



PITSTOP
Half Yearly Newsletter of MJL Bangladesh Ltd.

**INAUGURAL
ISSUE**

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Special Thanks

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Message from the Managing Director



Azam J. Chowdhury
Managing Director

"PitStop" is a half-yearly newsletter, aimed at keeping our stakeholders informed about the progress of key projects, upcoming activities and highlights of past events. It is also a great way to stay tuned with the MJLBL family.

With PitStop we want to take you off the track, provide you with insights into the world of MJLBL with qualitative and human stories, which can not be found in the complex numbers and ratios in our Annual Report.

In this first issue, you will find that, we have won the prestigious Circle of Excellence Award from ExxonMobil again, learn why and how we are stepping into the LPG sector of Bangladesh, go back in time to see the history behind Mobil House, and much more.

I would like to thank all our contributors for sharing their words with our readers and for their efforts to ensure that all information contained in PitStop was correct at the eve of publishing.

Special thanks must go to the Newsletter Committee and Spellbound, our publisher, for their efforts in developing and completing the layout and design of PitStop.

Finally, to our readers, I hope you will enjoy reading "PitStop" as much as we enjoyed writing, designing and producing it.

Stay Safe and Be Well.

Message from the Chief Executive Officer



Kh. Md. Sanaul Haque
Chief Executive Officer

It is indeed a great pleasure to issue this brief message for the inaugural edition of this Newsletter "PitStop" of MJL Bangladesh Limited (MJLBL).

Over the years, we have worked hard to earn the confidence, trust and loyalty of our customers. Through dedicated management and employees, quality products, sincere customer service, and our lubrication knowledge and expertise, this company has grown to become a world-class manufacturer and marketer of advanced technology, specialty lubricants, additives and greases. The robust strategy which MJLBL Team had prepared has been very well executed.

Please accept my congratulations and thanks to each and every individual in the Company for making this great achievement happen. I have full faith in the MJLBL team and strongly believe that, there are no targets that we cannot achieve together. From MJLBL's perspective, we are committed to maintain this confidence by continuing to operate safely, responsibly, and in a manner that promotes the long-term economic, environmental, and social health of our communities. We will continue to build further momentum to accelerate growth. Sharp focus on execution will be the key to meet the upcoming challenges.

While congratulating the Editorial Team for their great effort in publishing the first issue, I am very confident that the newsletter will address some of the important matters faced by all of us in the work we are doing and, in some small way, strengthens us along the way. This newsletter will be of great help to disseminate information on various activities taking place in the Company.

Wishing you a fabulous year ahead!!!

Message from the Editorial Team



Naymun Nahar
Manager-HR

On behalf of the Editorial Team

On behalf of Editorial Team, I would like to welcome you all to the inaugural issue of MJL Bangladesh Limited's in-house Newsletter "PitStop". From this newsletter, we are trying to make new avenues for 'experiencing' MJL Bangladesh Ltd. The motive of this issue is to give the readers subjective/informative article on a relevant topic, ideas, events, new product, procurement of the company etc. Above all, the latest product reviews as well as carry news about upcoming projects of our company which would help the readers to keep the pace with the updates. Corporate publication of this newsletter that communicates stories about the various activities of the diverse business and functions to promote awareness among the MJLBL family members also it's been fun too.

I 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 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 contributors 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 it meaningful. At the same time, we like to encourage all our readers to cordially share their special insights with the MJLBL community.

Enjoy reading and we appreciate your feedback and would like to hear what you think about this newsletter thus far.





WON AGAIN!

ExxonMobil's Prestigious Award "Circle of Excellence -2011"

Md. Mahbub Alam, Manager- Field Marketing

For the second time, M.J.L. Bangladesh Limited has won the prestigious award of "Circle of Excellence -2011" from ExxonMobil.

Earlier in 2009 the company earned "Circle of Excellence -2009" as one of the top performing lubricant marketing wings of ExxonMobil in Asia Pacific region.

The selection process of "Circle of Excellence -2011" based on broad range of objectives and performance criteria, such as, alignment with the marketing strategies and operating principles of ExxonMobil, execution of best practices in local market development, professional competency, quality compliance, product integrity, product availability and timely distribution, technical and after sales services and effective sales management with consistent business growth.

