



Half Yearly Newsletter of MJL Bangladesh Ltd.

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Stepping Back in Time

# Lube Oil Blending Plant

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## Advisory Committee

**Mr. Tanjil Chowdhury**  
Director

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

**Mr. M. Mukul Hossain**  
GM & Chief Engineer

**Mr. Mohammad Tipu Sultan**  
CFO

Happy New Year! I am wishing you all the best as we start another journey of challenge and changes in the year ahead. It is my pleasure to address you with some remarks as we are publishing the second issue for our half yearly newsletter "PITSTOP".

First of all I would like to thank the editorial team for their success with the inaugural issue and persistently working hard to bring out the second edition on time. Thanks to all of you involved in the whole process of making the subsequent issue to see light.

As a CEO of MJLBL, I am very excited about the result we have achieved during 2012. This was a year when the company has accelerated its major expansions; and has achieved a good milestone in both revenue and sales despite a very tough market environment. We are still continuing as the market leader and I hope we will in the years ahead. Despite increasing competition our team has continued to secure new business, persistently invading new sectors to retain steady growth. Thanks for your continuous focus on client satisfaction, achieving operational effectiveness and complying with the health, safety & environmental policies.

I am sincerely grateful to all our stakeholders, customers, business partners, investors, employees for keeping good faith in us. We are committed to reciprocating their trust and goodwill by delivering on our promise to delight our customers in every possible manner.

May I offer my best wishes to you, and to your families, for success, good health and happiness throughout 2013!

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

## The Editorial Team



Happy 2013!!! On behalf of Editorial Team, I would like to welcome you all to the New Year's issue of MJL Bangladesh Limited's in-house Newsletter "PitStop". We trust that everyone had an excellent year. With the help of Almighty and the assistance of everybody last year has proved to be another year of overall success and high-ceilinged achievements.

We believe that "PitStop" has truly lived up its intent of serving as a bridge with our customers. Feedback from you, our valuable patrons, always gives us the inspiration to serve you even better. We would like to render our heartfelt thanks to all members of the Advisory Committee for their valuable suggestions, advice and above all their unparalleled support 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. At the same time we would like to encourage all our readers to consider sharing their special insights with the MJLBL community.

We are certain that this year, we will forge ahead to fulfill our goals and aspirations. Here's looking forward to another successful and excellent year.

Wishing you a very happy and prosperous New Year!

**Naymun Nahar**  
Manager-HR



After the successful launch of the inaugural issue, here we are again with our 2nd issue of PitStop. We may recall the experience of the 1st issue; from conceptualizing the initial ideas to communicating with the publisher's creative team, from laying out the articles to the day

when the actual copy got printed out: a worthwhile hard work. And the pleasant process repeats here again. In this issue, we covered the highlighted topics that took place during the 2nd half of last year and an article on our pride- the Lube Oil Blending Plant. Thanks to our Managing Director, Advisory Director and the Advisory Committee for believing in us. With hopeful expectation that this issue will also be a memorabilia in MJLBL's history, wishing you all a very happy and productive year ahead.

**Shafquat Mahmud Fahmi**  
Manager-IT



# Visit of ExxonMobil's Regional Account Manager

Tania Rahman, Assistant Manager (Business Analyst)

Mr. Marc Foong, Regional Account Manager - Distributor Business of ExxonMobil Asia Pacific Pte. Limited visited Bangladesh during November 26-29, 2012. After being given the responsibility as a Distributor Business Consultant (DBC) in July 2012, this was his first visit in Bangladesh.

During his stay in Bangladesh, Mr. Foong conducted a workshop on Sales Pipeline Management with the Sales Team of MJLBL. He visited some of MJLBL's Wholesaler, Retailer, Power Plant customers and also flew to Chittagong to visit the state-of-the art Lube Oil Blending Plant of MJLBL.



Mr. Marc Foong along with Mr. Kh. Md. Sanaul Haque (CEO), Mr. Mukul Hossain (GM & Chief Engineer) and members of Sales Marketing team at Sales Pipeline Workshop.

## Inauguration of Exclusive Mobil 1 Sales Center

Md. Ariful Islam, Senior Executive – S&M

An exclusive Mobil 1 Sale Center has been inaugurated at Tejgaon, Dhaka on October 1, 2012. Key objectives of this initiative are to meet the customer's demand for Mobil 1 and to facilitate direct sale and delivery of Mobil 1 to individual customers. It is the first of its kind sales center in the country by MJL Bangladesh Limited. All the Mobil 1 family products such as, Engine Oil, Gear Oil, ATF are available to meet customers' demand.

