



Mobil Cup Golf Tournament

The Passion of MJL Bangladesh Ltd.



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Happy New Year! I am wishing you all the best as we are at the forefront of a challenging year ahead. Through this fourth issue of our half yearly newsletter PitStop, we would like to inform you about the activities and experiences that we came across during the second half of last year.

In this issue, we present to you the passion that we share with Golf and the extraordinary event that we organize every year to cherish this passion. Along with the article on our usual Sales and Marketing activities, we also highlighted a brief on our recent CSR activities. Additionally, there are two articles that truly reflect the friendly yet professional culture that we share with our colleagues during the office hours. Additionally, articles of achievements of our colleagues and significant breakthroughs of their lives are present as usual.

From business point of view, I would like to inform you that despite the economic turmoil during the whole year our achievement were at par with previous year. This persistence could be achieved due to tremendous effort and patience of our team and our valuable customers, as together we have conquered the hurdle of a crippled logistical system during the political uncertainty.

Among all our New Year's resolutions, let us commit to a brighter future and build our economy. With best wishes to you and your families, wishing you a great year ahead.

Kh. Md. Sanaul Haque
CEO



Naymun Nahar
Manager-Human Resources
On behalf of Editorial Team

A warm welcome to the 4th edition of the Half Yearly Internal Newsletter "PitStop" of MJL Bangladesh Ltd. It has been another great year of significant milestones for the company in spite of the persistently gloomy economic escalation in 2013 due to political volatility.

We know that our success as a company is directly linked to our biggest and most important asset - our Customers - and we would like to thank you sincerely for your business and your support.

From this newsletter we are trying to make new avenues for experiencing MJL Bangladesh Ltd. during the last half of the year 2013. We have covered in this issue the events of Golf and how MJLBL takes pride in organizing and sponsoring Mobil Cup Golf Tournaments all over the country. Apart from that we have briefed various Marketing Promotional, Seminar, Workshop and CSR activities of MJLBL during the last six months of the year 2013. Readers will also get enthralled through some pieces of write up from outside the cubicle which is very friendly and also professional to share with you.

Along with all the new hopes and promises that the New Year would bring Hope it also brings us a lot more opportunities to work together. Wish you a very happy and successful year ahead.



Golf : The Passion of MJL Bangladesh Ltd.

Fatema Jahra, Assistant Manager-Brand

MJL Bangladesh Ltd. takes pride in organizing and sponsoring the Mobil Cup Golf Tournaments all over the country. Every year, golfers from different genre of the society look forward to participate in these prestigious events. Among all the tournaments, the Mobil Cup Golf Tournaments at Kurmitola Golf Club (KGC) is the crown of all events in the golfing arena. The KGC is treated as the country's Golf Mecca. Established in the mid fifties, the club is situated in 126 acres of land with professional golf courses, club house, air-conditioned sites, pro shop, party center, swimming pool, health club and all amenities of a modern and international standard golf club. Adding to its legacy, the recent facelift of the club has given an astonishing look to the main club building.

The heritage of ExxonMobil lives on as the high officials of MJLBL cherish this beautiful game of precision, challenge, patience and reward. Our Managing Director, Mr. Azam J. Chowdhury, is a renowned golfer and achieved laurels several times in this sporting arena besides being an established topmost businessman. Our Director, Mr. Tanjil Chowdhury is also a superb golfer and follower of his inheritance.



Mr. Azam J. Chowdhury at the Mobil Cup Golf Tournament 2013



Mr. Tanjil Chowdhury at Mobil Cup Golf Tournament



The Kurmitola Golf Club (KGC) during Mobil Cup Golf Tournament

Mobil Cup Golf Tournament 2013

As mentioned, MJL Bangladesh Limited has been patronizing Mobil Cup Golf Tournament for a long time. Besides the Mobil Cup Golf Tournaments at Kurmitola Golf Club (KGC), we have sponsored this tournament in Bogra, Rangpur, Jessore, Chittagong. We are going to sponsor and organize a tournament in Bhatiary Golf Club in March 2014.



