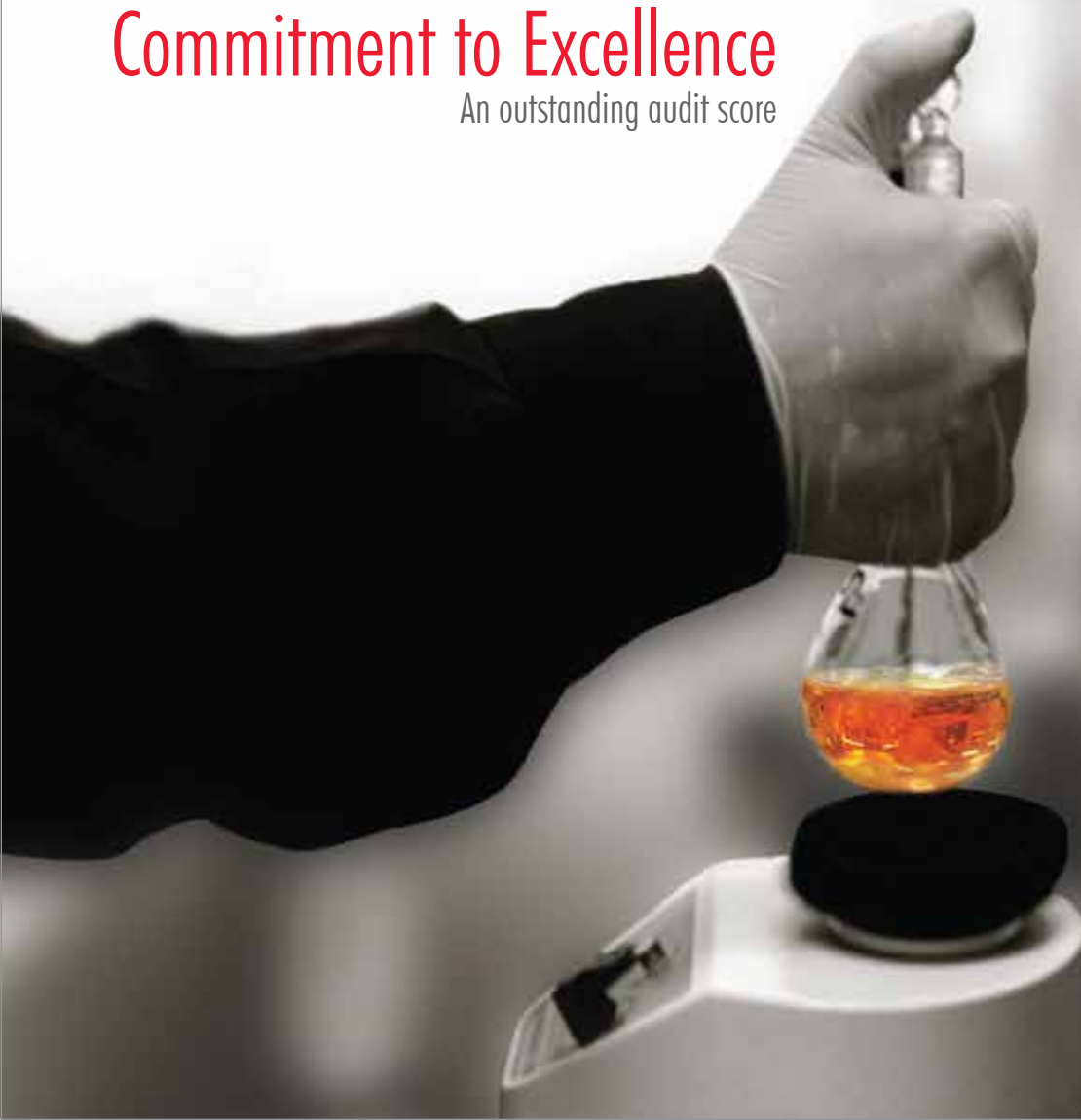
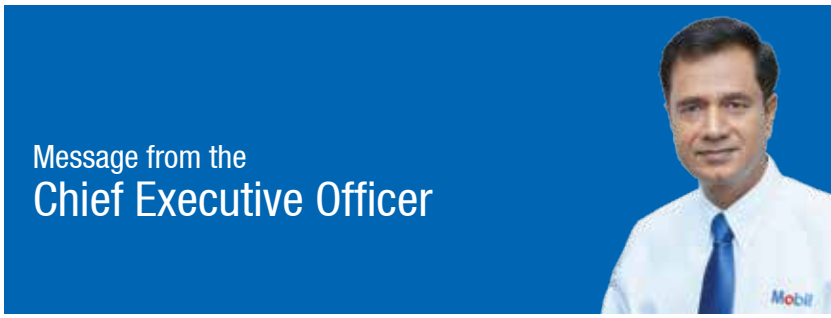




