubai) Ashish Kumar Sarkar, MGI Senior Manager (Export) Mithun Kumar Gayen and others in a photo session at the Gulfood 2025

Gulfood 2025, the 30th edition of the world's largest annual food and beverage trade exhibition, was held during February 17-21 at the Dubai World Trade Centre. The event featured over 5,500 exhibitors from 129 countries, displaying more than 1 million products across 24 halls with approximately 1.3 million square feet area.

Bangladesh made a strong mark with 40 companies and 41 stalls, including MGI. MGI Senior Manager (Export) Mithun Kumar Gayen and Manager (Export) Faysal Ahammed represented the conglomerate at the exhibition. MGI received 61 buyer inquiries from 36 countries, with the highest interest coming from the Middle East (27), followed by Europe, the USA, and Oceania countries (14), Africa (11), and Asia (9). Notably, MGI secured its first-ever order from Ireland.

MGI introduced several new products including Fresh Potatoz Spicy Biscuit, Fresh Twisto Cream Biscuit, Fresh Kacchi Biryani Masala, Fresh Kala Bhuna Masala, Fresh Borhani Masala, and Fresh Chatpati Masala. Most inquiries were related to the Tea, Cookies, Spices, Noodles, Beverages, and Snacks.



MGI's stall in the event

The event provided a platform to engage with existing importers including Fateh UI Islam (UAE), M A Hussain (USA), Farhad Mia and Zahid Hyath (UK), Mohsin Khan (KSA), Mr. Dharma (Maldives), and Ahsan Ghani (Malaysia). MGI 50-year celebration commemorative notebooks were given as gifts along with offering samples of Fresh Green Tea, Masala Tea, GEAR beverage, and cup noodles.

A high-profile Bangladeshi delegation including Export Promotion Bureau Vice Chairman Md. Anwar Hossain, Ministry of Commerce Deputy Secretary Md. Zakir Hossain, Fair & Display Director at the Export Promotion Bureau Khaled Mahmud, Consulate General of Bangladesh in Dubai Commercial Counsellor Ashish Kumar Sarkar praised MGI's participation and its contribution to the country's global image.



MGI Manager (Export) Faysal Ahammed (second from right) along with the UAE Importer & Owner of Trans Pacific Goods wholesalers Co. L.L.C. Fateh UI Islam and two Sales Managers of UAE importer Prokash and Yeamin



MGI Senior Manager (Export) Mithun Kumar Gayen and Manager (Export) Faysal Ahammed, with the GM Import of Lotus Fihaara Pvt. Ltd. (Maldives Importer) Mr. Dharma

NO.1 HONORS TEA-STALL OWNERS BY SUPPORTING IN THEIR CHILDREN'S FUTURE



Team MGI handing over the essential educational materials to a tea-stall owner



MGI officials handing over the educational materials to a tea-stall owner for his children

No.1 organized a heartfelt initiative titled 'No.1 Babar Shontaner Jonno- Shikkhya Shamogri Bitoron 2025'. The initiative aimed to recognize those fathers who are tea-stall owners and working tirelessly to ensure their children's education. No. 1 handed over educational materials to those, in helping them in their children's education.

The initiative fostered a deep emotional connection with tea-stall owners, enhancing trust & loyalty while reinforcing No.1 brand's image as a socially responsible, people-first brand. Smiles, gratitude, and pride filled the moment as families received school kits, reinforcing the message: 'Behind every dream is a hardworking parent'. A total of 800 tea-stalls were covered, and the educational materials included Fresh Campus Clipboard, Fresh Pencil Box, Fresh Campus Scale, Fresh Campus Perfumed Eraser, Fresh Campus 4B Pencil, Fresh Campus Sharpener, Fresh Good Day Pen etc.

The program was attended by MGI GM (Sales) Akterul Alam Shah, DGM (Accounts) Md. Mahbubul Alom, and Sr. AGM (Brand) Muhammad Mahbubur Rahman along with the others.

This initiative marks the beginning of a long-term commitment to education and community development from No. 1. Going forward, No.1 aims to expand the program to more regions and explore mentorship opportunities for underprivileged students.

'SALES SPARK 2025' IGNITES FRESH LP GAS TEAM FOR FUTURE GROWTH



MGI CHRO Atiq uz zaman Khan and CMO (MFLPGL) Abu Sayed Raza along with the Fresh LP Gas and HR Team members in 'Sales Spark 2025'

Fresh LP Gas, in collaboration with MGI HR Team, organized a two-day Sales Mastery Workshop titled 'Sales Spark 2025' at Dream Square Resort, Gazipur during December 24–25, 2025. The event aimed to build a success blueprint on becoming the top LPG brand.