Inauguration of Mobil Cup Golf Tournament at KGC

Organizing Golf Tournaments all around the country is one of the many events that MJLBL under takes in its CSR program. The main objectives of organizing these events are to:

- Continuing the tradition of associating the brand with premium customers
- Establishing the superior image of the company
- Organizing a prestigious event
- Patronizing the sport of golf as a whole

Recently, MJLBL cosponsored the American Cup Golf Tournament as the Gold sponsor in the year 2013. MJLBL is keen to perform its CSR programs for the betterment of the particular fields and will continue to do so in future.

Advisor of the Honorable Prime Minister graced our tournament by ornamenting the chair of chief guest. Chief of Army, Air force and principal staff officer of Armed Forces Division were also among the chief guests in Mobil Cup Golf Tournament which eventually enhanced the solemnity of the program as a whole. In the year 2013, around 600 participants took part in the startling Mobil Cup Golf Tournament which was organized from 4th to 6th of December. Mobil Cup Golf Tournament is considered as one of the major tournaments in Kurmitola Golf Club, Dhaka cantonment, Bangladesh. MJL Bangladesh Limited takes pride in patronizing this sport all over the country very effectively and wish to continue the same in the days to come upholding the heritage and class impression of ExxonMobil.



Key Marketing Program during Jul-Dec 2013

Md. Ariful Karim – Manager, Automotive Lubes

Road Show/ Customer Clinic/ Technical Seminar

Throughout the year we conduct different marketing programs like Road Show / Customer Clinic/ Technical Seminar to educate the customers as well as the users about the benefits of using quality lubricants. It is our continuing process to fight against adulteration of lubricants. Our motto is to deliver maximum benefit to the end users. We believe, to ensure proper lubrication knowledge

we need to work with resellers, mechanics and also end users. Accordingly, we define specific sectors and design these programs as per their needs.

From June to December we organized 32 Road Show/ Customer Clinic/ Technical Seminar where around 2500 participants have attended.



Mr. A.K.M Monjurul Karim, Executive – Field Marketing at a Customer Clinic in Sylhet



Mr. Ariful Karim, Manager Automotive Lubes at a Lubricants Awareness Program at Gazipur

Mechanics Awareness Program

Most car owners in Bangladesh depend on mechanics' recommendation to select proper lubricants rather than following the manual. Considering this practice, we designed Mechanics Awareness Program to educate the mechanics who have direct impact on end users. In this program, our executives directly communicate with the mechanics and help them to solve problems regarding lube oil. Through this program, we establish a network throughout the country which includes mechanics from more than 800 workshops. During July to December 2013 we have conducted five such Mechanics Awareness Programs in Dhaka, Bogra, Rangpur and Comilla territory.



Mechanics of another participating workshop posing with MJBLL representatives

Bajaj 2-Wheeler Free Service Clinic at Uttara Motors Limited

MJB Bangladesh Ltd. and Uttara Motors jointly organized Bajaj 2-Wheeler Free Service Clinic at Dhaka, Narsingdi & Bogra on July & September 2013. Around 2000 motorcycles got free services in these programs. Our executives were present in the program and tried to educate the end-users about the benefits of using quality lubricants.



(Left to Right) Mr. Fazley Lohary, Territory Sales Officer and Md. Kawsar Rahman, Senior Executive-S&M, at the campaign at Rangpur



Mr. Mohammad Jaman, Sr. Executive-S&M at the campaign at Dhaka

Mitsubishi Free Service Clinic at Rangs Motors Limited, Dhaka

MJB Bangladesh Ltd. in association with Rangs Motors Limited, distributor of Mitsubishi Motors in Bangladesh, organized two Free Service Campaigns, on October 1 and October 15, 2013. A total of 65 cars received free services during this campaign. In this campaign flagship and premium products have been promoted to end users.

Mechanics pouring Mobil 1 into a Mitsubishi car



Key Marketing Program during Jul-Dec 2013

BMW Service Campaign 2013 at Executive Motors Limited, Dhaka

In October 2013 MJL Bangladesh Limited (MJLBL) in association with Executive Motors Limited, distributor of BMW in Bangladesh, organized a two days service campaign under supervision of BMW and MJLBL expertise where

40 cars received free services. Our main objective in this program was to encourage face to face interaction and practical demonstration to car owners and drivers and how they could enjoy hassle free drive using Mobil 1.