ExxonMobil Officials in Dhaka

Fatema Jahra, Assistant Manager - Brand

Ms. Nancy Beth Carlson, Vice President, EXTAP of ExxonMobil Asia Pacific Pte. Ltd., Singapore and her team paid a 3 day visit to Bangladesh in January 2012. She was accompanied by Mr. Eric Carmichael, Marketing Director for AP, Mr. Shabab Saeed, Technical Manager, Mr. Osman Durrani GM for Distributor Markets and Mr. Mohammed Rashed DSM for Bangladesh. They visited MJLBL Head Office, the East Coast Head Quarters and the lubricant market. The EM team held in-depth discussions with MJLBL management and encouraged them to keep up the high standards for which MJLBL is known in Asia Pacific region.

Highlighting the visit, a formal dinner was arranged at Hotel Radisson on January 25, 2012. Distinguished dignitaries, Ambassadors, Chamber Presidents and Secretaries of the Government were present at the dinner. The EM team also enjoyed a lunch session with the MJLBL officials at Hotel Lakeshore on January 26, 2012.

The team visited a part of the local lubricant market to get a clear image of the market, its size and its nature in Bangladesh. They also talked to few owners of Mobil 1 retail shops for a better understanding of the market.

The team left the country on January 27, 2012. They expressed their satisfaction observing the overall standard and functional capability of MJL Bangladesh Limited.



Ms. Nancy Beth Carlson Mr. Eric Carmichael Mr. Shabab Saeed



(L to R) Md. Ariful Islam, Sr. Executive, Md. Mahbub Alam, Manager- Field Marketing, Mr. Moniruzzaman Harun, Proprietor of Ideal Auto One and Mr. Kapil Mittal of ExxonMobil.

Automotive Marketing Advisor of ExxonMobil Visits Bangladesh Market

Md. Ariful Islam, Senior Executive - S&M

Mr. Kapil Mittal, Automotive Marketing Advisor (Asia Pacific) of ExxonMobil visited Bangladesh from April 2 to 6, 2012. This is for the first time that a member of SGA (Strategic Global Account) of ExxonMobil, exclusively responsible for the flagship brand 'Mobil 1', visiting Bangladesh. Surveying the market, Mr. Mittal had a constructive and in-depth discussion with the automotive team of MJLBL. He made some pertinent and valuable recommendations regarding marketing strategies and sales growth of Mobil 1 in Bangladesh.



Marketing Implementation Workshop - FDS Market

Tania Rahman, Assistant Manager (Business Analyst)

ExxonMobil has recently hosted a workshop program from March 26 to 29, 2012 at Hotel Lakeshore in Dhaka, Bangladesh. This was for the first time ExxonMobil has conducted such Marketing workshop in any AP (Asia Pacific) distributor country. Along with the Sales & Marketing team of MJL Bangladesh Ltd., participants from MAL Pakistan Ltd., and McLaren's Lubricants Ltd. (Sri Lanka) took part in the workshop. The workshop had been lead by Mr. George Thomas McKenzie Henry (Field Marketing Team Lead – FDS Markets), Ms. Felicia Seck Yen Yin (Field Marketing Coordinator), Mr. Foo Hee Loong (Industrial Lubricants Manager), and Mr. Mohamad Rashed (Regional Account Manager-Distributor Markets).

The workshop was a great opportunity for all to share views with other ExxonMobil distributors and principals. In the workshop participants discussed the issues related to implementation of ExxonMobil marketing strategies and reporting system with the FDS Marketing Head and Regional Account Manager. CEOs of all the three companies also attended the program.

The four daylong workshop ended with a Gala Dinner, arranged at Westin Hotel, Dhaka. Mr. Azam J. Chowdhury, Managing Director of MJL Bangladesh Limited attended the ceremony. In his speech, he expressed his appreciation to ExxonMobil for having confidence on MJLBL and selecting Dhaka as the workshop's venue. He also added that the workshop improved the friendship among the delegates across the countries.



Mr. George Thomas McKenzie Henry Ms. Felicia Seck Yen Yin Mr. Foo Hee Loong Mr. Mohamad Rashed

Mobil 1 TVC on TV Channels of Bangladesh
 Fatema Jahra, Assistant Manager - Brand



Recently, with the consent of ExxonMobil, TVC of Mobil 1 titled 'Many Drivers, One Oil' has been started telecasting. Created and produced by McCann Ericsson (renowned global advertising agency network), it is being aired on the prominent electronic channels of Bangladesh. The advertisement shows the tenacity of Mobil 1 in extreme cold, hot and dusty

conditions, many of which is prevalent in Bangladesh. This fantastic and information oriented advertisement will definitely have a lasting impact upon the mind of the engine oil users and non-users and in process potential users will shift their choices to Mobil 1.

