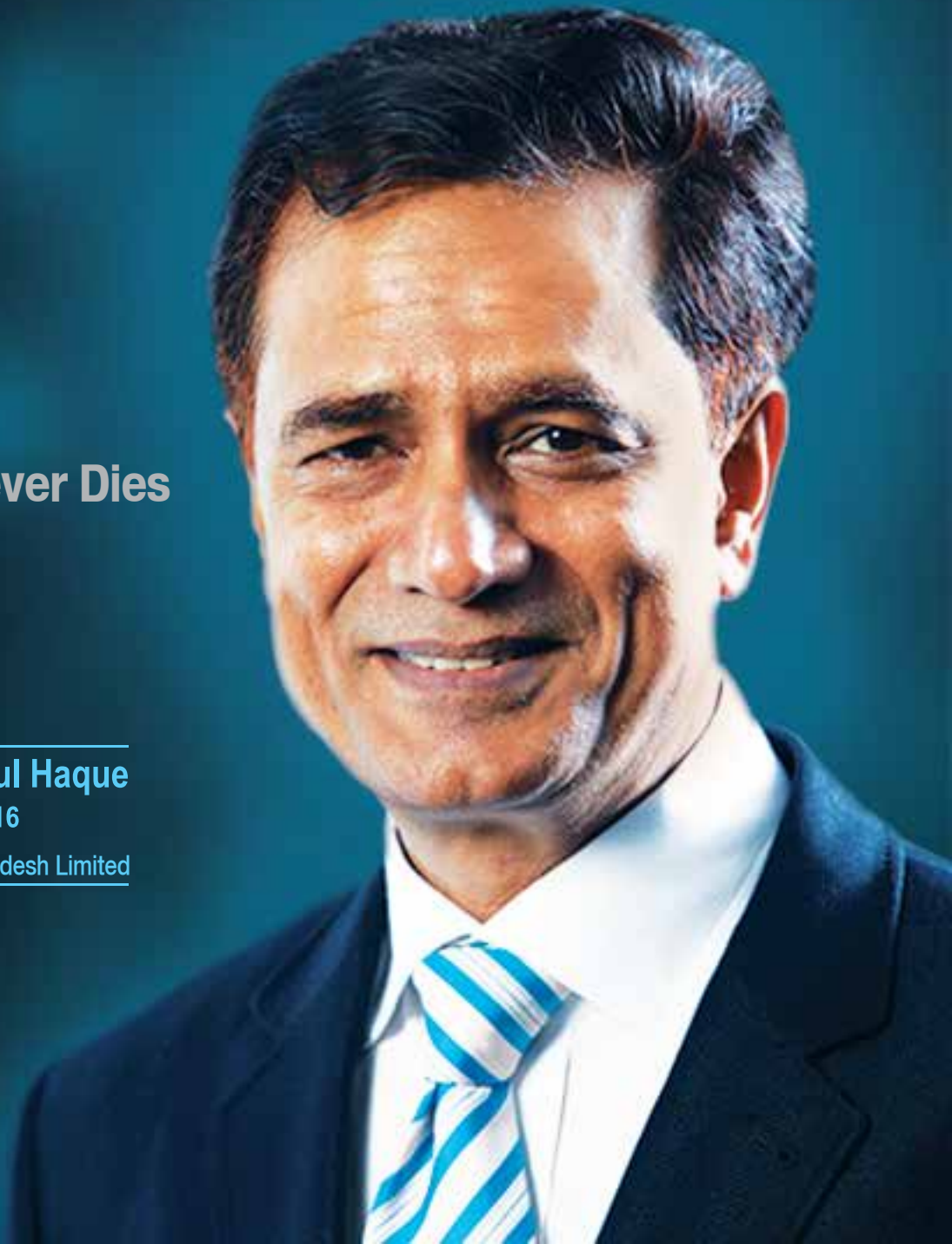




A Leader Never Dies

Kh. Md. Sanaul Haque
1957-2016

Ex-CEO, MJL Bangladesh Limited





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Mr. Tanjil Chowdhury
Director

Mr. M. Mukul Hossain
Chief Executive Officer

Mr. Mohammad Tipu Sultan
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I would like to welcome you all to this July 2016 edition (9th Issue) of our half yearly newsletter.