# Commitment to Excellence

An outstanding audit score





## Message from the Chief Executive Officer



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With the beginning of a new year, we welcome you to another brand new issue of PitStop. The highlights of events took place in the second half of last year has been presented to you in this issue.

To begin with, we started with a cover story stating our success of breaking our own record; The Lube Oil Blending Plant passed the rigorous audit of ExxonMobil with flying colors and recorded high scores. Along with this encouraging article you will also find some sneak peeks of our marketing activities, about people newly on board, news of extraordinary achievements of our colleagues and significant breakthrough of their lives.

In terms of business, MJL with its subsidiaries and concerns expanded vastly and continued to demonstrate impressive growth during 2014. It was indeed an exciting business year as we still hold 31% market share of lube industry of the country. Together we grow; keeping this in mind everyone in our sales team did an excellent job of steering the sales chariot throughout the year. Overall sales volume growth of lube business was around 10% compared to 2013. This result represents the dedication of the entire MJL team and support from our loyal customers and business partners.

With the hope of a brighter tomorrow and a steady business environment ahead, I request all our stakeholders to work together to build our economy and hoist our flag higher on the global market. Watch out as we look forward to a more thrilling year ahead.

With best wishes,

**Kh. Md. Sanaul Haque**

CEO

## Message from the Editor



**Shafquat Mahmud Fahmi**  
Head of IT

The legacy of MJL Bangladesh Ltd. continues as the LOBP achieves commendable scores in the global audit conducted by ExxonMobil Audit team. Congratulations to the team for their success. Likewise, we have highlighted the activities of another group of paladins –the members of our Sales and Marketing team. Their relentless activities to achieve our mission deserve credit worth mentioning. Furthermore, news regarding the inauguration of the largest HSFO tank terminal of the country is another success story that has enriched this issue. Please, read through the news and we hope to share more in the coming issues.

For previous issues of the newsletter please visit our website at [www.mobilbd.com](http://www.mobilbd.com) or you can also scan the QR code below from your mobile devices to directly access the page. We would like to express our sincere appreciation to all stakeholders for their continuous support in turning our ventures successful.

Wishing you all a great year ahead.



### Advisory Committee

**Mr. Tanjil Chowdhury**  
Director

**Mr. Kh. Md. Sanaul Haque**  
CEO

**Mr. M. Mukul Hossain**  
Executive Director & Chief Engineer

**Mr. Mohammad Tipu Sultan**  
CFO

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# Commitment to Excellence: An outstanding audit score

Congratulations to all employees of MJLBL. Lube Oil Blending Plant (LOBP) of MJL Bangladesh Ltd. has completed yet another audit successfully with exceptional scores.

ExxonMobil audit team completed the 3PIMS and QP&G audits on November 20, 2014. Our team scored 3.8 in the 3PIMS (Product Integrity Management audit) out of 4 point scale. The new record for QP&G (Quality Practices and Guidelines audit) is now 3.7 out of 4 point scale. Both the scores have over passed last year's scores significantly.