Mr. Mohammad Jaman, Sr. Executive-S&M at the campaign



BMW cars waiting for servicing at the campaign

Eid-UI-Fitr Service Campaign at ECM Auto Centre Ltd. Tejgaon, Dhaka

To establish and to uplift brand image and to provide instant solution of lube oil, MJL Bangladesh Ltd. organized a Service Campaign in association with ECM Auto Center Ltd. at Tejgaon, Dhaka in August 2013. During this two week service campaign a total of 250 cars received services which helped us promote premium products.



Cars waiting to receive service during the campaign

“Mobil for Pulp and Paper”

Nirupam Mustafi, Senior Lubes Engineer

From the very beginning of Mobil oil history, we are pursuing after product quality and service. As a continuation of this effort, we have successfully organized an Industrial Seminar on Pulp & Paper Industry Lubrication in November 2013. Purpose of this seminar was to generate awareness about quality lubricants among our clients and to ensure the proper use of it as per the recommendation of Equipment Builder (EB).

We have started our field survey from April of 2013. After more than six months of extensive effort on field study and lube survey we have produced a ‘Lube

Chart’ for Pulp & Paper Machinery. This will help them to identify the proper application of the lube oil for the specific equipments within a very short time. We do believe satisfaction of valued customers is the key to the success of any business. For this purpose, there is no alternative but direct communication with them to get the proper feedback. In that occasion, we brought our clients under one roof so that they can share their ideas with us and among themselves as well. We hope that this Industrial Seminar will boost up their confidence on Mobil brand in future.



Executive Director & Chief Engineer, Mr. M Mukul Hossain with his Industrial Team



Distributor Strategic Marketing Plan (DSMP) in Singapore

Shehabun Saaqeb – Manager (Business Analysis & Planning)

High officials from MJL Bangladesh Ltd. and ExxonMobil have recently participated a two day long DSMP workshop held in ExxonMobil Singapore regional office. The Distributor Strategic Marketing Plan (DSMP) is a 3-Year Strategic Marketing Plan which defines market demand and value sectors and sets strategy to deliver growth.

The Major objectives of DSMP were to:

- Ensure alignment with ExxonMobil offer and direction
- Maximise Return On Investment

And from 2014 to 2016 it is going to be used as a tool for:

- Driving Annual Distributor Business Plans
- Making Investment decisions in People and Infrastructure
- Defining training needs
- Sets sales strategy, growth targets, and Initiatives
- Defining Marketing Investment and drive annual marketing calendar



From Left to right:

Mr. Mukul Hossain (Chief Engineer & Executive Director, MJLBL)
Mr. Victor Llanes (Industrial Business Development Advisor, ExxonMobil AP)
Mr. Kh. Md. Sanaul Haque (CEO, MJLBL)
Mr. Yasser Al-Azzawi (Cluster Manager - Fully Distributor Served Markets, ExxonMobil AP)
Mr. Marc Foong (Distributor Business Consultant - Sub Con and Myanmar, AP)
Mr. Shehabun Saaqeb (Manager- Business Analysis & Planning, MJLBL)
Mr. Rasheduzzaman (Manager- Industrial Lubricants, MJLBL)
Ms. Felicia Seck (Field Marketing Advisor – Fully Distributor Served & Alliance Markets, ExxonMobil AP)
Mr. Ariful Karim (Manager-Automotive Lubes, MJLBL)

Announcing the Completion of THE LARGEST TANK TERMINAL IN BANGLADESH

Omera Fuels Limited (OFL), a subsidiary of East Coast Group (ECG) and sister concern of MJL Bangladesh Ltd. (MJLBL), is proudly announcing the completion of its state of the art tank terminal at Guptakhal, East Patenga, Chittagong. Spread over an area of 6.175 acre of land, having a storage capacity of 70,000 MT, is able to make turnover 4 times of its capacity. OFL has invested an approximate amount of BDT 1 (one) billion to establish this fully automated tank terminal, first of its kind in Bangladesh.