Day one featured a comprehensive training session by renowned corporate trainer Rajib Ahmed, focusing on strategic selling, customer engagement, and performance enhancement. Day two began with yoga and physical exercises, followed by team-building activities to foster collaboration and leadership.

The workshop celebrated high-performing individuals, inspiring the entire team through recognition. MGI CMO (MFLPGL) Abu Sayed Raza attended the event and shared strategic insights and future goals. 'Sales Spark 2025' demonstrated Fresh LP Gas's dedication to developing its people, fostering unity, and accelerating its journey toward industry leadership.

MGI HONORS TOP PERFORMERS IN COX'S BAZAR WITH 'NO.1 ACHIEVER MEET 2025'



Top achievers with MGI officials



Some of the top achievers playing football



Some of the top achievers at the tour

During February 22–25, 2025, 'No.1 Achiever Meet' was held at Cox's Bazar recognizing the top-performing dealers, sales team members, and head office staff who met their targets under the Dealer's Program 2024. The tour honored their dedication & contribution to the brand's growth while fostering motivation and team spirit across regions.

The award ceremony & tour created lasting memories, reinforced emotional connections, and aligned the team with the brand's larger vision. The achievers felt appreciated & inspired, strengthening their commitment to the No.1 brand and encouraging others to strive for future recognitions.

The ceremony was attended by MGI AGM (Sales, PL-C) Arjun Chandra Nath, Senior Manager (Accounts) S.M. Anamul Haque, Senior Manager (Accounts) Md. Mosharaf Hossan, Manager (Sales, PL-C) Abdur Rahim Shaikh, and Manager (Sales, PL-C) Kafil Uddin along with the other key officials from MGI.

UCIL TOP DEALERS ENJOYED A TRIP TO MALAYSIA



Senior MGI officials including Executive Director (UCIL) Mohammed Khurshed Alam with some of the top dealers

Unique Cement Industries Limited (UCIL) organized a Kuala Lumpur and Langkawi (Malaysia) tour for its 58 top dealers during February 11-16, 2025. These dealers qualified through the Champion Club Offer. The tour featured a 5-day, 4-night package including sightseeing in both cities.

The program aimed to foster a strong and sustainable relationship with our business stakeholders, who participated from all across the country. Additionally, it provided a platform for interaction, allowing participants to discuss product features, business prospects and relationship development.

MGI Executive Director (UCIL) Mohammed Khurshed Alam and Sr. GM (Brand) Kazi Md. Mohiuddin along with the other senior officials from UCIL accompanied the group, reinforcing the company's commitment to dealer engagement and growth.



Executive Director (UCIL) Mohammed Khurshed Alam with some of the top dealers



A group photo session during the trip

HSE&S MEET AND IFTAR MAHFIL HELD TO BOOST SAFETY TEAMWORK



Participants of the team meeting and Iftar Mahfil



Newly promoted members were congratulated in the meeting and Iftar Mahfil

On March 17, 2025, the HSE&S Internal Team Meeting & Iftar Mahfil took place at the 10th floor Conference Room of MBL inside MIEZ. Led by MGI GM (HSE&S) Mostofa Abu Hasan, the meeting gathered 32 participants from different MGI units to collaborate on common issues, share lessons learned, and discuss industry best practices within the HSE&S domain.

The discussion focused on bridging gaps in management & worker engagement, enhancing safety culture, and ensuring compliance with HSE&S standards. Key topics included the introduction of new safety programs, improving incident reporting, and addressing challenges such as fire safety and PPE procurement.

The meeting also included appreciation segment to newly promoted personnel and concluded with a commitment to continuous improvement, teamwork, and exploring the feasibility of introducing employee health insurance or medical benefits.

SHAPING FUTURE PROFESSIONALS: MGI AT 4 MAJOR JOB FAIRS



MGI DGM (Planning, MPVCL) Mohammad Iqbal, DGM (Electrical, TCCL) Masud Parvez, AGM (HR) Md. Ruhul Amin, and Manager (Mechanical, MPVCL) Md. Al-Amin, Executive (HR) ASM Kawsar Jamil at the Industrial Expo and Job Fair 2025 at Dhaka University of Engineering & Technology (DUET)

As part of its strategic commitment to nurturing future professionals and strengthening industry-academia collaboration, Meghna Group of Industries (MGI), actively participated in four prominent job fairs across the country. These events served as powerful platforms for MGI to engage with promising students, share career opportunities, and showcase its inclusive and growth-oriented work culture.

On December 21, 2024, MGI took part in the AIUB Job Fair 2024 held at the American International University-Bangladesh (AIUB). Represented by MGI Senior Manager (HR) Richard Baroi and Executive (HR) MD. Naim Mia, the team connected with enthusiastic students and graduates, reviewed resumes, and guided them on career preparedness. MGI also enhanced the experience by offering its signature beverages, highlighting its presence in the FMCG sector and creating a hospitable environment.