Mr. Bennett P. Hansen (Director - Lubricants Sales, ExxonMobil Asia Pacific) congratulated the team by stating "Model performance that all should be proud of!" Ms. Audrey Ho, Alliance Technical Advisor of ExxonMobil Asia Pacific Pte. Ltd., in her email, also expressed her good impression to housekeeping and emphasized on the commitment to PI of our management and the personnel. Our Cluster Manager (AP Fully Distributor Served Markets and Business Development), Mr. Yasser Al-Azzawi, expressed his satisfaction by saying, "Not surprising to hear they (audit team) are impressed by the scale, investment and caliber. They (MJLBL) passed both audits of LOBP and Lab with strong scores and higher scoring than previous audits." In his note, Mr. Yasser also emphasized that our operational integrity, commitment to excellence and commitment to invest are the strengths of MJLBL that support our Managing Director, Mr. Azam J. Chowdhury's vision to build a strong downstream integrated entity.

Such praise demonstrates our commitment for constant improvement to reach for perfection and maintain our position as the top in the industry. Proactive involvement and great support from our higher management are the key elements in this achievement which have been highlighted by our CEO's note to Mr. Yasser as he stated, "Our Managing Director Mr. Azam J. Chowdhury is always proactive. He believes and practices CONTINUOUS IMPROVEMENT."

Among all members of MJLBL, we specially thank our dedicated LOBP team for this glory. And we hope to continue our excellence in the coming years.



Kh. Md. Sanaul Haque (CEO, MJLBL) with the Audit Team



Mrs. Pornsawan Boonmalison, Ms. Ho Shu Hsien Audrey, Ms. Hui Lian Chua and Mr. Erduin Pino Campos of the audit team among key members of MJLBL



Mrs. Pornsawan Boonmalison - AP Quality System Advisor, Ms. Ho Shu Hsien Audrey - Alliance Technical Advisor, Ms. Hui Lian Chua - Quality Systems Advisor and Mr. Erduin Pino Campos - Quality Systems Advisor of the audit team with Mr. Kh. Md. Sanaul Haque - CEO, Mr. M. Mukul Hossain - Executive Director & Chief Engineer and proud members of the winning team of LOBP

# Key Marketing Program during Jul – Dec 2014

Md. Ashan Kabir - Head of Marketing

## Road Show / Customer Clinic / Technical Seminar

Road Show Programs, Customer Clinic and Technical Seminar are aimed towards promoting products to the end users and focused group customers. These programs enhance relations with trade intermediaries and provide greater confidence. In all these events, our presenters encourage the audiences to enthusiastically participate through interactive presentations, question-answer sessions, demonstrations, quizzes, etc. Attending these

programs, the participants can experience and differentiate the taste of these events in this industry. Such programs help establish and uphold brand image and also provide end-users with in-depth knowledge about the company so that they feel inclined to become loyal consumers. During this period, numerous Road Show Programs, Customer Clinics and Technical Seminars have been conducted.



Mr. Ariful Alam Khan - Sr. Executive, S&M at Lubricants Awareness Program in Comilla



Mr. Zayed Bin Iftekhar - Executive, S&M is at a Customer Clinic session at Chittagong Territory



Mr. Ariful Karim - Manager, Automotive Lube along with Mr. Hasan Uddin - Sr. Executive and Mr. Zayed Bin Iftekhar - Executive, S&M of MJLBL with the members of Chittagong Lube Merchant Association. Around 1,000 participants attended the program in Chittagong



Mr. Hayatuzzaman - Sr. Executive, S&M is delivering the product information to the valued participants in a program at Dhaka Center Territory



Mr. Wahiduzzaman - Manager, Regional Sales is demonstrating the promotional Talk Time Offer with Mobil Special 5 Liter Can at an event during the launching campaign



Md. Jakaria Humayun - Senior Executive, S&M is presenting speech before the target audience in a program at Faridpur Territory



Mr. Abdul Momin - Asst. Manager, S&M with Mr. Farhan bin Razzaque - Executive, Field Marketing at a Customer Clinic session in Dhaka South