Mobil 1 Information Center at Tejgaon, Dhaka
 Md. Ariful Islam, Senior Executive - S&M



Mobil 1 Information Center has been inaugurated at Tejgaon, Dhaka on November 20, 2011. This exclusive information center is part of the campaign by MJLBL to promote Mobil 1: the flagship product of ExxonMobil. Situated in an exclusive setting, the information center boasts a group of dedicated and knowledgeable personnel who can provide information regarding benefits of using this world's no.1 Synthetic Lubricant from ExxonMobil.



Marketing Activities Conducted by Sales & Marketing Team

Md. Mahbub Alam, Manager- Field Marketing

Road Show / Customer Clinic / Technical Seminar / Service Campaign / LCC (Workshop) Mechanics Awareness Program are regular programs conducted by MJLBL Sales & Marketing Team,

- To enhance Mobil brand and its product knowledge among wholesalers, retailers, mechanics and end-users,
- To create awareness on the disadvantages of using adulterated lubricants, to highlight advantages of using genuine Mobil products and the ways to ensure usage of genuine Mobil products and much more.

The gallery highlights few events of Road Show, LCC (Workshop) Mechanics Awareness Programs, and Customer Clinic.



Md. Ariful Islam, Senior Executive – S&M, at a Road Show in May 2012



Istiaque Ershad, Asstt. Territory Manager (Jessore) & Qudrat-E-Khuda, Asstt. Manager – S&M (Faridpur) during Road Show in February 2012



Mohammad Jaman, Senior Executive – Field Marketing, visiting workshop under Workshop Mechanic Awareness Program in May 2012



A.B.M. Mostakur Rahman (Asstt. Territory Manager – Dhaka Central) at Customer Clinic Program in March 2012

Participation at US Trade Show

MJLBL participated at the US Trade Show held at Ruposhi Bangla Hotel, Dhaka from February 16 to 18, 2012. In this event MJLBL received high brand exposure among participants and visitors.



In Action (L to R) Up: Md. Mahbubul Alam, Md. Rasheduzzaman, Niaz Mohammad Choudhury, Abu Sadat Khan, Shaikh Imam Aziz, Md. Ariful Karim, Saida Fateha & Fatema Jahra

Annual Award Giving Ceremony 2011

MJLBL Annual Award Giving Ceremony 2011 held at Lake Shore Hotel Dhaka on April 18, 2012. On this event, around 70 Wholesalers / Dealers were awarded based on their performance in the year 2011.



Mr. Kh. Md. Sanaul Haque, CEO of MJLBL along with other senior officials at the Annual Award Giving Ceremony 2011

Mobil SHC Seminar

Mobil SHC Seminar held at Lake Shore Hotel, Dhaka on the May 10, 2012, to create awareness among the customers regarding the advantages/ benefits of using Mobil Synthetic lubricants, its quality and services. The participants of this event showed a great deal of interest and positive attitude about Mobil Synthetics lubricants.



Mr. M Mukul Hossain, GM & Chief Engineer, presenting at the Seminar



Industrial Team: (L to R), Taslim Ahmed, Nirupom Mustafi, Ashrafal Alam, Fatema Jahra (Brand Dept.), Md. Rasheduzzaman, Ashiqur Rahman, Safat Rashif, Zahidul Islam



Looble

Industrial Lubricants Product Selector

It is the easy way to pick the right lubricant for Industrial application. Visit www.mobilbd.com (Product page) and click the Looble icon to get into the official Mobil Industrial Lubricants website for this online application.



Omera Petroleum Limited (OPL) newest member of LPG Sector in Bangladesh

Abdur Rahman- Project Manager

Omera Petroleum Limited (OPL), a safety, health & environment compliant organization and a sister concern of MJL Bangladesh Limited currently installing a state-of-the-art LPG terminal to import, store, bottle and distribute LPG through a strong marketing channel in the country. Omera LPG import terminal & bottling plants project will be done at company's own land in Mongla and Satellite filling stations in Dhaka, Chittagong and Bogra respectively. The company has also taken initiative to manufacture high quality LPG cylinders.

Why use LPG?