MGI Senior Manager (HR) Richard Baroi, interacting with the students visiting the MGI stall at the AIUB Job Fair 2024



Team MGI receiving a token of appreciation at the JobSpecs 2025 organized at KUET



Team MGI receiving a token of appreciation at the National Job Junction-2025 at Jagannath University

MGI joined the Industrial Expo and Job Fair 2025 at Dhaka University of Engineering & Technology (DUET), Gazipur, on January 16, 2025. The team conducted on-spot interviews with approximately 93 students. The interview panel included MGI DGM (Planning, MPVCL) Mohammad Iqbal, DGM (Electrical, TCCL) Masud Parvez, AGM (HR) Md. Ruhul Amin, and Manager (Mechanical, MPVCL) Md. Al-Amin. Additionally, MGI Executive (HR) ASM Kawsar Jamil ensured smooth coordination. The event fostered strong campus-to-corporate connectivity and identified top-tier engineering talent.

Earlier that same week, on January 14, 2025, MGI participated in JobSpecs 2025- National Job Fair at KUET, hosted by Khulna University of Engineering & Technology (KUET). MGI also served as the official Beverage Partner here, adding value beyond career engagement. MGI Deputy Managers (HR) Md. Majharul Islam and Fakhrul Anam Khan represented the company, providing valuable insights into MGI's innovation-driven vision and work environment.

Lastly, on February 26, 2025, MGI joined the National Job Junction-2025 at Jagannath University, organized by the Jagannath University Career Club. With many successful alumni from the university already serving in the organization, especially in the Accounts Department, MGI deepened its institutional ties. MGI Executives (HR) Md. Tareq Mia and Md. Amir Hamza Abrar Aman facilitated student interactions and showcased career prospects within the company.

FRESH ANONNA SPONSORS 'INSPIRING BANGLADESH- FAMILY RUN 2024'



A participating family in the marathon

Fresh Anonna Sanitary Napkin participated as an 'in-association' sponsor for the 'Inspiring Bangladesh- Family Run 2024' held on November 15, 2024. This was an inclusive marathon that brought together participants of all ages as well as families in a celebration of fitness & empowerment.

During November 12-13, 2024 a Kit Expo took place at The InterContinental Dhaka. Here, jerseys & gift packs were handed over to the registered participants. There was a photobooth contest from Fresh Anonna, where upon taking pictures in the photobooth and sharing those pictures in Facebook, the participants were given a Fresh Anonna Sanitary Napkin pack as gift.

The marathon featured two categories. The participants in the 2 km run donned vibrant teal-colored jerseys, and the 7.5km runners wore red jerseys. The marathon emphasized family bonding, health awareness, and endurance.

The top 3 female winners of the marathon were honored with special gifts from Fresh Anonna, recognizing their dedication, strength, and perseverance.



Fresh Anonna team handing over the prize to a champion



A portion of the marathon participants

FRESH CERAMICS INAUGURATES 4 NEW EXCLUSIVE DEALER SHOWROOMS

Meghna Ceramics Industries Ltd. (MCIL) has recently opened 4 new dealer showrooms of Fresh Ceramics. The inauguration events were led by Fresh Ceramics' Chief Operating Officer (COO) A.K.M. Ziaul Islam, alongside General Manager (Sales & Marketing) Iftakhar Alam.

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



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Monishankar Biswas and others during the inauguration of 'Azahar Traders' in Saidpur Nilphamari.

Azahar Traders (Nilphamari)

- Inaugurated on February 05, 2025
- Proprietor name: Azaharul Islam
- Showroom area: 2,500 sft.

Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Mohammad Mostafizur Rahman and others during the inauguration of 'Bagdad Hardware & Sanitary' in Lakshmpur.

Bagdad Hardware & Sanitary (Lakshmpur)

- Inaugurated on February 20, 2025
- Proprietor name: Md. Mizanur Rahman
- Showroom area: 800 sft.

Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Mohammad Mostafizur Rahman and others during the inauguration of 'Bengal Trade Tiles House' in Chandpur.

Bengal Trade Tiles House (Chandpur)

- Inaugurated on February 20, 2025
- Proprietor name: Muhammad Shiful Islam
- Showroom area: 750 sft.

Location:



Fresh Ceramics Chief Operating Officer (COO) A.K.M. Ziaul Islam, GM (Sales & Marketing) Iftakhar Alam, Manager (Sales) Muhammad Saiful Islam and others during the inauguration of 'Jannat Tiles & Sanitary' in Savar.

Jannat Tiles & Sanitary (Savar)

- Inaugurated on February 02, 2025
- Proprietor name: Md. Iqbal Hossain
- Showroom area: 1650 sft.