Md. Ahasan Habib - Senior Executive, MJLBL is presenting speech before the Retailers, End Users & Workshop Mechanics in a Road Show Program at Dhaka North Territory



## Service Campaign

Serving the best to the consumer directly is one of the objectives of MJLBL. Service Campaign is among few activities that provide opportunity to get closer to the customer and value their choice for selecting the best brand in Bangladesh. In order to uphold customer loyalty, throughout the year MJLBL participates in numerous Service Campaigns organized in collaboration with RCD (Recondition Car Dealer) and FCD (Franchise Car Dealer). ISUZU Nation-wide Free Service Campaign, BMW Service Campaign, ECM Free Service Clinic Program are among the few key programs that took place during July to December 2014.



Mohammad Jaman - Asst. Manager, Field Marketing is delivering technical presentation to the workshop and service center technicians in the premises of Executive Motors Ltd., the sole distributor of BMW cars in the country during the service campaign



Mohammad Jaman - Asst. Manager, Field Marketing, Dhaka (Left) from MJLBL with the mobile ISUZU Free Service Team from Uttara Motors Limited

## LCC (Lube Change Center) Mechanics Awareness Program

Every year MJLBL organizes LCC Mechanics Awareness Program in order to educate the mechanics who have direct influence on end users. Among other benefits, the program helps mechanics recognize genuine lubricants of Mobil brand. LCC Mechanics Awareness Program has been recognized as an exceptional practice by ExxonMobil. This year MJLBL has successfully conducted the program all over the country.



In an award distribution program for LCC Mechanics Awareness Program at Bogra Territory : (from left) Mr. A.K.M. Monjurul Karim-Sr. Executive, Mr. Md. Ahsan Kabir-Head of Marketing, Mr. Shafiqul Islam-Manager, Field Marketing, Mr. Wahiduzzaman, Manager-Regional Sales was also present (second from right)

## Sales Promotion Program with Retailers

Every year MJLBL conducts a nationwide retailer's sales promotion program. Under this program, selected retailers, who topped with high volume of product lifting are awarded for their loyalty and support. Recognizing these valuable channel partners strengthen relationships.



Under the program, Mr. A.K.M. Monjurul Karim (right) is handing over gifts to the winner Mr. Khokon Ahmed of M/s. New Shonali Auto with our Dealer Mr. Enam Ahmed and Mr. Shakil Ahmed

## Consumer Promotion Program: "Mobil Special Talk Time Offer"

For the first time in the lube industry of Bangladesh, MJLBL introduced the electronic SMS Campaign named "Mobil Special Talk Time Offer". Under the program, direct customers received instant talk-time credit on their mobile phone usage by purchasing Mobil Special 4 or 5 liter cans. The slogan of the program was "Mobil Special joto bar, mobile recharge totobar", in Bengali, it means, "The more of Mobil Special, the more talk time recharge". Fuel Stations, IW/LCC Workshops, Billboards were being covered with POSM including Wobblers, Posters and Danglers.



(From left) Mr. Md. Ariful Karim (Manager, Automotive Lubes), Mr. M. Mukul Hossain (Executive Director & Chief Engineer), Mr. Kh. Md. Sanaul Haque (CEO), Mr. Ahsan Kabir (Head of Marketing) and Ms. Sabreena Sadeq (Manager-Brand & Market Communication), at the press conference of the event

## IW Network Development and Signage Program - 2014

In this industry, Independent Workshops (IW) is one of the strong channels for establishing the brand image to the owners and users of high end passenger vehicles. As a part of Branding and Signage program, MJLBL conducts the IW Network Development program. Under this program, to maintain a strong bond with these Independent Workshops, MJLBL provides them Mobil branded Signage Towers, Main Signage, Framed Posters, Product Shelves etc. as a token of appreciation and loyalty towards MJLBL.



Mobil branded Signage Tower at one of the workshops which is visible from the main road

# Lube Clinics with Industrial Lubricants Team

Industrial Lubricants Team organizes Technical Lube Clinic Programs all through the year where they communicate the features and benefits of Mobil Industrial Lubricants. During July to December of 2014, the team conducted a

number of awareness and discussion programs at organizations of various industries such as power & energy, cement, paper etc.



