



# Beams

Volume-8, Number-31, January-March 2009

## ACI Pharma Serving Other Nations

The vast, diverse and opportunistic African continent is the focal point for ACI's International Operations. ACI Limited exported its Pharma products for the first time in an African country. The first consignment to Somalia has been shipped in March 2009. Equipped with a strong product portfolio, ACI is moving aggressively to consolidate its position in the Global Pharma market. Pharmaceutical products from ACI Limited are expected to be available soon in Ethiopia, Kenya, Nicaragua, Benin, Cambodia and Vietnam.

## ACI Foods going International

After delighting the local consumers, ACI Foods is rapidly expanding into the international arena. Equipped strongly with its diversified portfolio having Spices, Mixed Spices, Snacks, Confectionary and other food products, ACI Foods has made a bold step into international market with its Pure brand. Supported by its uncompromising quality and innovative marketing strategies, Pure brand has already won the consumers of Saudi Arabia, UAE, Bahrain, Kuwait, UK, Australia, Singapore and Cyprus. There are many more countries in the pipeline where products will soon appear in the market.

Today ACI Foods is one of the leading companies in Bangladesh in food export sector. ACI Foods always tries to improve the quality of consumers' life, maintains international quality standards, runs strong distribution network to make the products available promptly.

To enhance our business in export sector, ACI Foods has designed attractive packaging and participated in promotional activities in the international export arena. Recently, we have participated in Dubai Autumn Fair 2008 with our wide range of products, which created positive hype amongst the non-resident Bangladeshi in UAE. The journey is on...



## Highlights

### Page 2

Annual Sales and Marketing Conference - Agribusinesses

### Page 3

Annual Sales and Marketing Conference - Consumer Brands

Annual Sales and Marketing Conference - Pharma

### Page 4

Medical Services Activities

### Page 5

Factory Activities

Leveraging Competence through Training Activities

### Page 6

Product Management Development Programme at Kolkata, India

ACI PURE Salt Launches Country's Biggest Online Gaming Competition

ACI Mosquito Coil Arranged Countrywide 'Traders' Meet' Programme

### Page 7

Storing Display Programme of Savlon Freedom Sanitary Napkin

“ফ্রিডমের লাভে দোকান সাজাও” কর্মসূচী

Seminar at Rangpur Medical College Hospital to generate awareness among Gynecologists on "Safe Female Hygiene Practice during Post Maternity"

### Page 8

PURE Spices Travel Dhaka City

Consumer Brand enters into car cleaning products through the launch of ROBO

New Product Launching of CC & PH

### Page 9

Motors' Activity for the first quarter '09

Safety Training

The Lion and the Rabbit

### Page 10

Badminton Tournament 2009



## Annual Sales and Marketing Conference- Agribusinesses

### Unique Individual

ACI Agribusinesses completed its Annual Conference 2008 with full joy and enthusiasm on 11 January 2009 at Dhaka Sheraton Hotel. Dr. Arif Dowla, Managing Director, ACI Limited was present as the chief guest. In his address Dr. Arif Dowla put emphasis on using the latest technology and equipment in Agriculture and Livestock sector. Along with his welcome address Dr. F H Ansarey, Executive Director, Agribusinesses also gave the direction for 2009 with "Unique Individual" vision. Members of management committee and all the heads of businesses of ACI Ltd. were present to encourage the members of Agribusinesses.

Dr. Md. Shariful Islam, Business Director, Agribusiness made presentation on achievements of 2008 and described strategies and operations for 2009. He also expressed his strategic plan to cope up with the effects of world recession in Agribusinesses.

Dr. Kh. Helal Uddin, Business Director, Agribusinesses showed the achievements of 2008 and described the business strategies and operations for 2009. He also focused on further strengthening customer services through his field forces.

Besides, Mr. Ayub Ali, Business Manager, Crop Care and Public Health, Mr. Bashir Ahmed, Business Manager, ACI Fertilizer, Mr. Subrata Ranjan Das, Business Manager, ACI Motors and Dr. Shariful Islam, Business Manager ACI Seeds, Mr. Salahuddin Ahmed, Marketing Manager, ACI Cropex also made presentations on achievements and strategies of their respective businesses.

All the managers and officers of ACI Agribusinesses along with high officials of other ACI businesses attended the conference. The occasion concluded with dinner and mind blowing cultural programme.

ACI  
Annual Conference 2008  
ACI Agribusinesses



# ACI Annual Conference 2009



## Annual Sales and Marketing Conference-Consumer Brands

### Leadership all the Way

The Annual Sales and Marketing Conference 2008 of ACI Consumer Brands was held on 6 January 2009 at the Bangladesh China Friendship Conference Center, Dhaka. This year the theme was "Leadership all the Way".