Location:



MGI LEADS 'IMPACT TALK 2025' WITH THE DAILY STAR



Bdjobs.com Co-founder and CEO A.K.M Fahim Mashroor and Senior Assistant Secretary at the National Academy Mondip Gharai during a segment

MGI and The Daily Star, in association with Bloodman and Keeron, jointly presented 'Impact Talk 2025' on January 18, 2025. Impact Talk was a unique forum designed to empower young change-makers to tackle the critical challenges shaping our nation's future.

The event was themed 'Rebuild, Restrengthen, Reignite the Nation: Youth for Sustainable Development'. It highlighted the critical role of young people in addressing pressing challenges. This event brought along local and global experts and industry leaders in the fields of Education, Health, Climate, and Technology.

'Impact Talk 2025' showcased the power of youth to lead initiatives in climate resilience, education reform, healthcare accessibility, and employment, inspiring a future driven by innovation and collaboration.



A portion of the participants

CAMP AIGNS



NEW OVC LAUNCHED FOR 'AM I DRIVING SAFELY'



A scene from the OVC

MGI launched the "Am I Driving Safely" initiative in 2022 to promote road safety for its vehicles.

As part of the campaign, an OVC was created on December 2024 showcasing the entire process of how the initiative works.

Each MGI vehicle was fitted with a sticker carrying the message "Am I driving safely? If not, please call this number" to encourage public reporting of unsafe driving. This system allowed anyone to lodge complaints about unusual or reckless driving by MGI drivers. The campaign also highlighted the training programs provided to drivers on safe and responsible driving practices.

It further explained the steps taken by MGI to investigate and act upon any complaints received.

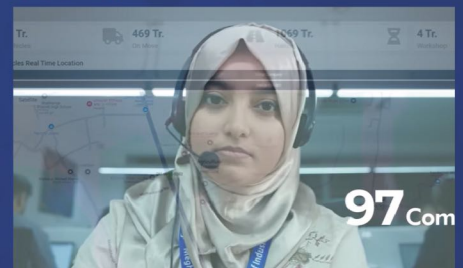
A series of reels were released giving driving tips for difficult conditions such as rain, fog, and overtaking.

Renowned car racer Avik Anwar shared valuable insights and tips from his own driving experience.

Additional reels featured real-life testimonials from witnesses who appreciated and supported the initiative.



Avik Anwar shared valuable insights and tips on safe driving



A scene from the OVC



A scene from the OVC

**AM I DRIVING SAFELY?
IF NOT, PLEASE CALL:
09666 81 82 83**

**আমি কি নিরাপদে গাড়ি চালাচ্ছি?
না হলে, ফোন করুন:**

০৯৬৬৬ ৮১ ৮২ ৮৩

The bilingual sticker placed on the vehicles

The campaign also showed the results of the initiative. Reckless driving complaints dropped from 67 in early 2023 to just 24 in 2024, a significant 53.7% decrease in just 6 months. Similarly, driver intervention needs declined from 120 in 2023 to 25 in 2024, a significant 79.17% decrease in approximately 1 year. These outcomes highlight the campaign's effectiveness in improving road safety through consistent monitoring and public engagement.

Overall, the campaign went beyond awareness, reflecting MGI's responsibility and commitment to building a safer road environment for society.

To watch the OVC, scan-



FRESH ANONNA INITIATES BREAST CANCER AWARENESS PODCAST



Dr. Sayedul Ashraf Kushal and Rafsan Sabab during an episode

Fresh Anonna in collaboration with The Daily Star initiated a podcast titled 'Breast Cancer and Beyond'. The objective of this 10-episode podcast campaign was to drive awareness and action on breast cancer. Renowned media personality Rafsan Sabab was the host for the podcast as the medical experts, breast cancer survivors and advocates participated as guests. The podcast was streamed on Facebook and YouTube.

Each episode focused on different breast cancer related health & societal issues, where experts shared their opinions alongside the real experiences from the participating guests. It began with Breast Cancer Survivor Farzana Ali shedding light on how women often ignore their own health. Followed by Chief Consultant (Medical Oncology - BRB Hospitals) Prof. Dr. Md. Mofazzel Hossain and Cancer Specialist Dr. Nazma Azim Daizy, exploring the importance of breast cancer early detection and treatment. Clinical Dietician Nusrat Jahan Diya discussed diet, and Clinical Psychiatrist Dr. Sayedul Ashraf Kushal focused on mental well-being.

Heartfelt stories came from survivors including Sehreen Rashid and Nuzhat Tishna. Caregiver Lutfunnesa Beethi shared a daughter's view of caregiving, while Sabina Madhobi inspired with her dedication to awareness.

The series successfully broke taboos, spread awareness, and encouraged women to prioritize their health through real life stories and expert insights.



Key visual of the campaign

To watch the podcast, scan -



FRESH ANONNA'S BOLD STEP ON WOMEN'S DAY: SELF DEFENSE E NO KINTU!