In this edition, we pay tribute to our colleague, Kh. Md. Sanaul Haque on his sad demise on 17th July 2016. The company has lost the longest serving employee and an excellent leader. We hope to carry his legacy, good deeds and leadership qualities in our activities and we pray for his eternal peace.

Businesswise, during this first half of the year, both sales volume and revenue of lube business were at par compared to same period of the last year. Our subsidiary companies are doing great and we are committed to new ventures and expansion projects. We hope to brief you about all these exciting ventures in the coming editions of PITSTOP.

With high hopes to continue this endeavor to success and to reach our target, let us commit to a brighter future and build our economy. I hope you would enjoy this issue.

With best wishes to you and your families, wishing you all a great year ahead.

M. Mukul Hossain

CEO



Message from the Editor

Shafquat Mahmud Fahmi
Chief Technology Officer



A warm welcome to the 9th edition of "PitStop". We are deeply saddened due to sudden passing away of our CEO, our beloved colleague Kh. Md. Sanaul Haque. But, the show must go on. As always, our teams participated and organized various events and in this edition, we covered those activities that took place during January to June of the year. Few of our highlighted events were the Annual Sales & Marketing Conference, the award giving ceremony of the Mobil 1 Experience Program, the Seminar on Synthetic Lubricants and many more. I appreciate the support provided by my colleagues Mr. Md. Ahsan Kabir, Mr. Syed Ghulam Dastagir, Mr. Rezwon Ullah Khan and many others by sharing content for this edition. We hope to share more in the upcoming editions.

To avail the previous issues of PitStop, please visit our website at www.mobilbd.com or you can also scan the QR code from your mobile devices for direct access to the page.

We hope you will enjoy reading this issue. Please feel free to share your feedback on PitStop at shafquat.fahmi@mobilbd.com

Wishing you all a great season ahead!



Obituary

Kh. Md. Sanaul Haque, Chief Executive Officer (CEO), MJL Bangladesh Limited passed away on July 17, 2016. He had 34 years of wide experience in multinational companies and ocean going shipping lines. He also worked for the Bangladesh Shipping Corporation in different capacities. He was the longest serving employee of MJL Bangladesh Limited and made significant contributions for the development and success of the company. May the Al-Mighty grant him Jannah and may his soul rest in peace.



Kh. Sanaul Haque (red shirt on the right) with his colleagues in the year 2000



Kh. Sanaul Haque at Mobil 1 program in the year 2010



Kh. Sanaul Haque with ExxonMobil representatives in 2012



Kh. Sanaul Haque with the children of the colleagues during picnic in December 2009



Kh. Sanaul Haque enjoying with colleagues during picnic in January 2009

Annual Sales & Marketing Conference 2016

Annual Sales & Marketing Conference has been arranged by MJLBL at the Palace Resort, Bahubal, Hobigonj from 06 to 08 February, 2016. This three-day long program was organized to discuss the annual plan for the year 2016 and to set the strategies and actions of the Sales & Marketing team. Reviewing the last year's performance, sharing new business strategies, activities and experiences in an open discussion forum at a beautiful surrounding with 5-star amenities not only enhanced the team spirit but also rejuvenated each member of the team.



The Sales & Marketing team of MJL Bangladesh Ltd. during the conference at The Palace Resort, Sylhet

Key Marketing Activities Jan –Jun 2016

Sales & Marketing Team

Road Show / Customer Clinic / Technical Seminar

Road Shows, Customer Clinics and Technical Seminars are tools that are aimed towards the channel partners and end users to promote products or related information. These programs enhance the relationship between the channel partners / trade intermediaries and the company and provide greater confidence. Sales and Marketing team conducted numerous Road Show Programs, Customer Clinics and Technical Seminars during January to June 2016.



