



Half Yearly Newsletter of MJL Bangladesh Ltd.

Joint Venture in  
**Myanmar**

MJLBL Laboratory  
Assures the  
**Quality**





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We are at full throttle with various activities and promising ventures as I welcome you all to the 3rd edition of PitStop. In this issue, we have tried to brief you with highlights of such achievements and new experiences.

As the cover story states, MJL Bangladesh Ltd. (MJLBL) has started penetrating the lube market of Myanmar with a grand product launching ceremony. Apart from that, briefs on our usual Sales and Marketing activities, such as, Service campaigns, Road shows etc during this half of the year, are there for your update. Articles on some key programs are also published in this issue which highlights the activities of MJLBL. As always, this issue also includes people news such as new employees, newly weds and much more.

From business point of view, I would like to inform you that MJLBL has done excellent both in terms of sales and revenue despite tough market condition. It could be achieved due to relentless effort of our MJLBL team, accommodating customers and positive views of our well-wishers. I thank all our stakeholders, customers, business partners, investors and employees for believing in us.

My heartfelt thanks to PitStop Editorial Team – who is sharing the news about MJLBL on regular basis through this newsletter. I hope you enjoy this issue and we look forward to the contribution of all our colleagues for the forthcoming editions.

Wishing you a great year ahead.

**Kh. Md. Sanaul Haque**  
CEO



**Naymun Nahar**  
Manager-Human Resources  
On behalf of Editorial Team

On behalf of Editorial Team, I would like to welcome you all to the 3rd issue of MJL Bangladesh Limited's in-house Newsletter "PitStop". In this issue we have covered a magnificent product Launching Ceremony as we know that MJLBL has started penetrating the lube market in Myanmar. Apart from that we have briefed various Sales & Marketing activities, Seminar, Workshop of MJLBL during the last six months of the year in this issue. Readers will also get mesmerized through some pieces of write up as we have published those articles from outside the cubicle. From this newsletter we are trying to make new avenues for experiencing MJL Bangladesh Ltd.

Our heartfelt thanks to all members of the Advisory Committee for their valuable suggestions, advice and above all their unparallel support especially from Mr. Tanjil Chowdhury, honorable Director of MJLBL during the entire period of strategizing this Newsletter. We would like to express our noteworthy appreciation to all writers of this Newsletter. It is their generous contributions of time and effort that made "PitStop" a success by incorporating valuable input from all of us to make meaningful.

We hope you will enjoy reading this issue and we welcome your feedback on any aspect of the newsletter.



# MJL Bangladesh Ltd. forms JV Company in Myanmar

*MJLBL has become the first local company in the industry to explore the Myanmar market by setting up a joint venture company to expand the business.*

The Myanmar parliament recently passed foreign investment law clearing the way for overseas companies to invest in Myanmar. Being a direct representative of ExxonMobil is a challenging path with hurdles of compliances. For marketing and distributing Mobil brand lubricants in Myanmar as a partner of ExxonMobil, MJLBL had to compete with companies of other national like Singapore, Thailand, Malaysia and Hongkong. Winning the bid MJLBL formed a joint venture with one of the leading trading company in Myanmar, Aung Kyun Thar Co. Ltd. (AKT), to distribute Mobil brand lubricants in Myanmar market. With an initial investment of USD 1 million, the JV company, MJL & AKT Petroleum Company Ltd., formally started marketing Mobil lubricants with a grand launching ceremony held on July 2, 2013 in Yangon. As per the agreement of incorporation MJLBL holds 51 percent share and AKT holds the rest of the JV company. MJLBL is the first company to get permission from the central bank of Bangladesh (Bangladesh Bank) to invest in Myanmar in the downstream petroleum business. The JV company will source the Mobil brand products from ExxonMobil and market & distribute in Myanmar market.

Combining the long heritage and expertise of MJLBL in lubricating business with the relentless knowledge of AKT on Myanmar market, the JV company is destined to be an unique example for foreign investment made by Bangladesh.