LPG is an exceptional energy source due to its origin, benefits, applications and its industry. As a clean, lower carbon, efficient and innovative energy, it offers benefits to consumers, industry and the environment. With an immediate and global availability, environmental benefits, its natural by-product origin, transportation flexibility and diverse application, LPG plays a pivotal role in the transition towards a more secure, sustainable and competitive energy model.

Demand for LPG in Bangladesh:

The present annual demand of LPG is about 0.335 million Tons in Bangladesh. However, the production capacity of LPG can meet only 31% of the total demand. Additionally the Government decided not to give any new Natural Gas connection to residential users. As a result the demand of LPG is increasing very rapidly as a substitute of natural gas.

Satellite Concept of LPG:

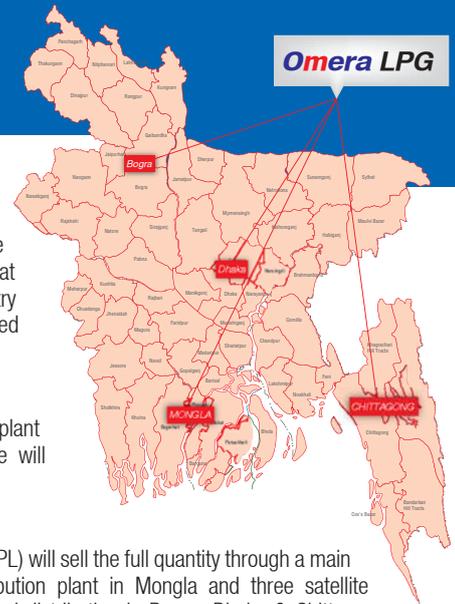
OPL has come up with a new concept to get close to customers through satellite terminals to be located at three locations of the country to cater the existing diversified LPG demand.

Annual Capacity:

The annual capacity of the plant will be 100 K.TON and we will start with 50 K.TON initially.

Marketing Plan:

Omera Petroleum Limited (OPL) will sell the full quantity through a main storage, bottling and distribution plant in Mongla and three satellite bottling plants for bottling and distribution in Bogra, Dhaka & Chittagong respectively.



Omera Queen

The Pride of MJLBL in the Ocean

Sk. Awan Hoque - Assistant General Manager - L&OF

In March 2011, MJLBL has taken delivery of Omera Queen, an Aframax class crude oil tanker to take active part in transportation of crude oil around the world. This made MJLBL to be the owner of the largest flagged vessel of Bangladesh. Omera Queen was built in 1997 with a DWT of 106,547 MT capacity. The vessel is now under Commercial Management of EC Bulk Carriers Limited, Dhaka, Bangladesh.

Golf: The passion of MJLBL

This year, Mobil Cup Golf Tournaments held in Dhaka and Chittagong.



The Managing Director of MJLBL inaugurated the Mobil Cup Golf Tournament held at Kurmitola Golf Club, Dhaka from January 5 to 6, 2012

Covered Van Handover to Jamuna Oil Company Ltd.



Chairman of MJLBL, Mr. Mohammad Mejbahuddin, handed over a covered van to Jamuna Oil Company Ltd. on June 3, 2012. Managing Director and Directors of MJLBL were present in this event.

Distribution of Winter Clothing in North Bengal, Bangladesh

Nazrul Alam - Manager S&M

Over the years MJL Bangladesh Limited has been actively involved in various social activities. The company's actions mark positive impact through its activities on the environment, customers, employees, communalities and stakeholders. In 2011, the company distributed warm clothes and blankets among people of Rangpur, Dinajpur and Thakurgaon districts in the Northern part of Bangladesh. Representatives of MJLBL, local distributor partners and local civic leaders were present at the event.



Blessings to the Newly Weds



Mr. Zakir Hossain (Executive- F&P)
weds Ms. Mahfuza
Date of Marriage: June 24, 2011



Mr. Md. Azizul Hoque (Executive- F&P)
weds Ms. Sabiha Sultana Mitu
Date of Marriage: 16-March-2012



Mr. Musleh Uddin Ahmed Rayhan
(Executive- HR/Admin)
weds Ms. Ripin Begum
Date of Marriage: 09-April-2012

Outstanding result by Family Member



Rafiul Ahmed with father Mr. Ashraf Alam (Assistant Manager –S&M). Rafiul achieved GPA 5 (A+) in his Secondary School Certificate (SSC) Examination in 2011 from Uttara High School.