This fully automated, first of its kind facility will accommodate the import and inventory management of Independent Power Projects (IPP) running on Heavy Fuel Oil (HFO). Built following international Safety, Health and Environment (SHE) standards and will be operated with best operating and ethical practices.

We remained a true partner to national economic growth and social progress under dynamic corporate governance.



MJLBL Customer Services-Striving for Service Excellence

Nusrat Sharmin, Senior Executive-Customer Services



Customer Service (Dhaka) team: (Left to right) Mr. Tajul Islam, Mr. Md. Monirul Islam, Mr. Anisur Rahman, Ms. Mahmuda Akther & Ms. Nusrat Sharmin

customers. Since CS has a good idea about customer demand and purchase behavior they can project the product requirement of upcoming days, so, we convey the information to concern departments for necessary production and importation of product to meet the customer demand.

As we know, a better service and a better customer experience can contribute to greater customer loyalty that reflects everything not just the product, services or its brand but its attitude, values and key differentiations. We the team of Customer Service is always with our valued customers with all kind of service related solutions which ensures customer satisfaction and earn loyal customers for the company.

It costs five times as much to win a new customer than to keep a current one. At MJLBL we the team Customer Service provides a unique customer experience by proactively anticipating our customers' needs and expectations and exceeding them, every time.

The work of Customer Service starts after receiving purchase order from customers and ends finally when the product is delivered at customer premises. We organize sufficient product stock at our all ware houses and at the same time also make sure that the stock of the product does not pile up. Customer Service plans the route of delivery in a way so that customer can get the product in the shortest possible time and at the same time cost effectiveness of the company can be achieved. Depending on customer demand we also ensure product availability at our five warehouses Dhaka, Chittagong, Bogra, Kathgor and Jessore respectively to meet customer demand and supply. We, from our four Customer Service stations of Dhaka, Chittagong, Bogra and Jessore are always ready to entertain all the customer's query, listen customer complaints and try to come up with solutions to satisfy them. CS team also communicates customer expectations to our respective sales team, which helps them to maintain better relationship with their

Corporate Social Responsibility (CSR) at MJLBL

Farhana Afreen Mahmood, Company Secretary & Head of HR

MJLBL is committed to conduct a sustainable responsible business in a manner that is highly ethical and compatible with the balanced economic, social and environmental issues that aims to benefit people, communities and society at a large, in which it operates. MJLBL ensures high quality standard to maintain its corporate culture. Recently MJLBL took the opportunity to extend its support for the sustainable development of the society and welfare of less privileged citizen as a part of its social responsibility by contributing BDT 60,00,000 (Sixty Lac) only to “Centre for Woman and Child Health”, a non profit organization, situated at Asulia, Dhaka, dedicated to the welfare of women, children and men of underprivileged society. This contribution will be used to purchase hospital equipment such as color Doppler ultrasound machine amounting Tk 35,00,000.00 and fully automated blood culture system Tk. 25,00,000.00 that will help in essential service improvement of the hospital equipment. Prof M Q-K Talukder, a renowned paediatrician is the Chairman of this institution.

MJLBL also takes pride to patronize “Nazrul Academy” to promote Bengali Culture and Heritage by providing Desktop computer, Laptop and LED TV worth of BDT. 200,000.00 recently. This is to mention, Nazrul academy emphasized on the research work of the life of our National Poet Kazi Nazrul Islam and his overall contributions, achievements in the field of literature and music, collecting his writings preserving and publication of his writings and its circulation and highlighting his image home and abroad properly. This organization is formed with renowned artists of the country and students of this organization are learning music, dance and recitation of poems keeping Nazrul’s heritage at origin from a very competent set of teachers. The contribution will help them into their research work and motivate them to maintain a good cultural environment. Renowned poet, researcher, folklorist and essayist Dr. Ashraf Siddiqui is the Chairman of this organization.



Mr. Abdul-Muyeed Chowdhury and Mr. Tanjil Chowdhury, Director of MJLBL along with high officials of MJLBL and representatives of Centre for Woman and Child Health at the event



High officials of MJLBL along with the representatives of Nazrul Academy at the event

5 Pillars of LOBP with a Great Wall !!

Iffat Binte Iftikar, Executive-Administration (LOBP)

What are “Pillars” and “Walls” made of...Bricks, Cement, Sand, Rod etc, etc. What is the importance of these Pillar and Walls? They hold the whole building together giving it a strong foundation. WAIT!!! I am sure by now you all are thinking that I am writing about the building or warehouse structure of LOBP.