This information has been communicated to the customers through news paper advertisements and through website ([www.mobilbd.com](http://www.mobilbd.com)).



Mobil 1 Sales Center at 241, Tejgaon Industrial Area, Dhaka-1208, Bangladesh



A customer is purchasing a Mobil 1 product from the Sales Center

# Key Marketing Program during Jul to Dec 2012

Md. Mahub Alam, Manager Field Marketing

## LCC (Lube Change Centre)/Workshop Mechanics Awareness Program -2012

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 for recommending a particular brand to the end-users. Unfortunately, these mechanics/LCC owners have poor knowledge about appropriate lubricants for the vehicles and the vehicle owners, in general, always seek for low priced mono grade lubricants for their vehicles. Furthermore, the market is threatened by product adulteration.

Therefore, 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.



LCC Mechanics receiving awards from the Managers of MJL Bangladesh Ltd.

From July to December 2012, we have conducted 10 awareness campaigns in Chittagong, Comilla, Dhaka South, Dhaka Centre, Dhaka North, Dhaka Metro, Jessore, Faridpur, Bogra and Rangpur Territories of the country where around 650 workshops have participated.



Mr. Shakhawat Hossain at a workshop in Dhaka



Mr. Ariful Alam Khan at a workshop in Comilla

## TAFE Tractor Free Service Campaign 2012

To encourage tractor owners for using Mobil products, we have conducted TAFE Tractor Free Service Campaign in association with The Metal (Pvt.) Ltd., the distributor of TAFE tractors in Bangladesh.

From July to December 2012, we have conducted 35 campaigns across Bangladesh where around 1000 tractor owners have participated.



Tractors waiting for Free Servicing at the campaign



Mechanics pouring Mobil Special into the tractor

## Road Show/Customer Clinic/Technical Seminar

During this half of the year, we have conducted 65 Road Shows, Customer Clinics and Technical Seminar across Bangladesh where around 6500 wholesalers, retailers, workshop owners and mechanics have attended.



Mr. Wahiduzzaman at a Roadshow program at Bogra



Mr. Hayatuzzaman Khan at a Roadshow program at Dhaka

## Bajaj Motorcycle Free Service Campaign 2012

With the view to establish and uplift brand image and to enhance confidence and motivation of mechanics with adequate product knowledge for recommending Mobil Super 4T product to motor cycle owners, we have conducted Bajaj Motor Cycle Free Service Campaign in association with Uttara Motors Ltd., the distributor of Bajaj motorcycles in Bangladesh.

During this second half of 2012, we have conducted 15 campaigns across Bangladesh where around 4500 motor cycle owners have participated.



Motorcycles waiting for Free Servicing at the campaign

## ELTT Agreement with Pran RFL Group

On 15 October 2012, we, MJL Bangladesh Limited (MJLBL) have signed an ELTT (Equipment Loan to Trade) agreement for five years with Pran RFL Group, one of the leading organizations in Bangladesh engaged in manufacturing and marketing of agro-based consumer goods. Through executing this agreement, MJLBL will supply the full requirements of lubricants (around 60,000 liters per annum) of Pran RFL Group.



Mr. Kh. Sanaul Haque, CEO, Mr. Mohammad Tipu Sultan, CFO, Mr. Mukul Hossain, GM & Chief Engineer of MJLBL and Ms. Uzma Chowdhury, CPA, Director of Pran RFL Group along with other officials at the signing ceremony.

## The Journey Continues... "Mobil Industrial Seminar 2012"

*Nirupam Mustafi, Senior Lube Engineer*

From the very beginning of Mobil Oil history, we are pursuing after quality and service. As a continuation of this effort, we have successfully organized an Industrial Seminar on Textile Industries Lubrication in September 2012. Presence of our eminent clients has made our event a complete and meaningful one. We brought them under one roof so that they can share their ideas with us and among themselves as well. We hope that this will boost up their confidence on Mobil brands in future.

Purpose of this seminar was to generate awareness about quality lubricants among our clients and to ensure the proper use. We have started our field survey from January of this year. As a result, we have come across with technical personnel and got to know their complements and complaints.

After more than six months of extensive effort on field study and lube survey we have produced a 'Lube Chart' for textile machinery. This will help the users to identify proper lube oil for the specific equipments quickly.

We believe knowledge and idea should be shared. If it is captivated in single mind, it is worthless. With this ideology, we are continuously trying to make

all our information available to our clients. I can say indecisively that we will always be far ahead from any of our competitors in lube business arena.