Arif Sikder with his father Mr. Alamgir Hossain. Arif achieved GPA 5 (Golden A+) in his Secondary School Certificate Examination in 2012.

New Joiners



K.M. Safat Rashif
Sales Engineer, S & M
Joining: Jan 16, 2012



Saida Fateha
Executive, Brand
Joining: Jan 16, 2012



Chironjeet Kumar Chaki
Sales Engineer, S & M
Joining: May 15, 2012



Zayeed Bin Iftakhar
Executive, S & M
Joining: May 15, 2012



Md. Ariful Karim
Executive, W/H
Joining: May 15, 2012



Anwar Hossain
Executive, Admin
Joining: May 15, 2012



Personal Achievement



P&P Planner
Achieved ITC Certificate
Mr. Sharfuddin
Ahamed Mahi, P&P
Planner, achieved

“MLS-SCM Successful Supply Chain Management Story”, certified by International Trade Center (ITC).



Chief Chemist
Passed MLA II Exam
Mr. Md. Akramul
Hoque, Chief
Chemist, has

successfully passed the International Council for Machinery Lubrication (ICML) Machinery Lubricant Analyst (MLA) II exam

which was held in Kuala Lumpur, Malaysia on March 8th, 2012. Mr. Hoque has become now a Certified Level II Machinery Lubricant Analyst/Used Oil Analyst, equivalent to category II of ISO 18436-4.



“Fly in the Sky like a Bird”

- Warya Afnan Tivana



Warya Afnan Tivana (Age 6), daughter of Mr. Abdullah Hel Aziz (Assistant Manager – Logistics), took part in the 3rd Bangladesh National Skating Competition, organized by Bangladesh Skating Federation on April 08, 2012. She earned two Bronze Medallion in two items 200 & 500 meters in her age group (Under 7). She started learning Roller Skating with the interest of her mother when she was 3 and a half years of age. Last year in an interview published in a daily newspaper, “Daily Prothom Alo”, where she expressed skating as “Fly in the sky like a bird”.

Mr. Tipu Sultan Received “Best Gross” Award

Mohammad Tipu Sultan, CFO of MJL Bangladesh Ltd. achieved the “Best Gross” award on the 4th Mobil Cup Golf Tournament held on March 3, 2012 at Shaheen Golf and Country Club Patenga, Chittagong.



New Member in the Family



Baby's Name: **Ajwad Tanzim Zaman**
Son of Mr. Md. Rasheduzzaman
Manager- Industrial Lubricants (S&M)
Date of Birth: April 24, 2012



Baby's Name: **Afnan Asfi Romi**
Son of Ms. Nargis Sultana
Senior Executive – F&P
Date of Birth: December 8, 2011

SH&E Focus

Farhana Afreen Mahmood - Head of Human Resources & Company Secretary

MJL Bangladesh Limited is committed to provide a safe, healthy and productive workplace for its employees and conduct its business in a manner that also protects the safety of others involved in its operations, valued customers and public. The company always highlights safe performance at workplace and safe behavior at home. Our policies are made focusing on Safety, Health and Environment (SH&E) and it has been the matter of highest priority for us. We make reasonable effort to promote, create and maintain a safe & healthy environment and this is evident into our basic safety values, sound management practices and compliance with applicable laws of the state and highest standards. We strive to prevent all accidents, injuries and occupational illnesses through the active participation of every employee by making continuous efforts to identify hazards and eliminate safety risks associated with its activities. Our Lube Oil Blending Plant is a unique example of good safety performance. This is called zero emission plant and the operating system & maintenance procedure is environment friendly. The plant regularly conducts safety toolbox meeting, follow principals of safety manual and ensure no work will be performed if it

cannot be done safely. It is compulsory to use Personal Protective Equipment (PPE) while working. The plant is taking care of Industrial housekeeping, Chemical hazards, Mechanical hazards, Electrical hazards, Fire hazards, Explosion hazards, Compressed Gas Cylinder hazards by providing training to the employees, contract personnel and workers. It is our regular practice to report accident, incident and near miss. Fire drills and Emergency Evacuation drills are conducted at regular intervals and employees are briefed about First Aid emergency and office safety. We also provide safety briefing to the Visitors before entering into the office / plant premise. Till date, there have been no major accidents. We are one of the affiliations of ExxonMobil and carrying the flagship high by producing world-class lubricants with highest quality, integrity and business performance taking SH&E as an integrated part of business heritage and continuous improvement for a better future.