Key visuals of the campaign

Fresh Anonna took a bold stand on Women's Day 2025 with its powerful campaign 'Self Defense e NO Kintu'. Inspired by the insight that 87% of Bangladeshi women feel unsafe walking alone, the campaign aimed to transform fear into confidence.

For the first time in Bangladesh, a brand hosted a free live online self-defense session, making basic self-protection techniques accessible to all women. The campaign launched with a thought-provoking OVC, followed by a strong influencer push encouraging women to register.

From students to professionals, over 2,500 women registered and hundreds joined the live session. To take things further, Fresh Anonna partnered with KO Fight Studio to offer exclusive discounts on advanced offline training for all participants.

Self-defense is more than just physical moves - it's about courage, confidence and knowing you can protect yourself when it matters the most. Fresh Anonna stands with women, not just during their periods but through every challenges, offering double protection in every sense.

To watch the OVC, scan-



To watch the online session, scan-



FRESH IFCMP DRIVES BRAND ENGAGEMENT IN RAMADAN



A scene from a campaign episode

Last Ramadan, Fresh Instant Full Cream Milk Powder (IFCMP) brought joy and flavor to millions through the campaign 'Fresh Milk Obak Khushir Recipe', in collaboration with Prothom Alo. Running from March 12 to April 10, 2025, the campaign aimed to build brand awareness and deepen engagement by bringing families together around food, stories, and celebrity moments.

Hosted by the renowned actress Nabila and featuring renowned chef Asaduzzaman Noor, the show welcomed popular guests including singer Emran, actress Totini, Parsa Evana, Sarika Saba, and food vlogger Mahim. Their lively presence added charm to each episode, making the campaign both entertaining and relatable.

The program was extensively featured across different platforms that include Prothom Alo's website (29 episodes and 3 special published articles), YouTube (29 episodes), and Fresh Instant Full Cream Milk Powder's Facebook and YouTube pages. The Facebook campaign alone delivered 29 episodes, 29 reels, 6 promos, and 34 engaging static posts. Additionally, 8 television channels amplified the content's visibility throughout the month. With a remarkable total reach of 15.5 million, 'Fresh Milk Obak Khushir Recipe' succeeded in spreading festive warmth and brand love across the nation.



Key visual of the campaign



MGI and Prothom Alo officials with the winners of the campaign

FRESH MILK POWDER AWARDS HIGH-PERFORMING RETAILERS WITH MOTORBIKES



MGI GM (Sales) Md. Akterul Alam Shah with a motorbike winning retailer and other retailers

To recognize top-performing retailers under the Fresh Milk Powder slab program, a vibrant prize giving ceremony was organized across multiple regions. During January 21-22, 2025, events were held in Jaintapur and Saraker Bazar, Zakiganj (Sylhet), where two retailers received 155cc Suzuki motorbikes. Later, on February 08-09, 2025, three more motorbikes were awarded in Sagardighi (Tangail), Mymensingh Sadar, and Nandail, honoring the outstanding achievements of retailers in these areas.

Each event had the participation of approximately 100 retailers, turning the entire marketplace into a festive ground. The ceremonies were graced by MGI GM (Sales) Md. Akterul Alam Shah, along with the cluster heads and other key officials.

The joyful response from winning retailers reflected their dedication with the program. More importantly, the excitement spread across the trade community, sparking greater interest in Fresh Milk Powder among other retailers. This initiative not only boosted sales but also strengthened Fresh's position as a powerful and aspirational brand in the market.

'OBAK KHUSHIR UTSHOB' ACTIVATION CAMPAIGN BOOSTS SALES & ENGAGEMENT IN CHATTOGRAM, FENI & SYLHET



Fresh IFCMP caravan driving consumer engagement

Fresh conducted an extensive consumer activation campaign titled 'Fresh Milk Obak Khushir Utshob' to promote Fresh Instant Full Cream Milk Powder (IFCMP) 500g in Chattogram, Feni, and Sylhet. The campaign focused on boosting brand awareness, driving consumer engagement, and encouraging product trials in key growth regions.

The bazar activation covered 19 local markets over 22 days, supported by 43 trained brand promoters. This effort resulted in 19,036 unit sales and 31,590 direct consumer engagements. The environment was enhanced with colorful branding materials including T-shirts, caps, aprons, leaflets, festoons, and posters.

In parallel, two branded caravans toured Chattogram, Feni, and Sylhet more than 30 days, sparking vibrant engagement in high-traffic areas. Brand promoters actively showcased the key features and nutritional benefits of Fresh IFCMP and conducted raffle draws with gifts for consumers who purchased the product. The caravans reached 43,500 people and generated 2,824 product trials of the 500g pack.