## Technical Seminar on Mobil SHC Products

*Md. Rasheduzzaman, Manager – Industrial Lubricants*

Industrial Lubricants Team of MJL Bangladesh Limited organized a Technical Seminar on Mobil SHC products on November 29, 2012 at Hotel Lakeshore in Dhaka, Bangladesh. Senior Engineers from most of the large Industries in Bangladesh were invited in this Seminar. The main objectives of this seminar were

- to enhance the effectiveness and efficiency of the lubricant management in the Industry by introducing Mobil Synthetic Lubricants.
- to reduce the power consumption and equipment downtime, lower maintenance costs and gain other benefits by using quality synthetic lubricants.



Mr. Marc Foong, Regional Account Manager- Distributor Business of ExxonMobil, Mr. Sanaul Haque, CEO and Mr. M. Mukul Hossain, Chief Engineer & General Manager of MJL Bangladesh Limited, along with all team members of Industrial Lubricants.

# Contract Signing Ceremony: Omera Petroleum Limited & Omera Cylinders Limited



Maj Gen Nizam Ahmed, psc (Retd.), Managing Director, Omera Cylinders Limited and Ayet Azer Aran, Chairman of Repkon Foreign Trade & Marketing Co Ltd of Turkey are exchanging the contract documents signed between Omera Cylinders Limited (OCL) and Repkon Foreign Trade & Marketing Co Ltd on behalf of their respective organizations for Engineering, Supply, Installation and Commissioning of Omera LPG Cylinder Manufacturing Plant.



Maj Gen Nizam Ahmed, psc (Retd.), Managing Director, Omera Petroleum Limited and Michel Cabioch, Director of Development & Projects, Parlym International SAS France are exchanging the contract documents signed between Omera Petroleum Limited (OPL) and Parlym International SAS on behalf of their respective organizations for Engineering, Procurement, Construction and Commissioning of Omera LPG Import Terminal & Bottling Plants Project on Turn-Key Basis.

## Beyond the Cubicle

### Mobil Cup Golf Tournament 2012-13

Fatema Jahra, Assistant Manager – Brand

Organizing Golf Tournaments all around the country is one of the many events that MJLBL undertakes every year. MJL Bangladesh Limited has been organizing the Mobil Cup Golf Tournaments in association with different Golf Clubs of the country and this has become a prestigious event and symbol of pride for the company.

This year, MJLBL organized Mobil Cup Golf Tournament at Kurmitola Golf Club, Dhaka Cantonment on 6th and 7th of December. Total 600 participants took part in this tournament. Chief of Air Staff of Bangladesh Air Force, Air Marshal Muhammad Enamul Bari, ndu, psc was the chief guest.

The prize giving ceremony took place at the pool site of the golf ground complex. The tournament was conducted flawlessly and ended successfully.



### Participation at Corporate T20 Cricket

Ashraful Alam, Assistant Manager – S&M

East Coast Group participated at the Walton Television 2nd T20 Corporate Cricket Tournament 2012 organized by the Udyachal Club which started on November 9, 2012. A total of thirty-two teams played in 8 groups in the tournament. Being a subsidiary company of the Group, MJLBL represented the East Coast Team with a total of six participants. Mr. Ashraful Alam, Assistant Manager –S&M had been selected as captain to lead the team. The team qualified for the second round. Mr. Tanjil Chowdhury, Managing Director of East Coast Group and Mr. Chowdhury Tanzim Karim (Head of Chamber, C.T. Karim & Partners) were also key players who contributed significantly for the success of the team. The World Bank (IFC), Chevron Centro Group, Marico Bangladesh Ltd, and Ericsson were among the few participating corporate teams.



# IT @ MJLBL: A-Team playing with computers

Shehabun Saaqeb, Assistant Manager – Business Systems

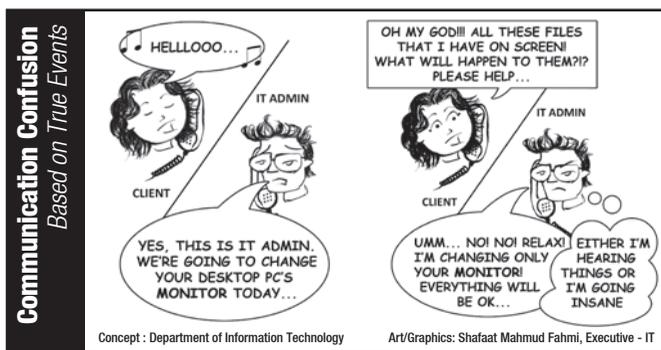
They say you should never mess with Information Technology (IT) guys as it could lead to your worst nightmare. And believe me they have the supremacy in a company full of people who know the least about IT jargon and are scared of the silliest glitches (just kidding). But my intention is not to scare people, being a part of MJLBL “International Terrorist” team (we are recurrently called by the others!). But so far I believe we have never tried to frighten anyone with our “terrorist” activities. Rather the small yet proficient crew is persistently adding value by supporting the mainstream business activities of MJLBL since its inception.