Mr. M. Mukul Hossain - Executive Director and Chief Engineer of MJLBL discussed the features and benefits of Mobil Industrial Lubricants at a discussion forum in a reputed steel mill at Chittagong



Chief Engr. M. Mukul Hossain, of MJLBL was surveying a critical equipment parts and answering to all questions from the engineers of respective department to furnish them a solution



Engr. Muhammad Minhaz Hossain - Sr. Sales Engineer, Industrial Lubes of MJLBL in an awareness session with the participants of one of the key shoe manufacturing companies



Mr. Taslim Ahmed - Asst. Manager, IL highlighted key lube information to the participants of a Technical Lube Clinic Program at one of the major manufacturing companies of the country



Mr. Mahboob Hasan - Sr. Sales Engineer, Industrial Lubes presented technical aspects of Mobil Industrial Lubes in a Technical Lube Clinic at a cement producing company



Mr. Shahriar Shahadat Bulbul - Asst. Manager, IL is in a Technical Lube Clinic session with the participants from a newspaper mill in Chittagong territory

## Joint Promotion Program with Prime Bank Limited

MJL Bangladesh Limited and Prime Bank Limited took part in a Joint Promotion Campaign from August 20 to November 20, 2014. Under the agreement, the clients and employees of this leading commercial bank could avail Taka 300.00 cash discount on purchasing each 4 Liter Can of Mobil 1.

Managing Director of Prime Bank Ltd, Mr. Md. Ehsan Khasru and CEO of MJL Bangladesh Ltd., Mr. Kh. Md. Sanaul Haque signed the agreement on behalf of their respective organizations. Other senior officials of MJLBL and Prime Bank were also present in the occasion.



Mr. Md. Ehsan Khasru - Managing Director of Prime Bank and Mr. Kh. Md. Sanaul Haque - CEO of MJL Bangladesh Limited with high officials of the organizations during the signing ceremony



# Visit from Reliance Trade International Private Ltd.

*Abu Sadat Khan – Assistant Manager, Logistics and Order Fulfillment (L&OF)*

Reliance Trade International Pvt. Ltd. of Nepal has been a valuable customer of MJLBL since 2008. Saluting to our partnership, Mr. Siddhartha Jajodia, Managing Director and Mr. Ashish Jajodia, Director of Reliance Trade International Pvt. Ltd. (RTIPL) paid a five day visit to Bangladesh from November 29 to December 03, 2014.

On the first day, the two member management team of RTIPL visited Mobil House, Dhaka attending a business meeting. Mr. Kh. Md. Sanaul Haque (CEO, MJLBL), Mr. M. Mukul Hossain (Executive Director and Chief Engineer, MJLBL) and Mr. Tanjil Chowdhury (Director, MJLBL) headed the meeting discussing future market development plans, best practices and branding / promotional activities for Nepal market. Mr. Awan Hoque (AGM, Logistics and Order Fulfillment), Mr. Md. Ahsan Kabir (Head of Marketing), Ms. Sabreena Sadek (Manager, Brand & Market Communication), Mr. Sehabun Saaqeb (Manager, Business Analysis & Planning) and Mr. Abu Sadat Khan (Assistant Manager, Logistics and Order Fulfillment) were also present in the meeting. On the second day, they have been presented with a technical presentation conducted by Mr. Shahin Alom (Manager, IL - Energy & Power, MJLBL) and Mr. Nirupam Mustafi (Assistant Manager, Industrial Lubes, MJLBL). After that, Mr. Ariful Karim (Manager, Automotive Lubes, MJLBL) accompanied them to visit LCC and filling stations and they discussed Automotive Lubes sales and marketing

activities of MJLBL. They also visited MJLBL's Customer Service and Mobil 1 Sales Center at Tejgaon, Dhaka. Mr. Monirul Islam (Manager, Customer Services) briefed the guests on overall warehousing and inventory management of MJLBL. Later on the day, RTIPL's management took part in a meeting with Mr. Azam J. Chowdhury, MD of MJLBL and Chairman of East Coast Group at the East Coast Centre. On December 02, Mr. Seakh Awan Hoque accompanied the team to visit our state-of-the-art Lube Oil Blending Plant (LOBP) at Chittagong. Mr. Salah Uddin Ahmed (DGM and Plant Manager) guided the team with a presentation covering overall blending operations and other activities with raw material to finish products.