Both the bazar and caravan activations served to amplify Fresh IFCMP's presence, bringing the brand closer to consumers in a meaningful and memorable way.



Two raffle draw winners being rewarded by the brand promoters

FRESH ANONNA INSTALLS SANITARY NAPKIN VENDING MACHINES IN KEY LOCATIONS



Vending machine installation ceremony at Sonargaon University



Vending machine installed at Jahangirnagar University



An installed vending machine

Fresh Anonna Sanitary Napkin has installed vending machines in different universities and corporate offices to ensure easy access to sanitary napkins at affordable prices. Key locations include Grameenphone, The Daily Star, Jahangirnagar University, Bangladesh University of Business & Technology, Sonargaon University, Stamford University, and City University.

This initiative aims to promote menstrual hygiene and provide practical solutions for female students and corporate employees. The machines have been placed in areas like common rooms and washrooms to eradicate hesitation and stigma, while ensuring easy access during menstruation.

The response from both students and corporate personnel has been very positive. Many have praised the initiative for its convenience and dignity. Fresh Anonna aims to expand this program nationwide and introduce awareness-building activities to further support menstrual hygiene.

FRESH ANONNA PROMOTES MENSTRUAL HYGIENE THROUGH SCHOOL ACTIVATIONS



From left to right: MGI National Sales Manager MM Nazmul Hasan, Nawab Faizunnesa Government Girls' High School Head Teacher Rasheda Akter, renowned author and Kishore Alo Editor Anisul Haque and Dr. Papia Sarwar at the event

Fresh Anonna Sanitary Napkin, in collaboration with Prothom Alo Kishore Alo, organized 'Agamir Anonna' school activations in Cumilla, Dhaka, and Brahmanbaria on 5 different days from January 22, 2025 to February 18, 2025. The activation included Cumilla High School (Cumilla), Nawab Faizunnesa Government Girls High School (Cumilla), Lake Circus Girls' High School (Kalabagan, Panthapath, Dhaka), Sabera Sobhan Government Girls High School (Brahmanbaria) and Niaz Mohammad High School (Brahmanbaria). The objective of this activations were to raise menstrual hygiene awareness among young girls.

Fresh Anonna has been conducting school based awareness campaigns over the past years. These activations in the aforementioned 5 schools were part of those ongoing activities. Each school activations hosted approximately 300 students. The activities included a doctor session, Q&A segment, hygiene briefings, and interactive activities where students received gifts. Free sanitary napkins were distributed and 'Surakkha Boxes' were installed in school premises to provide Fresh Anonna Sanitary Napkins at affordable prices.

Notable attendees in the activations included author Anisul Hoque, individual school principals, and MGI officials who shared valuable insights. Fresh Anonna aims to continue these efforts to



Anisul Haque during his speech



Some portion of the students participating in the campaign

28% MILK FAT, BUT 100% FAMILY BONDING: FRESH IFCMP LAUNCHES NEW HEARTWARMING TVC



Key visual of the TVC



Shahed and Aupee Karim in the TVC

Fresh Instant Full Cream Milk Powder (IFCMP) has launched its thematic campaign with a heart-touching TVC. It beautifully captured the magic of family bonding and the joy hidden in everyday moments. Titled '28% Milk Fat-er Obak Kora Shaad e, Jibon Obak Koruk Protidin', the campaign brings to life how Fresh Instant Full Cream Milk Powder adds delight and warmth in the most unexpected ways.

Featuring the widely admired actors Aupee Karim and Shahed, both beloved by our target audience for their strong individual screen presence- the story unfolds around a light conflict between the parents. In a surprising and emotional twist, their children step in to ease the moment- preparing desserts and tea using Fresh IFCMP to bring smiles back to the table. This act of love and understanding becomes the highlight of the film, showcasing how small gestures can create big emotional impact.

The TVC delivers a message of togetherness, where every moment is made more delightful with the comforting taste of Fresh Instant Full Cream Milk Powder.

The campaign was launched on multiple national TV channels, as well as Fresh Instant Full Cream Milk Powder's official Facebook page and YouTube channel.

To watch the TVC, scan-



'FUELLING BANGLADESH' CAMPAIGN HIGHLIGHTS FRESH LP GAS'S POSITIVE IMPACT



Key visual of the campaign

As a leading force in the transition to eco-friendly fuels, Fresh LP Gas ensures uninterrupted LPG supply to domestic kitchens, industrial operations, and the expanding automotive sector, significantly reducing the nation's reliance on polluting energy sources.

Through its inspiring OVC series titled 'Fuelling Bangladesh', the Fresh LP Gas highlights its role in driving both environmental sustainability and economic empowerment. Fresh LP Gas has emerged as a silent enabler of the country's informal and small business economy, particularly in the fast-growing food sector. From food carts to cloud kitchens, countless entrepreneurs are building livelihoods on the backbone of safe, clean, and cost-efficient LPG.