Mr. Abdul Momin – AGM, S&M with Mr. Farhan Bin Razzaque – Executive, Field Marketing at a Road Show Program in Dhaka South Territory



Mr. Zayeed Bin Iftekhar – Senior Executive, S&M at a Road Show Program in Chittagong Territory

Customer Clinic Programs



Mr. Md. Wahiduzzaman – AGM, S&M and Mr. Fazley Lohany – Asst. Manager, S&M, sharing product information to the participants of a Customer Clinic Program at Panchagarh, a district located in the extreme northern part of the country



Technical Seminar



Mr. Mohammad Jaman – Deputy Manager, S&M delivering his speech during a Technical Seminar with Bangladesh Army (EME Core) at Dhaka Cantonment



Service Campaign

Service Campaign is among few activities that provide the opportunity to get closer to customers and end-users and value their decision for choosing the best lubricant brand of Bangladesh. In order to uphold customer loyalty, throughout the year MJLBL participates in numerous Service Campaigns organized in collaboration with RCD (Reconditioned Car Dealer) and FCD (Franchise Car Dealer) who represent brands like Isuzu, BMW etc.



Mr. Md. Wahiduzzaman – AGM, S&M at a Service Campaign Program arranged in collaboration with SML-ISUZU under Uttara Motors Limited in Bogra and Sirajonj

Award distribution for 2015

LCC Mechanics Awareness Program 2015

LCC (Lube Change Center) / IIW (Installed Independent Workshop) mechanics play a very influential role in the buying decision of the customers. A significant number of LCC/IIWs qualified for the award last year (2015). They achieved the given target and have been awarded with mechanical tools, home appliances or prize bonds in the month of February 2016.



Mr. Ariful Alam Khan – Asst. Manager, S&M distributing prizes to the owner of M/s. Car Motor Workshop at Comilla



Mr. A. Sheepeer Khan – AGM, S&M distributing prizes to one of the achievers, M/s. Ekram Motor Works at Jessore

Retailer Sales Promotion Program 2015

The Retailer Sales Promotion Program (RSPP) was conducted nationwide in 2015 among all the retailers during August to November 2015. The Marketing Team of MJLBL awarded the achievers throughout the country under this program for their significant performances.



Mr. Fathan Bin Razzaque – Senior Executive, S&M and Mr. Md. Abdul Momin – AGM, S&M awarding achievers of Dhaka South Territory



Mr. AKM Monjurul Karim – Asst. Manager, S&M handing over prize to M/s. Chattrala Enterprise in Sylhet



The finale of “Mobil 1 Experience Program 2015”

The finale of “Mobil 1 Experience Program 2015” held on January 28, 2016 at the Six Season Hotel, Dhaka. Earlier, during September 01 to December 20, 2015, wholesalers of MJLBL were given the opportunity to win a chance to visit the McLaren Technology Campus (MTC) in UK upon lifting the highest volume of Mobil 1. At the event, two winners were chosen through Lucky Draw conducted in front of all the participants.



Mr. M. Mukul Hossain – CEO, along with Mr. Md. Rezwan Ullah Khan – Asst. Manager, Product Management and Mr. Md. Ahsan Kabir – Head of Marketing at the stage of Mobil 1 MTC Program with other participants of the program



Mr. M. Mukul Hossain – CEO, Mr. Md. Rezwan Ullah Khan – Asst. Manager, Product Management and Mr. Md. Ahsan Kabir – Head of Marketing at the stage of Mobil 1 MTC Program along with the two winners Mr. Hedayet Ullah and Mr. Manik Miah

Implementation Workshop by ExxonMobil

MJLBL arranged a workshop titled ‘Implementation Workshop 2016’ for the Sales & Marketing team in collaboration with Exxon Mobil at the Six Seasons Hotel, Gulshan, Dhaka, on March 02, 2016. The workshop was conducted by Mr. Marc Foong, Senior Sales Advisor-IL, Mr. Andrew Tjhie, Lube Engineer, FES and Ms. Mabel Low, Senior Sales Advisor-AL, representatives of ExxonMobil Asia Pacific Region. All the invited members from Sales & Marketing team of MJLBL were present in the workshop. Few of the program highlights were – reconnecting with strategy, pipeline plans for 2016 in Automotive and Industrial Lube segments and overlapping sectors.