Dr. Arif Dowla, Managing Director of the company formally declared the opening of the annual conference of Consumer Brands SBU which was the largest ever congregation of CB team members. Dr. Dowla thanked the team for their performance during the year 2008 and inspired the team to do even better in the years to come. He assured full support to make this business grow in a bigger scale.

Mr. Syed Alamgir, Executive Director, Consumer Brands, delivered the opening speech and the strategic direction to

the individual businesses. Mr. Ashraf Bin Taj, Business Director, Mr. Biswajit Roy, Business Manager Foods and Mr. Anup Kumar Saha, Business Manager, Flour, also spoke on the occasion.

Besides the business heads, other managers representing individual product groups and Sales Managers also made their presentation to an audience of 1400 people about how our Consumer Brands products will maintain and achieve leadership in the market place.

Mr. Syed Alamgir, Executive Director, Consumer Brands added that a team of highly dedicated professional sales personnel are working day and night to make these high class products available at the door step of consumers and thereby winning their satisfaction and trust.

## Annual Sales and Marketing Conference - Pharma

### Aspire through innovation

ACI Pharma arranged annual sales & marketing conference for the first time in the beach city, Cox's Bazar. The theme of the conference was "Aspire through Innovation". All the participants and guests enjoyed a lot. The leaders of ACI Pharma gave the guideline and direction for 2009 to achieve the ambitious growth in business. The conference was wrapped up with a cultural programme and exciting raffle draw.



# Medical Services Activities

MSD has successfully organized several programmes during the first quarter. Some of them are highlighted here:

## Scientific Seminar

### 19th January & 24th March 2009:

Scientific seminar at Tangail General Hospital.

### 25th & 26th January & 2nd

**February 2009:** Scientific seminar at Laxmipur Thana Health Complex and Feni Sadar Hospital.

**28th January 2009:** Scientific seminar at Islami Bank Hospital, Rajshahi.

**3rd February 2009:** Scientific seminar at Department of Pediatrics, Rajshahi Medical College Hospital.

**5th February 2009:** Scientific seminar at Bangladesh Medical Association, Kushtia. Professor Mahmud Hasan President, Bangladesh Gastroenterology Society was the keynote speaker.

**15th February 2009:** Scientific seminar at Dental Surgeons, Narayanganj.

**25th February 2009:** Scientific seminar at Bangladesh Medical Association, Faridpur.

**6th March 2009:** Scientific seminar at Bangladesh Medical Association, Jessore. Professor Mahmud Hasan President, Bangladesh Gastroenterology Society was the keynote speaker.

**6th March 2009:** Scientific seminar of Bangladesh Diploma Medical Association, Cox's Bazar.

**9th March 2009:** Scientific seminar at Apollo Hospitals Dhaka.

## Workshop

**4th January 2009:** Workshop at Department of Obstetrics & Gynaecology, Mymensingh Medical College & Hospital.

### 17th, 18th, 21st & 22nd February

**2009:** Workshop on Integrating Evidence Based Medicine in Clinical Practice of Bangladesh Lung Foundation at Novo Tower and Cox's Bazar. Professor Abu NGA Khan from Morgan Stanley Children Hospital & Columbia University College of Physicians & Surgeons, NY, USA was the key facilitator of this workshop. Renowned pulmonologists and other specialists of medical science attended the workshop.

**23rd March 2009:** Workshop at Department of Medicine, Mymensingh Medical College & Hospital.

**28th March 2009:** Workshop on Thalassaemia Day at Dhaka Shishu Hospital (BICH).

## Continuing Medical Education Programmes (CME)

CME (January, February and March 2009)

**Shaheed Ziaur Rahman Medical College Hospital (SZMCH). Bogra:** Department of Medicine, Surgery, Obs. & Gynae and Pediatrics.

**Chittagong Medical College of Hospital:** Department of ENT, Obs. & Gynae, Surgery, Nephrology and Orthopedic.

**MAG Osmani Medical college Hospital, Sylhet:** Department of Obs. & Gynae, Surgery, Orthopedic and Medicine.

**Khulna Medical College & Hospital:** Department of Obstetrics & Gynaecology, Pediatrics and Surgery.

**Dhaka Medical College & Hospital:** Department of Medicine Unit-II and Ward-22.

**Sir Salimullah Medical College & Hospital (SSMCH):** Department of Medicine, Dental Surgery and Cardiology.

**Dhaka National Hospital:** Department of Pediatrics and Orthopedic.

**Bangladesh Institute of Child Health (BICH):** Day Care Centre, Bangladesh Institute of Child Health.

**Bangladesh Medical College Hospital, Dhaka:** Department of Medicine and Pediatrics.

All medical professionals of respective organizations and locations attended the above mentioned programmes and these initiatives earned appreciation from health care professionals widely.