*Chairman of JV Company Mr. Azam J Chowdhury with the Ambassador of Bangladesh in Myanmar His Excellency Maj Gen Anup Kumar Chakma, ndc, psc (Retd.) at the event*



*Board Members of the newly formed JV company - MJL & AKT Petroleum Company Ltd. with ExxonMobil personnel*



*Mr. Yasser Al-Azzawi - GM of Asia Pacific Business Development & Distributor Market of ExxonMobil delivering presentation*



*Delegates from ExxonMobil & other participants*



*Models pose with Mobil Brand Lubricants at its launch at Yangon on July 22, 2013*

# Key Marketing Program during Jan-Jun 2013

Md. Mahub Alam, Manager-Field Marketing

## LCC (Lube Change Centre) / Workshop Mechanics Awareness Program - 2013

In Bangladesh, automotive vehicle (bus/truck/private car) owners highly depend on the mechanics/LCC owners for selecting lubricants to be used in the vehicles. Thus, the mechanics/LCC owners play vital role in selection process of the automotive products by the end users. LCC peoples' motivation is important to recommend a particular brand to the end-users. But unfortunately, in one hand, these mechanics/LCC owners have poor knowledge about appropriate lubricants for the vehicles and on the other hand, the vehicle owners, in general, always seek for low priced mono grade lubricants for their vehicles. Another point is that, the market is threatened by the product adulteration. Actually, almost all the fast-moving brand products like Mobil, BP, Shell, Castrol etc. are being adulterated.

So, to uplift demand for Mobil products through creating awareness, educating the LCC mechanics and the vehicle owners about application of genuine and appropriate lubricants for vehicles, ways of identifying genuine Mobil products through the mechanism of security seals, we have conducted awareness campaigns targeting LCC mechanics and end-users. In January-June 2013,

we have conducted 6 awareness campaigns in Dhaka, Sylhet, Jessore and Faridpur territories where around 250 workshops have participated.



Mr. Shakhawat Hossain, Executive-S&M & Mr. Mohammed Imrul Hasan, Executive-S&M at Workshop in Dhaka

## Isuzu Commercial Vehicle Free Service Campaign

In January 2013, in association with Uttara Motors Ltd., the distributor of Isuzu commercial vehicles in Bangladesh - we, MJL Bangladesh Limited (MJLBL) have conducted a week-long service campaigns under the supervision of expert engineers from Japan. In the campaign, around 200 commercial vehicles got free servicing. The campaign helped to establish and uplift brand image, to make end-users understand that MJL Bangladesh Limited is always ahead of the competitors to safeguard end-users' interests.



Mr. Md. Kawsar Rahman, Sr. Executive-S&M & Mr. Mohammad Arman Mia, Executive-S&M at the campaign



Isuzu Covered Vans waiting for free servicing at the campaign

## Mitsubishi Free Service Campaign

In January 2013, in association with Rangs Motors Ltd., the distributor of Mitsubishi in Bangladesh - we, MJL Bangladesh Limited (MJLBL) have conducted a week-long service campaigns at Rangs workshop, Dhaka. The campaign helped us to enhance confidence and motivation of mechanics with adequate product knowledge to push Mobil 1 product to end-users.



(Left to Right) Mr. Mohammad Arman Mia, Executive-S&M  
Mr. Mohammad Jaman Sr. Executive-S&M, &  
Mr. Md. Kawsar Rahman, Sr. Executive-S&M at campaign

## Suzuki 4-Wheeler Free Service Clinic Program at Uttara Motors Limited

In February 2013, in association with Uttara Motors Ltd., the distributor of Suzuki 4-wheeler in Bangladesh, we, MJL Bangladesh Limited (MJLBL) have conducted week-long service clinics under the supervision of expert engineers where around 300 vehicles got free service. The campaign helped to Establish and uplift brand image, to make LCC mechanics understand that MJL Bangladesh Limited is always ahead of the competitors to safeguard the interests of LCC mechanics and end-users.



Snap shots of the Program



## Bajaj 2-Wheeler Free Service Clinic in association with Uttara Motors Limited at Jessore

In February 2013, in association with Uttara Motors Ltd., the distributor of Bajaj motorcycles in Bangladesh, we, MJL Bangladesh Limited (MJLBL) have conducted service clinics under the supervision of expert engineers where around 450 motorcycles got free service. The campaign helped to enhance confidence and motivation of mechanics with adequate product knowledge to push Mobil product to motor cycle owners.



Snap shots of the Program

## “Bengali New Year Service Campaign 1420” at ECM Auto Centre Ltd. Tejgaon, Dhaka

On the occasion of Bengali New Year-1420, MJL Bangladesh Limited has conducted a service campaign during 1st – 10th April, 2013 in association with ECM Auto Centre Ltd. In this campaign, around 1600 vehicles got free service. The campaign helped to Establish and uplift brand image, to make LCC mechanics understand that MJL Bangladesh Limited is always ahead of the competitors t safeguard the interests of LCC mechanics and end-users.