More than a fuel provider, Fresh LP Gas is playing a significant role in generating employment, and fostering a culture of entrepreneurship. Its efforts align with national goals of sustainable development and energy efficiency, making it a key contributor to Bangladesh's green growth story.

Take a look at all of the 4 OVCs-



FRESH ANONNA CONDUCTS PHARMACY AND DOOR TO DOOR ACTIVATION



Some of the participating brand promoters for the campaign



A brand promoter distributing trial packs

Fresh Anonna Sanitary Napkin concluded a three-month long Door-to-Door (D2D) and Pharmacy Activation campaign in 5 key areas of Dhaka City. This strategic initiative, held from December 17, 2024 to March 03, 2025 aimed to raise awareness about menstrual hygiene and increase product familiarity and accessibility among urban women.

The core objective of the activation was to create direct engagement with potential consumers, provide product knowledge, and ensure product availability at nearby pharmacies. Brand promoters conducted household visits, shared informative leaflets, and distributed trial packs to spread awareness. Simultaneously, pharmacies were engaged to ensure product placement and visibility. Besides, the customers purchasing Fresh Anonna Sanitary Napkin were provided free checkup from the pharmacies during the activation period.

The campaign successfully reached a significant number of women, especially in target segments, resulting in increased product inquiries, repeat purchases, and valuable feedback. Partner pharmacies reported improved sales and consumer response, indicating a strong brand impact. Moving forward, Fresh Anonna aims to expand this initiative to other major cities.

TRAINING PROGRAM

MGI ADMIN CONDUCTS FIRE SAFETY REHEARSAL AT FRESH VILLA



MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, ppm, ndc along with the MGI Admin Team, fire safety experts and some of the participants



Some moments from the rehearsal

MGI Admin Department organized a hands-on firefighting rehearsal on March 01, 2025 at the Fresh Villa. Factory fire safety experts, alongside the Admin Team spearheaded by MGI Executive Director (Admin) Syed Towfique Uddin Ahmed, ppm, ndc- demonstrated the use of various fire extinguishers on every floor.

MGI employees at Fresh Villa actively participated, gaining practical experience and confidence in handling emergency equipment. The initiative aimed to enhance preparedness and ensure quick response during emergency fire hazards. The engaging session was well-received by staff and is expected to significantly boost the overall safety measures at Fresh Villa.

NEW PRODUCT DEVELOPMENT

FRESH ANONNA LAUNCHES BELT SYSTEM 5-PADS PACK



Fresh Anonna Belt System 5-Pads Pack

Fresh Anonna Sanitary Napkin has successfully launched its new Belt System 5-Pads Pack to provide women with a more accessible and affordable option. This new size complements the existing 8 and 15-pad offerings, aiming to reach a wider audience- particularly new users, students, and women seeking a convenient option for daily or emergency use.

The objective of launching this SKU is to increase trial, affordability, and brand reach within price-conscious segments in both urban and rural markets. This new SKU received a positive market response, with a notable rise in demand. Women now can easily carry and purchase a convenient pack without having to buy the larger sizes.

FRESH STATIONERY LAUNCHES PREMIUM BALLPEN 'INKFORCE'



Fresh InkForce Premium Ballpen

Fresh Stationery proudly introduced a brand new addition to its ballpen category- InkForce Premium Ballpen. This stylish and functional pen is designed to make a statement with its military-inspired camouflage print, available in six dynamic colors that appeal to young & energetic users.

Crafted for precision and smooth writing, the Fresh InkForce Premium features an imported tip and high-quality ink, ensuring a seamless writing experience. Each pen is machine-filled for accurate ink volume and undergoes individual quality checks before delivery to maintain standard.

The 0.7mm nib offers clean and crisp lines, making it ideal for both regular writing and creative tasks. With its sleek body, fine finishing, and comfortable grip, this pen combines aesthetics with performance, delivering a truly premium feel. Available in a 6-piece pouch pack, InkForce is more than just a writing instrument- it's a reflection of style and confidence.

TALENT BEYOND WORKPLACE





JOURNEY THROUGH HERITAGE

FAYSAL AHAMMED - MANAGER (EXPORT, FMCG)

I have harbored a love for traveling and an interest in historical places, antiquities, and local traditions since childhood. During my school years, it became a tradition to go out with friends on bicycles after the last day of exams. Over time, bicycles have turned into motorbikes, but the passion for adventure remained unchanged.