ExxonMobil representatives with MJLBL's Sales & Marketing team at the end of the workshop

Seminar on Synthetic Lubricants Nirupan Mustafi – Manager (S&M-IL)

As a part of our industrial activities, we organized a seminar on synthetic lubricants this year as well. It took place at the Lakeshore Hotel, Gulshan on 05 May, 2016. Around one hundred engineers and technical managers from different industrial background participated in this program. This event was facilitated by M. Mukul Hossain, CEO of MJLBL. The seminar was limited to few who are using synthetic products and convinced with the beauty of it. Latest inventions, recent break through, concept lubricants are the main focus of this events. Highlighted issues were basics of Synthetic Technology, Mobil SHC Grease, Mobil SHC Compressor Oil and Mobil SHC Gear Oil. This program was designed in an interactive manner in order to ensure flawless knowledge sharing between the facilitator and the participants. At the end of the program, there was a quiz session for the participants.



Mr. M. Mukul Hossain facilitating the interactive session



MJLBL Industrial Lubricants team

Participation in Dhaka Motor Show 2016

The Dhaka Motor Show is an exclusive event to showcase automobiles and auto-components. CEMS Bangladesh has been organizing this event for last ten years. In 2016 the event, "11th Dhaka Motor Show 2016", took place at Bashundhara Convention City in Dhaka, Bangladesh from March 31 to April 02, 2016. MJL Bangladesh Limited took part to display Mobil 1 products in the event. Visitors got information and suggestions from Mobil booth throughout the event. The event was open for all including traders and customers. According to CEMS Bangladesh, approximately 35,000 visitors visited the three-day long event and almost 40% of them were from different trade houses.



Mr. Md. Rezwan Ullah Khan – Asst. Manager, Product Management and other representatives of MJLBL providing product information to the visitors at the exhibition



The Mobil 1 booth at the 11th Dhaka Motor Show 2016

US Trade Show

MJL Bangladesh Ltd. participated in the US Trade Show 2016 jointly organized by American Chamber of Commerce (AmCham) in Bangladesh and American Embassy in Bangladesh at Hotel Pan Pacific Sonargaon, Dhaka from March 03 to 05, 2016. U.S. Ambassador to Bangladesh H. E. Marcia Bernicat inaugurated the trade show and visited MJLBL's stall. Around forty (40) US based organizations took part in this event to showcase their products. Through participation to this event, MJLBL received high brand exposure.



H. E. Ms. Marcia Bernicat sharing a good humor with (from left) Mr. Mehedi Hasan, Mr. Mohammad Jaman, Mr. Taslim Ahmed, Mr. Rezwan Ullah at the event while visiting the MJLBL stall



The MJLBL team at the event

Corporate Social Responsibility

MJL Bangladesh Limited as part of its Corporate Social Responsibility (CSR) contributed 10 units of computers to "Pallima Sangsad" to support their social welfare initiative in an event at Mobil House, Dhaka on May 09, 2016. Mr. M. Mukul Hossain, CEO of MJLBL handed over the computers to distinguished representatives of "Pallima Sangsad".

In another event, MJL Bangladesh Ltd. contributed Taka One Million to LOCC (Law & Order Coordination Committee) for their CCTV Surveillance Project in partnership with Dhaka Metropolitan Police that aims to ensure safety and security to the community by installing CCTV cameras in various key points of Gulshan, Banani, Niketan and Baridhara Residential and Diplomatic Zone.