Snap shots of the Program

## Road Show/Customer Clinic/Technical Seminar:

For enhancing Mobil brand/product knowledge among wholesalers, retailers, mechanics and end-users, build-up awareness among the participants regarding disadvantage of using adulterated lubricants, build-up awareness among the participants regarding advantage of using genuine Mobil products and way of selecting genuine Mobil products through mechanism of security seal in can-products, we conduct Road Show/Customer Clinic/Technical Seminar programs.

During January –June 2013, we have conducted 30 Road Shows, Customer Clinics and Technical Seminar across Bangladesh where around 3000 wholesalers, retailers, workshop owners and mechanics have attended.



Mr. A. B. M. Mostakur Rahman, at the Workshop

Mr. Md. Hayatuzzaman Khan, Executive S&M at a Customer Clinic

## Lube Clinic: Service that build the credibility

Sk. Ashiqur Rahman, Assistant Manager-Industrial Lubes

MJL Bangladesh Limited is always give priority on customer support and services. Lube Clinic is one kind of our technical services where we select some of our valued or potential customer and conduct this program to their factory premises. The objectives of the Lube Clinic are—

- To discuss the lubricants basic function and its long term benefit by using flagship and premium Mobil brand products.
- To select the recommended Mobil products as per Manufacturers' Recommendations and specifications to all the machinery in the industry.

- To discuss the importance of used oil analysis for managing better operation and maintenance of the equipment.
- To understand the importance of proper guideline regarding the Mobil drum products handling and storage.
- To address and highlight the problems and suffering points on lube related matters.

Above all these unsurpassed technical supports and services to the customers clearly differentiate MJL Bangladesh Ltd. From competition and assist to make them “loyal” customers.



# 2013 Asia Pacific Distributor Conference

*Md. Mahub Alam, Manager-Field Marketing*

ExxonMobil's Asia Pacific Distributor Conference 2013 was held at the iconic Marina Bay Sands Hotel in Singapore during 7-10 May 2013. Distributors from all of Asia Pacific's markets and ExxonMobil's Global Leadership Team attended in this spectacular conference. The theme for this year's conference was "The Winning Advantage". The conference provided the unique opportunity to



discuss issues relevant to business, share best practices and interact with people to disseminate local knowledge and information to further define a successful distribution business. Three officials from MJL Bangladesh Limited, namely Mr. Sanaul Haque – CEO, Mr. M. Mukul Hossain – GM & Chief Engineer and Mr. Mahub Alam – Manager Field Marketing attended the conference.



*Ms. Nancy Carlson, AP Sales Director and other officials of ExxonMobil Asia Pacific Private Limited on the stage.*

# FDS Implementation Workshop 2013, Sri Lanka

*Md. Mahub Alam, Manager-Field Marketing*

In 2012, MJL Bangladesh Limited successfully hosted the event "Implementation Workshop for FDS Market 2012" conducted by ExxonMobil Asia Pacific Pvt. Limited. The event held during 26 - 29 March 2012 at Lake Shore Hotel, Gulshan, Dhaka where representatives from all the FDS market e.g. MJL Bangladesh Limited, MAL Pakistan Limited (Pakistan) and McLaren's Lubricants Ltd (Sri Lanka) attended. This year "Implementation Workshop for FDS Market 2013". Implementation Workshop 2013 held at Cinnamon Grand Hotel, Colombo, Sri Lanka during 19 - 21 February 2013. Representatives from Bangladesh, Pakistan and Sri Lanka attended. A team from MJLBL headed by CEO, Kh. Md. Sanaul Haque with GM & Chief Engineer, Mr. M Mukul Hossain, Mr. Md. Mahub Alam-Manager, S&M attended the Workshop. Implementation Workshop 2013 was divided into two categories: IW Workshop and Medium Fleet & Industrial Lubricants. Accordingly, participants were divided and assigned for relevant pre-work and other activities.