I've already travelled more than 30 districts across Bangladesh. Some notable places I've explored include: Panam City (Narayanganj), Padma Bridge, Teota Zamindar Bari (Manikganj), Pakutia Zamindar Bari (Tangail), Baliati Zamindar Bari (Manikganj), Isha Khan Memorial Museum and Tomb (Kishoreganj), Bangabandhu Sheikh Mujibur Rahman's Tomb in Tungipara (Gopalganj), Ajoddha Math (Bagerhat), Kodla Math (Gopalganj), Shat Gombuj Mosque (Bagerhat), Hatbaria Zamindar Bari (Narail), Collectorate Office (Jessore), Raghunath Temple (Jessore), Chitra River (Jessore), Lohagarh Math (Chandpur), Laxminarayan Zamindar Bari (Lakshmipur), Dalal Bazar Zamindar Bari (Lakshmipur), Dharmasagar (Cumilla), Egarsindur Fort (Kishoreganj), Nikli Haor (Kishoreganj)

Each expedition brings new experiences. The beauty of nature, the stories behind historical structures, the warmth and hospitality of local people- all combine to make every trip a chapter of its own. To me, a bike is not just a vehicle- it's a reflection of my emotions, my freedom, and my desire to discover the unknown.



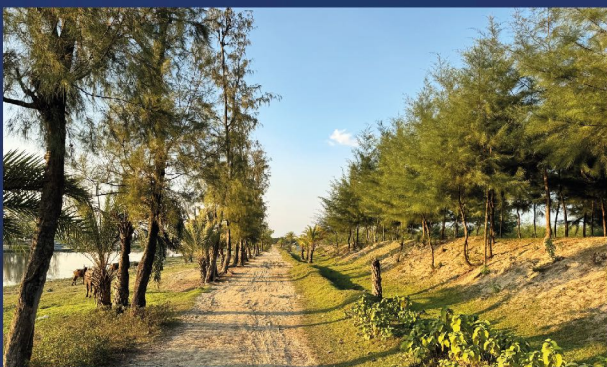


FEATHERS IN THE FRAME

MD. SADDAM HOSSAIN MARUF - SR. EXECUTIVE (CLEARING & FORWARDING)

My love for nature and curiosity to explore Bangladesh's hidden gems sparked my passion for traveling and photography. Inspired by documentaries and photo stories, I set out to discover the country's natural and cultural beauty myself. Over the past 8 years, I've built a growing collection of bird and nature photographs, some of which have been appreciated on social media and within photography communities.

One of my most unforgettable experiences happened in late July at Hazarikhil Wildlife Sanctuary, Fatikchhari, where I unexpectedly photographed a rare bird - Wilson's Warbler. Its vivid yellow feathers stood out in the monsoon-drenched foliage. That fleeting moment reminded me why I cherish bird photography so much. Nature always rewards patience, and every trip brings new wonders. This passion continues to connect me with the unseen beauty of our environment.





MY CANVAS OF COLORS

MOUSUMI HOSSAIN PINKY - EXECUTIVE (HR)

When I was a child, I always had low marks in drawing. Maybe the length & width of the flag weren't equal, or the village scene wasn't captured properly. My mother used to say, "Why is it that you spend so much time with so many colors but get so few marks?"

I didn't understand all those criteria. I could draw whenever I wanted, but who had the time to measure?

Somewhere along the way, I lost that childhood.

Now, there's no competition for marks- only a pure passion to drawing that drives me.

My canvas is no longer just white paper. Sometimes it's old shoes, discarded glass jars, umbrellas, or sarees. I pick up whatever comes to my mind. Everything is a canvas in my world.



Q/A SECTION



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



MGI Executive Director (Admin) Syed Towfique Uddin Ahmed and MGI GM (Sales, Product Line - K) Md. Shofikur Rahman handed over a brand-new Whirlpool 20L Magicook Pro 20SE Solo Microwave Oven to the winner of the Breaking Boundaries Newsletter Edition 15 Quiz Contest Md. Deluar Hosen Roni (Sr. Executive, OGV - Shipping & Chartering)

Visit the link



<https://tinyurl.com/52e4ey79>

**Participate in the quiz
from your official e-mail ID
by October 10, 2025.
Get a chance to win a surprise!**

Or scan the QR code



Scan Here



DID YOU KNOW?



Meghna Group of Industries (MGI) is playing a vital role in meeting Bangladesh's growing food requirements through its 3 state-of-the-art rice mills located in Bogura. Equipped with cutting-edge machinery from the renowned Buhler Group of Switzerland, these facilities are designed to ensure both efficiency and sustainability in production. Currently, MGI has the processing capacity of approximately 40 metric tons per hour, enabling a consistent supply to millions of households across the nation.

In addition to its advanced milling operations, MGI maintains one of the country's most extensive rice storage infrastructures. Spread across approximately 44 acres, the complex houses 12 modern silos, each with the capacity to hold approximately 5,000 metric tons of rice. Collectively, these silos can store a volume equivalent to the weight of nearly 8 Eiffel Towers.



BREAKING BOUNDARIES

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