At Work or Home, Let Safety is known.
Lead the Way, Safety Today.

Stepping Back in Time: Mobil House

Syed Atiqur Rahman - Accounts Controller

It was the middle of 1998. One fine afternoon we the employees of then Mobil Asia Marketing Pte. Limited (now MJL Bangladesh Limited and Omera Fuels Limited) were asked to attend a Milad Mahfil at Gulshan, Circle – 1, Dhaka. The construction work of our corporate office had to be started at a leasehold property. The premises was being used by a cardiac hospital named “Cardio Hope Hospital”. We all were very excited as there would be a scope again to sit and work in the same office altogether. Business was expanding, new employees were recruited and as we were growing fast, our Sales and Marketing team moved to the ground floor of our General Manager’s residence at Gulshan from our present office at Anchor Tower.

The construction process of “Mobil House” was started and it was pretty interesting. The regional Environmental Health & Safety (EHS) Department of Mobil was very much concerned about the safety and whereabouts of the construction workers during the erection of “Mobil House”. “SAFETY FIRST” was the slogan and it was being followed religiously. The rules were very stringent and rigid about how the engineers, supervisors, workers will perform their job by taking maximum precaution and safety measures. Each and every one of the individuals including visitors must had to wear safety helmet, safety shoe, lines at their waist etc. in the construction site to avoid any unwanted incident. Steel scaffolds and sheets had to be used instead of bamboo and timber. In Bangladesh, in those days, the building contractors or developers were habituated to use local construction materials which couldn’t ensure safety for the workers and they were accustomed to work that way. So, the workers were not so happy and rather uncomfortable with the arrangements of Mobil’s safety devices as they did not have any previous experience to wear safety helmet, safety shoe, lines on their waist during work. Mr. Anurag Pandae, Asset Portfolio Manager, Mobil (India) Pvt. Ltd. had been supervising the construction work and Mr. Samiul Amin, Manager – EHS, Mobil Asia Marketing Pte. Limited (MAMPL) was responsible for ensuring SAFETY. The both of them were not ready to make any compromise with any of the safety measures. They took all the pain to train up the local engineers, supervisors and the construction workers to get accustomed with the safety devices and measures of Mobil gradually. Mr. Dennis C. Wong, Sr. Asset Portfolio Manager, Global Real Estate, Mobil Asia Pacific Pte Ltd also visited Bangladesh a number of times from Singapore to monitor the construction process of “Mobil House”.

The construction of “Mobil House” was completed within September’1999, without any reportable EHS incident. It was one of the finest corporate offices



we had ever seen. In those days, an office building such well-arranged and having a huge parking lot at the front side was very rare to observe. It had all the modern equipments and facilities an office could ever have. The building was light grey in color with red & blue bands and looked very neat & decent. The magnificent but simple structure was well appreciated by everybody around. It would catch everyone’s eye those were passing by the building.

We were advised to pack our things and move to “Mobil House” from our Anchor Tower’s office. Finally, all of us had the chance and checked-in to our beautiful new office in September 1999 which was roomy, spacious and very comfortable to hang around. Regarding the interior decoration and inner look of the office, our then Managing Director, Mr. Daniel Peter McDermott commented that, it looks like a typical Mobil office around the world. After taking over in 2001, Mr. Azam J. Chowdhury, our present Managing Director, has always encouraged us to keep up the global standards without any compromise.

Initially we started with using two floors for office and only the kitchen & the dining space at the 2nd floor. The most important Server Room was also been placed in the 2nd floor. Sales & Marketing, Logistics & Order Fulfillment department along with Customer Service department were at the ground floor. Managing Director’s office was on the 1st floor. HR & Admin, Finance & Planning including IT department were also sharing the same floor. Afterwards, 2nd floor was renovated to accommodate the employees of Mobil Jamuna Fuels Limited (later Omera Fuels Limited.) and Omera Petroleum Limited.

We come at work to our favorite “Mobil House” everyday. Among all other typical business high-rises on this road, this humble three storied square building is still the only corporate house with a huge front parking yard. It fills the amazed eyes of the passersby’s with comfort and this is a pride of all the 128 employees. Each day, we learn something new and gather new experiences. Many of us are not associated with the company any more. The “Mobil House” is still here as the proud witness of progress and prosperity of the company for long thirteen years.