*Delegates from MJL Bangladesh Ltd. along with other participants at Implementation Workshop for FDS Market 2013*

# 15th Annual General Meeting of MJLBL

*Farhana Afreen Mahmood, Head of Human Resources & Company Secretary*

The 15th Annual General Meeting of MJL Bangladesh Limited held at the "Hall of Fame" of Bangabandhu International Conference Center on June 15, 2013. The meeting was presided over by the Chairman of the company Mr. Md. Moazzammel Haque Khan. Managing Director, Mr. Azam J. Chowdhury and Board of Directors Mr. Abdul-Muyeed Chowdhury, Mr Md. Aminur Rahman, Mr. Alim Uddin Ahmed, Mr. Tanjil Chowdhury and Independent Director Prof. Dr. Tamim were present in the meeting. Among others, CEO of the company Mr. Sanaul Haque, CFO Mr. Mohammad Tipu Sultan FCA, General Manager & Chief Engineer Mr. M. Mukul Hossain, Head of Human Resources and Company Secretary Ms. Farhana A. Mahmood, Management team and a total of 1,414 shareholders attended the meeting. The meeting started with recitation from the Holy Quran by Mr. Shahed Hossain, Manager VAT & Tax of MJLBL and he conducted the prayer. During the year 2012, the company earned gross sales revenue of BDT 7,907 million and net income of BDT 651 million. 25% cash dividend was approved by the shareholders in the AGM. Chairman made his opening address giving a brief outline about company's activities, performance for the year under review and about progress of implementation of the projects undertaken by the company in the AGM. Later the Managing Director addressed the shareholders of the company and he also responded to most of the issues raised by the shareholders up to their satisfaction level. The Chairman, the Managing Director and the Board of Directors expressed their gratitude towards the shareholders and all regulatory bodies for their continuous support and co operation. A huge preparation was taken by the management beforehand and the employees of MJLBL also worked hard to organize the program smoothly.



# MJLBL Laboratory Assures the Quality

*Engr. Md. Akramul Hoque, Manager-Lab*

Over the last one decade MJLBL has been serving the nation by blending world class ExxonMobil branded lubricating oil for the country's automotive, industrial and marine sectors that meet or exceed equipment specifications and consumer needs. To achieve such global standard, MJLBL had set up a world class laboratory in its Lube Oil Blending Plant, Chittagong in 2003. This laboratory is fully operated as per ExxonMobil standard guidelines- Quality Practices & Guidelines, Product Integrity Management System as well as ISO 9001:2008.

The primary scope of the MJLBL Laboratory is to provide quality control testing different grade of lube oils that blended in the Lube Oil Blending Plant, MJLBL.

Appropriate testing equipment is important to the success of analytical activities conducted in the laboratory. MJLBL laboratory uses highly sophisticated and branded testing instruments from world class instrument suppliers such as Koehler, Perkinelmer, Agilent, Metrohm, Anton Paar, Cannon etc which are capable to provide accurate & precise eventually reliable test results within required detection limit to comply the respective test methods.

MJLBL Laboratory has established quality control system. Basically quality control is a failure detection system that uses a testing technique to identify

errors or flaws in products and tests the end products at specified intervals. Using Five Quality Control Tools (Calibration Program, Maintenance Program, Statistical Quality Control Program, Test Method Assessment Program & Proficiency Testing Program) MJLBL laboratory test the products whether they are within required specification. The Laboratory also participates in the ASTM Inter Laboratory Cross Checking Testing Programme which ensures not only the accuracy of the equipment but also the competency level of the chemists for conducting different tests of lube oils.

Testing the quality of the finished lubricating oil is not the end rather the laboratory is also well equipped to provide trouble shooting test services of machine lubricants. Laboratory personnel are ICML Certified Level II MLA on Used Oil Analysis.

MJLBL laboratory has proved its performance in global standard by outstanding audit scoring in several external and internal assessments. The laboratory shall continually improve the effectiveness of the quality management system and quality assurance system through the use of the quality policy, quality objectives, audit results, analysis of data, corrective and preventive actions, key performance indicators, and management review. So customers can rely on our high quality product for their engines.

## Golf Tournaments Jan-Jun 2013

*Fatema Jahra, Assistant Manager - Brand*



*Participants at American Cup Golf Tournament 2013*

Organizing Golf Tournaments all around the country is one of the many events that MJLBL under takes in its CSR program. From last few years, MJL Bangladesh Limited is organizing the Mobil Cup Golf Tournament in association with different Golf Clubs of the country and this has become a prestigious event and symbol of pride for the company. The main objective to organize the event is to:

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

We have sponsored golf tournament in Dhaka, Chittagong, and Jessore this year, MJLBL is associating itself in sponsoring the same with the new areas and ground and wish to continue the same in the days to come out of its corporate social responsibilities.

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

## MJLBL CSR Activities-Distribution of Blankets

*Md. Wahiduzzaman, Assistant Territory Manager - Sales & Marketing*

Geographically North Bengal area is the coldest place than the other districts in Bangladesh. Most of the people are involved in agriculture and they have not enough money to buy winter cloths. In the winter season they are very much affected by cold wind.