Distinguished representatives of MJLBL and Pallima Sangsad at the event

10th Mobil Cup Golf Tournament in KGC, Dhaka

MJL Bangladesh Limited has always been sponsoring and arranging Golf tournaments in Bangladesh. Continuing the legacy, MJLBL sponsored the 10th Mobil Cup Golf Tournament at Kurmitola Golf Club from 13 to 15 January 2016. This three-day golf tournament concluded with a gorgeous prize distribution and dinner party. Lieutenant General Chowdhury Hasan Sarwardy, BB, SBP, ndc, psc, Commandant, National Defense College gave away the prizes among the winners. Mr. Tanjil Chowdhury, Director – MJLBL and Mr. M. Mukul Hossain, CEO of MJL Bangladesh Limited were also present at the event. A large number of participants, officials of MJL Bangladesh Limited and high civil and military officials attended the function.



MJLBL high officials with few of the participating golfers during the inauguration ceremony of the 10th Mobil Cup Golf Tournament

8th Mobil Cup Golf Tournament in Chittagong

Like previous years, MJLBL sponsored the 8th Mobil Cup Golf Tournament at Shaheen Golf and Country Club, Chittagong on February 12 & 13, 2016. Air Commodore Md. Humayun Kabir, ndc, psc, Aoc & Vice President, SGCCP was present in the tournament as Chief Guest. Mr. Tanjil Chowdhury, Director, Mr. M. Mukul Hossain, CEO and Mr. Mr. Salah Uddin Ahmed, GM of MJLBL were among the high officials present in the inauguration and prize giving ceremony of the tournament.



The opening ceremony of the 8th Mobil Cup Golf Tournament in Chittagong

New Family Members



Baby's Name: Ayat Arefin
Date of Birth: January 26, 2016
Son of Mr. Sadi Md. Arefin
Executive F&P



Baby's Name: Rufaida Islam Zunaira
Date of Birth: January 20, 2016
Daughter of Mohammad Zahidul Islam
Manager – Sales & Marketing



Baby's Name: Kahan Kumar Addya
Date of Birth: May 11, 2016
Son of Kajal Kumar Addya
Finance Controller



Baby's Name: Waqif Al Adiyat
Date of Birth: June 11, 2016
Son of Md. Maidul Islam
Executive - Sales & Marketing



Baby's Name: Tahmid Hasan Omar
Date of Birth: April 12, 2016
Son of Md. Hasan Uddin
Deputy Manager - S&M

New Joiners



Mohammed Ashiqur Rahman
Executive - S&M
February 01, 2016



Shipon Kumer Das
Executive - S&M
February 01, 2016



Md. Rakibul Hasan
Sr. Production Engineer, LOBP
February 01, 2016



Md. Mydul Islam
Executive - S&M
February 01, 2016



Md. Shams Uddin Maruf
Executive - S&M
February 14, 2016



Md. Muhaiminul Islam
Executive - VAT & Tax
February 16, 2016



Md. Yeasin
Chemist, LOBP
February 16, 2016



Palas Barua
Executive - VAT & Tax
February 23, 2016



Nuruddin Ahmed Tipu
Executive - S&M
March 01, 2016



Md. Sakib Hossain
Executive - S&M
March 01, 2016



Arshida Akter
Senior Executive, Brand
March 06, 2016



Effat Ara Kabir
Assistant Manager, Brand
March 13, 2016



Md. Kabirul Hasan
Executive - VAT & Tax, LOBP
March 13, 2016



Farzana Naim Chowdhury
Executive - Admin & Accounts, LOBP
March 20, 2016



Syed Gholam Dastagir
Head of Brand & MarComs
April 03, 2016



Jayeda Hossain Munn
Officer - Front Desk
April 20, 2016



Md. Mohiuddin Manik
Project Engineer
May 02, 2016



Roni Ch. Paul
Senior Executive - Admin
May 15, 2016