The team has many success stories worth mentioning. We facilitate top notch IT service by ensuring maximum uptime through all obtainable state-of-the-art technologies. We also successfully developed and deployed a customized enterprise wide solution for real time capturing of business data which eventually expedite the reporting process. In house development of all corporate websites, automated archiving systems are some of the achievements till date.

Together we grow. Keeping this in mind the six member team always strives to achieve excellence through mutual respect and team work. We have a diverse set of individuals ranging from decision makers to ones who can effectively execute those. The conventional view regarding IT departments always encircles around expenses than generating revenues. But at MJLBL we persistently follow up the matter by ensuring the best value of our money through procuring the best technology available in the market by securing the best deal available. Time and again we have always extended our best possible support to other departments as and when required. For us we always believe in safeguard of our company pride and that is the top priority for each member.



IT Team: (from left): Shafaat, Javed, Shafquat, Saaqeb, Amzad and Razaul



Communication Confusion  
Based on True Events

HELLLOO...  
IT ADMIN  
CLIENT  
YES, THIS IS IT ADMIN. WE'RE GOING TO CHANGE YOUR DESKTOP PC'S MONITOR TODAY...

OH MY GOD!!! ALL THESE FILES THAT I HAVE ON SCREEN! WHAT WILL HAPPEN TO THEM?! PLEASE HELP...  
IT ADMIN  
CLIENT  
UMM... NO! NO! RELAX! I'M CHANGING ONLY YOUR MONITOR! EVERYTHING WILL BE OK...  
EITHER I'M HEARING THINGS OR I'M GOING INSANE

Concept : Department of Information Technology

Art/Graphics: Shafaat Mahmud Fahmi, Executive - IT

## New Joiners



**Mr. Abu Sina Fazle Alahi Chowdhury**  
Executive, Sales & Marketing  
Date of Joining: July 15, 2012



**Mr. Tofayel Ahamed**  
Senior Executive-Internal Audit Control  
Date of Joining: September 01, 2012



**Mr. Mohammad Mizanur Rahman FCA**  
Finance Controller-Finance & Planning  
Date of Joining: September 01, 2012



**Mr. Md. Abdull Jabbar**  
Maintenance Engineer  
Date of Joining: November 01, 2012



**Mr. Md. Obaidul Islam Khan ACA**  
Head-Internal Audit Control  
Date of Joining: September 01, 2012



**Mr. Md. Mizanur Rahman**  
Executive-Share Department  
Date of Joining: November 01, 2012

## Outstanding result by Family Member



**Shakib Zaman** with his father Mr. Suruzzaman Liton (Senior Executive – HR/Admin.). Shakib achieved GPA 5.00 on Primary School Certificate (PSC) Examination.



## Blessings to the Newly Weds



Our Systems Administrator, Mr. Sheikh Md. Javed Hasan, got married on June 1, 2012. His bride's name is Tajrian Tanima. We wish the newly weds the best of life today and in the days to come.



Mr. Zamiur Rahman, our Assistant Treasury Controller of Finance and Planning Department got married to Rabeya Sultana Topy on May 11, 2012. We wish the couple for their happy conjugal life ahead.

## New Family Member



Baby's Name: **Zakia Sultana (Zainab)**  
Daughter of Mr. Md. Zakir Hossain  
Executive – F&P  
Date of Birth: November 02, 2012



Baby's Name: **Safwat Khan Ryen**  
Son of Mr. Md. Atiar Hossain,  
Executive-Logistics  
Date of Birth: October 31, 2012



Baby's Name: **Ahammed Riajus Salehin (Taohid)**  
Son of Mr. Salah Uddin Ahmed  
AGM & Plant Manager  
Date of Birth: September 1, 2012

# Stepping Back in Time: Lube Oil Blending Plant (LOBP)

Enrg. Salah Uddin Ahmed, AGM & Plant Manager

The Lube Oil Blending Plant (LOBP) of MJL Bangladesh Ltd. (formerly Mobil Jamuna Lubricants Ltd.) started as a Joint Venture initiative of global energy giant, ExxonMobil Asia Pacific Pte. Ltd., Jamuna Oil Company Ltd.- one of the three state-owned petroleum marketing companies of Bangladesh, and EC Securities Ltd.- a concern of East Coast Group, one of the renowned conglomerates in the country. The Joint Venture has been invested to produce high quality "Mobil" brand lubricants for all automotive, marine and industrial customers in Bangladesh. This land-based facility, first of its kind in the country, was constructed on 6.175 acre land strategically located at Patenga in the port city of Chittagong.