One of our wholesaler request us to give some blankets for the affected people as CSR (Corporate Social Responsibility) then we request Mr. Sanaul Haque - CEO about this matter. By the tremendous quick respond of our CEO we purchased near about (1000 pcs) winter cloths.

January 13, 2013 we started from Bogra to Rangpur at 6:30 AM with blankets and the program started 10:00 AM. When we reached the location we saw about two hundred of the aged (male & female) people are waiting for us. One by one we distributed the blankets & it's a memorable day of my life.

After closing the Rangpur program we went to Dinajpur and after that went to Thakurgaon. All the aged people blessed us and our company.

The last day we distributed blankets through Bogra Police. Bogra Police Super Mr. Mozzamal Haque, ASP and some high officials were present in the program. We distributed 250 blankets here. Police super appreciate our company and also give thanks to our Managing Director to take the initiative.

Every people appreciate our company for the contribution and they request us to continue our support for affected people every year.

Lastly we are grateful to our Managing Director, CEO, colleagues, MJLBL wholesalers, local respective persons & journalist for their continuous support.



# Expanding Computer Literacy

MJL Bangladesh Ltd. has always embraced technology. All our employees use computers to process his/her daily activities. Enhancing knowledge in computer has always been a key encouragement that employees perceive from the management. As a part of this campaign, recently, the company donated computers to two of its employees with a view to encourage computer literacy to the children of the employees. Previously, few used desktop computers have been donated to a remote school outside Dhaka.



## Achievement of My Daughter in 2013 "The Skater"

*Abdullah H. Aziz- Assistant Manager- Logistics*

My Daughter Warya Afnan Tivana started learning In-Line Roller Skating at the age of three and half. In April 08, 2012 she made her 1st appearance in 3rd Bangladesh National Roller Skating Competition organized by Bangladesh Roller Skating Federation and achieved two Bronze Medallion in two Items (200 & 500 meters) in her age group.

This year she took part in Inter Club Roller Skating Competition on May 10, 2013 organized by Uttara Friends Club where she took part in 300 meters competition and achieved top position in her age group.

And again, on June 29, 2013, she took part in the 4th Bangladesh National Roller Speed Skating Competition organized by Bangladesh Roller Skating Federation and obtained two Gold Medallion in 200 & 500 meters in her age group.

Without the help and guidance of her mother Mrs. Saika Afrooz and skate teacher Ms. Minan Ara, this achievement would not have been possible.



*Tivana at the event*



*Tivana with the achievements*

## New Family Members



Baby's Name: **Md. Abrar Karim**  
Son of Mr. Md. Ariful Karim  
Executive-Warehouse-LOBP  
Date of Birth: March 20, 2013



Baby's Name: **Md. Mutasim Lillah (Masum)**  
Son of Mr. Md. Shihab Uddin  
Maintenance Engineer-LOBP  
Date of Birth: May 01, 2013



Baby's Name: **Shayan Hoque**  
Son of Mr. Md. Azizul Hoque  
Senior Executive-F&P  
Date of Birth: 23rd March 2013

## Blessings to the Newly Weds



Our Assistant Manager-IL, S&M Mr. Sk. Ashiqur Rahman got married on March 1, 2013. His brides name is Tahnin Chowdhury Jubee. We wish the newly weds the best of life today and in the days to come.



Mr. Nirupam Mustafi, Senior Lubes Engineer of S&M Team got married to Meherun Nur on March 06, 2013. We wish the couple for their happy conjugal life ahead.

## New Joiners



**Mohammed Imrul Hasan**  
Executive-S&M  
Joining: January 01, 2013



**Mohammad Arman Mia**  
Executive-FM  
Joining: January 10, 2013



**Md. Kawsar Rahman**  
Senior Executive-S&M  
Joining: January 10, 2013



**Muhammad Minhaz Hossain**  
Senior Sales Engineer  
Joining: February 1, 2013



**Shuvra Das**  
Sales Engineer  
Joining: January 10, 2013



**Iftay Khairul Alam Chowdhury**  
Executive - F&P  
Joining: February 1, 2013



**Iffat Binte Iftikar**  
Officer-Admin, LOBP  
Joining: February 1, 2013



**S.M. Shahed Hossen**  
Manager-VAT & Tax  
Joining: March 1, 2013



**Md. Imranul Haque**  
Assistant Chemist  
Joining: April 1, 2013



**Major Md. Sayeed Iqbal (Retd.)**  
Manager - Admin  
Joining: July 1, 2013