Concluding their visit, the team stated that their visit to MJLBL is highly beneficial for them for expanding market share and streamlining their operations in Nepal. They also expressed their interest in collaborating and implementing identified best practices in Nepal Market in coordination with the MJLBL team. Anticipating 2015 as a year of equal benefits and business opportunities, the team also expressed their sincere gratitude for allowing the visit. Recognizing RTIPL being one of the reputed and fastest growing companies in Nepal who are working with the government and non-government organizations since its establishment in 1980, MJLBL is also keen to mark this valuable relationship further.



From left: Mr. Salah Uddin, Mr. Siddhartha Jajodia, Mr. Ashish Jajodia and Mr. Awan Hoque at LOBP, Chittagong on December 2, 2014



From left: Mr. Sorowar Alam of Clean Fuel Filling Station Ltd., Mr. Ashish Jajodia, Mr. Siddhartha Jajodia of RTIPL and Mr. Abu Sadat Khan, Md. Hayatuzzaman Khan and Mr. Ariful Karim of MJLBL during market visit

## Mobil Cup Golf Tournament

*Fatema Jahra –  
Assitant Manager, Brand*

MJL Bangladesh Limited is the prominent sponsor of Golf Tournaments in the country. The company sponsors 'The Mobil Cup Golf Tournaments' all over the country with the intention to patronize the game as a whole. MJL Bangladesh Limited sponsored the 9<sup>th</sup> Mobil Cup Golf Tournament at Kurmitola Golf Club, Bangladesh. It took place from 3<sup>rd</sup> to 5<sup>th</sup> December 2014.



Mr. Azam J. Chowdhury - Managing Director, Mr. Tanjil Chowdhury - Director of MJL Bangladesh Ltd. at the opening day of the tournament

It was an eventful tournament. The branding of the tournament blended with the natural beauty of golf course and gave a unique look. Approximately 610 golfers participated in the tournament. Major General Mizanur Rahman Khan, ndc, afwc, psc, Area Commander, Logistics Area, Dhaka and Vice President, Kurmitola Golf Club, inaugurated the tournament and gave away the prizes among the winners as the Chief Guest. Mr. Tanjil Chowdhury, Director MJLBL, Mr. Kh. Md. Sanaul Haque, CEO, MJLBL along with other Senior Officials of Bangladesh Armed Forces and MJL Bangladesh Limited were present in this event.

## Participation at US Trade Show

MJL Bangladesh Limited participated at the 23<sup>rd</sup> US Trade Show held at hotel Pan Pacific Sonargoan, Dhaka, from November 17 to 19, 2014. The event was jointly organized by American Chamber of Commerce in Bangladesh (AmCham) and the American Embassy in Bangladesh. Forty three US based organizations took part in this event to showcase their products. By participating in this event MJLBL received high brand exposure among participants and visitors.



The winners of the tournament at the prize giving ceremony



(Left to right) Mr. Md. Rasheduzzaman, Mr. Ahsan Kabir, Ms. Fatema Jahra, Md. Jaman, Mr. Nirupam Mustafi, Mr. Taslim Ahmed and Mr. Md. Yousuf at the MJLBL's booth in the US Trade Show



## Inauguration of the Largest Tank Terminal in Bangladesh

The inauguration ceremony of the Tank Terminal of Omera Fuels Limited (OFL) held on September 5, 2014. Mr. Nasrul Hamid MP, State Minister, Ministry of Power, Energy and Mineral Resources, Government of the People's Republic of Bangladesh, inaugurated the state-of-the-art Tank Terminal.