Ground Breaking Ceremony of LOBP was held on September 16, 2001. Chief Guest of the ceremony was Mr. M. Akmal Husain (former Secretary, Ministry of Power, Energy & Mineral Resources of Bangladesh). Mr. Azam J. Chowdhury, Dr. Tawfiq-e-Elahi Chowdhury, BB (former Chairman of the company & former Secretary to Planning Division, Ministry of Planning) and other distinguished personnel were present at the event. After two years of hard work and planned supervision, the plant was successfully commissioned on May 8, 2003.



Dr. Tawfiq-e-Elahi Chowdhury and Mr. Azam J. Chowdhury at the Ground Breaking Ceremony on September 16, 2001.

## Operations and Development

Since its inauguration LOBP is growing under the shadow of ExxonMobil (EM). LOBP follows EM guideline in every aspect, starting from receiving the raw materials up to the deliver of final products. A group of well-trained and competent executives are in charge of running this plant. Producing on-spec product at first attempt is a key indicator of LOBP performance, known as First Time Blending Rate (FTBR). In 2011, FTBR of LOBP was 99.42%, against the set target 98.5%. FTBR for LOBP is improving every year. This is possible because LOBP develops control mechanisms to minimize its errors. These are known as Failure Mode Effective Analysis (FMEA) facilitating to minimize errors during production. 5 QC tools to minimize the errors during testing and preventive maintenance schedule to minimize the break down time of the equipment are also put in place. Beside these control measures, all activities of LOBP are audited both by internal and external parties few times in a year. LOBP scored 3.6 out of 4 in QIMS and 3.4 out of 4 in QP & G audit during last global audit 2010 carried out by ExxonMobil.

LOBP is operating at an environment friendly manner. LOBP maintains an area of around 5000 meter square of plantation and greenery. It has an API oil water separator located adjacent of the bund wall to separate oil from water before discharging to Karnafuly river.



Greenery at LOBP

Continuous improvement is another encouraging factor for LOBP. It is the responsibility of each departmental Head to conduct brainstorm sessions with his team and bring some improvement in their respective process every year. These improvements are recorded and evaluated at the end of each year. Management of MJLBL is also very keen to facilitate the resources when these improvements are deemed necessary. Introduction of new filling line for 1 liter can, automatic labeling machine, two new warehouses, 3 new tanks for storing base oils, few lab equipment like ICP, automatic pour point equipment etc., and introduction of security seal were among the main addition to LOBP.

Management has given the opportunity to LOBP managers to practice entrepreneurial ownership in their respective working areas and that is why it is possible to run the LOBP successfully throughout the year.



Warehouse at LOBP

## Grease, VI improver & Transformer Oil Processing Plants

As a part of ongoing business expansion initiatives, MJL Bangladesh Limited constructed Grease, VI improver & Transformer Oil processing Plants, located within the same premises of Lube Oil Blending Plant. All three plants were commissioned in November 11, 2010.

The cutting edge manufacturing technology has been used to produce the finest quality Lithium base grease. Capacity of grease plant is 850 MT/ year with potential to increase production capacity up to three times. It is a fully automated plant using the grease kettle procured from Paterson Industries, Canada an undisputed leader in manufacturing grease Kettle. The automated filling lines will be capable for fulfilling demand in various convenient packages ranging from 0.5 kg to 180 kg. Both the operation and lab personnel are well trained from overseas. The quality of the greases is tested using the latest instruments procured from Koehler, USA.

Viscosity Index (VI) Improver is an Olefin Copolymer additive used for multigrade automotive engines oils. It imparts excellent shear stability and low temperature properties to passenger car motor oils and heavy-duty engine oils.

Viscosity Index (VI) Improver plant is the first of its kind in Bangladesh. Capacity of this plant is 800 MT/year. The VI Kettle mounted Silverson Duplex Disintegrator Dissolver coupled to a high shear Silverson inline mixer is capable of producing high quality VI improver.

2000 MT/Year capacity Transformer Oil Processing Plant was another new installation added to LOBP in 2010. MJLBL is now the key supplier of Transformer Oil in Bangladesh. During processing, base oil of transformer oil passes through high vacuum degasifier, which subsequently improves the value of Di-electric Strength above 60Kv. It's PLC controlled filling m/c is equipped with Nitrogen (N<sub>2</sub>) blanketing system that enables the filled drum to keep free from gaining moisture while in storage for future use.

## MJL Bangladesh Ltd.

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