But NO!! By the “5 Pillars” I meant about our five Managers of LOBP. Mr. Md. Akramul Hoque, Lab Manager he is the person who does not Rest in Peace until a problem of Laboratory is solved completely and assures the best quality. Mr. Abu Zafar Md. Aurangazeb ,Manager of E&M [Engineering & Maintenance], the person with huge technical experience by providing strong support to operates and maintains LOBP without any interruption as well as he is a technical asset for our LOBP. Mr. Jyotirmay Sarker the person who trust his team and gives them enough space to grow individually as well as manage his team to fulfill the market demand of product, that’s why he is a manager of B&F[Blending & Filling]. Mr. Md. Jahangir Alam Manager of Warehouse, is a person with strong determined and hardworking for whom there is no day and night for giving the delivery and

receiving of product .Mr. Ahsan Ullah who is the manager of Administration as well as SHE, he is the great leader with strong integrity for whom we can say that “LOBP is an unique example of good safety performance & Hosekeeping”.And these Five Mangers who like a strong Pillars has hold together our LOBP.

And here the Great Wall is our AGM. Normally by AGM we think of person who strict, conservative, and sometimes rude. But we are lucky to have Mr. Salahuddin Ahmed as our AGM and Plant Manager of LOBP. As a true leader he is always there to listen and motivate us to maximize our enthusiasm. With his friendly and understanding nature, he knows how to shed off the extra pressure of work by giving us homely environment to work in. And he is the strong foundation of being Great Wall of LOBP.

So all I want to say is that, with the effort and dedication of these “5 Pillars and Our Great Wall”, LOBP is so successful through out the year and also working as a FAMILY.



ExxonMobil Performance Recognition Award-2013, Singapore

"Performance Recognition Award-2013", was held in Singapore during 20-22 September, 2013. Winners across the FDS market were selected for the award based on their sales performance during 1Q-3Q 2013. Participants from 28 affiliated countries took place in the event which was organized by ExxonMobil, Singapore. Mr. Hayatuzzaman Khan- Executive, S&M from MJL Bangladesh Ltd. was nominated to attend the ceremony in Singapore and he was awarded for his best sales performance.



Mr. Hayatuzzaman Khan- Executive, S & M is receiving the recognition crest from EM personnel

Personal Achievement

Engr. Ashrafal Alam, Assistant Manager-Industril Lubes-S&M, took part in the Guardian Football Tournament of his son's school "International Turkish Hope" from October 18 to 19 2013.

He was selected as the best player of the tournament and received the Championship Trophy on behalf of his simulated Real Madrid Team as a Captain.



New Family Members



Baby Name: Muhammad Fardeen Bin Shahriar
Date Of birth: 21st July, 2013
Son of Mr. Shahriar Shahadat bulbul
Assistant Manager
Sales and Marketing

Blessing to the newly weds



Our Production & Procurement Planner Mr. Sharfuddin Ahmad Mahi got married on June 27, 2013. His brides name is Rehana. We wish the newlyweds the best of life today and in the days to come.



Mr. Tofayel Ahamed, Assistant Manager-Internal Audit Control Team got married to Shahana Zerine on December 06, 2013. We wish the couple for their happy conjugal life ahead.

New Joiners (Jul-Dec 2013)



Mohammad Sayeedul Hossain
Senior Executive-Sales & Marketing
Joining: July 21, 2013



Hasib Murtaza
Senior Executive-Logistics
Joining: September 15, 2013



Imtiaz Rashid
Executive-IT
Joining: October 01, 2013



S.M. Eliash Hasan
Executive-Sales & Marketing
Joining: October 01, 2013



Md. Yousuf
Management Trainee-Sales & Marketing
Joining: October 01, 2013



Kazi Jahidul Islam
Senior Executive-Sales & Marketing
Joining: October 20, 2013



Mohammed Ishfaq Elias
Assistant Chemist
Joining: December 15, 2013