Mr. Md. Abu Bakar Siddique - Secretary, Energy and Mineral Resources Division, Ministry of Power, Energy and Mineral Resources, Dr. Md. Mozammel Haque Khan - Senior Secretary, Ministry of Home Affairs and Mr. Shamsul Haque Chowdhury MP were among distinguished guests invited in the event. Mr. Mosleuddin - Additional Secretary, Director Operation and Planning, BPC, Mr. Nasimuddin Chowdhury - Additional Secretary, Energy and Mineral Resources Division were also present.

The Chairman of East Coast Group, Mr. Azam J. Chowdhury delivered his speech in the occasion. The Managing Director of OFL, Mr. Asif Malik and the high officials of the concerned companies were also present in this graceful event.

With a capacity of 70,000 MT, this is the only Furnace Oil (HSFO) tank terminal of the country which is certified by Germanischer Lloyd SE. The management of OFL believes that the terminal's fourteen high capacity tanks, spreading over 6.175 acres of land is capable to facilitate the HSFO requirement of Independent Power Projects of the country.



The honorable guests at the inaugural ceremony of the Tank Terminal of Omera Fuels Ltd.

## Performance Recognition Award - 2014

"Performance Recognition Award-2014", was held in Singapore during September 19 to 21, 2014. Winners across the FDS market were selected for the award based on their sales performance during 1Q-2Q of 2014. Participants from 28 affiliated countries took place in the event which was organized by ExxonMobil, Singapore. Mr. Md. Abdul Momin - Assistant Manager, S&M from MJL Bangladesh Ltd. was nominated to attend the ceremony in Singapore and was awarded for his best performance. In recognition to this achievement, of the winners' excellence in driving business results, ExxonMobil provided access to watch Practice and Qualifying sessions of 2014 Formula 1 Singapore Grand Prix and also arranged complimentary day long visit to the S.E.A. Aquarium at Sentosa.



Mr. Md. Abdul Momin - Assistant Manager, S&M is receiving the recognition crest from EM Personnel

## Mr. Shahjahan and the garden at Mobil House

Mobil House is like no other corporate offices in Gulshan Area of Dhaka City. The shape and structure of the building makes it different in this busy surrounding. But the beauty of the premises is enhanced by the lush green in every corner of the premises. The credit goes to Mr. Shahjahan, our gardener and his dedication to his work. Every season the premises gets a new look with seasonal flowers and plants which not only beautifies our office but reminds us the change of a season. His 18 years of service and adherence to the company deserves appreciation.



Mr. Shahjahan working in his garden with dedication and hard work

## New Family Members



Baby Name: **Aliza Samaira**  
Date of Birth: September 24, 2014  
Father's Name: Md. Anwar Sadat  
(Asst. Manager - B&F Operations, LOBP)



Baby Name: **Wasifa Binte Kawsar**  
Date of Birth: July 08, 2014  
Father's Name: Mr. Md. Kawsar Rahman  
(Senior Executive - S&M)



Baby Name: **Sehrish Binte Zayeed**  
Date of Birth: April 09, 2014  
Father's Name: Mr. Zayeed Bin Iftekhar  
(Executive - S&M)

## New Joiners



**Zayn Faiyaz Alamgir**  
Executive - F&P  
September 28, 2014



**Tanvir Haider Shubho**  
Assistant Manager - Brand  
November 02, 2014



**Badhan Mazumder**  
Senior Executive - Brand  
November 02, 2014



**Md. Masum Rabbani**  
Manager - Engineer  
November 02, 2014



**Mahmooda Yasmeen**  
Manager - MD's Secretariat  
November 16, 2014



**Mohammad Shams Uddin**  
Assistant Manager - Brand  
November 19, 2014



**Mahmud Hasan Ahamed**  
Sr. Executive - S&M  
December 14, 2014



**Md. Abidur Rahman Khan**  
Sr. Executive - S&M  
December 17, 2014