## Factory Activities

- External Audit on QMS and EMS was carried out by BSI India Pvt. Ltd on 14th & 15th March 2009. They have provided Training on Upgradation and Internal Auditing System on 16th & 17th March 2009 at ACI Centre. A total of 31 participants attended the Training Session.
- Narayanganj Factory provided In-Plant Training to 16 Pharmacy students of Stamford University, State University, University of Development Alternative and Atish Dipankar University during the 1st Quarter of 2009 as a part of In-Plant Training programme.
- 35 students and 5 teachers of Department of Bio-Technology and Genetic Engineering Islamic University of Kushtia visited the factory on 7th February 2009 to see the manufacturing process as a part of their Curriculum activities.

Programme	Organised by	Trainer/Resource	Participants
Scheduled Training on QMS, EMS & GMP were held during 1st Quarter of 2009 as per schedule.	In-house	In-house	Selected persons of respective departments
Training on GMP from 11.3.2009 to 15.3.2009 at Narayanganj Factory.	Asia Pacific Consultancy Pty Ltd., Dhaka and ACI Limited	Mr Wayne Mc Kenzie, Australia & Mr A N Saifur Rahman, Country Manager, Asia Pacific Consultancy Pty Ltd., Dhaka.	21 Selected persons of respective departments

## Training Activities

### Leveraging Competence through Training Activities

In the first quarter of 2009 Training Department of our company broadened their scope in many folds. Training programmes were arranged on diversified topics to cater the needs of our employees of different departments. The focus was technology orientation and competency development as Training Department is playing the role of change driver. We further strengthened our practices of knowledge sharing among formal and informal groups through open discussion sessions, presentations and on-line learning programs.

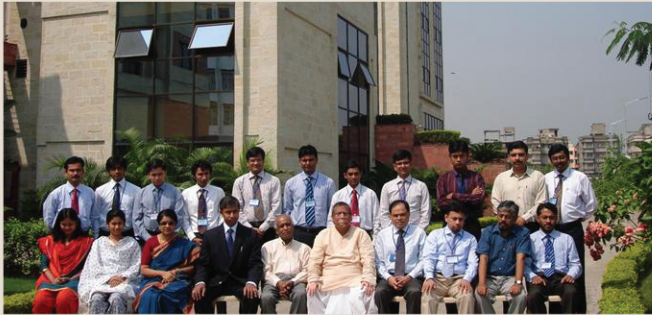
- A total of six (06) types of IT training programmes were conducted covering 130 employees from 11 departments and subsequently their IT skills were tested and a remarkable improvement has been recorded.
- We organized and conducted several training and development programmes for different manufacturing units of ACI Limited for the first time with an aim to communicate values and create cultural harmonization across the organization. Another objective of the training was to create professionalism among the staff who are working at factories.
- In the light of growing emergence of safety concern in workplaces, all members of ACI Formulation team have undergone effective training programme on "Workplace Safety Management". ACI Corporate arranged two remarkable training programmes that took place on "Health and Safety Management" and "Fire Safety Management" which contributed in developing awareness among our employees.
- As a partner of leading business divisions of ACI, we relentlessly conducted training programmes for all of our strategic business units and accounted 26,517 man-hour training programme connecting 654 persons in training programmes on 24 different subjects which covered almost all departments of ACI.

## Product Management Development Programme at Kolkata, India

Strategic planning is the formal consideration of an organization's future course. To have understanding on strategic planning, ACI Pharmaceuticals arranged a 4 day training workshop with the collaboration of CMARC, Kolkata in India where 27 marketing personnel of Pharma Marketing participated in two groups on 19 and 25 March 2009. In that workshop, different areas of Marketing,

Management with detailed practical Case Study and Clinical Trials were discussed to gain knowledge on Strategic Marketing.

The programme was interactive through the linking of theory & practices. Every participant gathered important knowledge about portfolio management. The interactive participations was highly appreciated by CMARC team.



## Consumer Brands Activities

### ACI PURE Salt Launches Country's Biggest Online Gaming Competition

ACI PURE Salt has always dreamed of a brilliant Bangladesh which will be built by our brilliant young generation. With this dream in heart, ACI PURE Salt has decided to launch the biggest online gaming competition "ACI PURE Salt - Desh Ke Jano". This contest will inspire the young generation towards knowing the country better through magnifying their knowledge on our loving country. Attractive prizes will be offered to the top youngsters participating in the event which includes prize money of 1 Lac taka each for top 10 winners. On top of that, every contestant in the final round will receive attractive prizes. The event is going to be organized in collaboration with AAMRA Infotainment Limited, who is going to provide the technological and infrastructural support for the event. Anyone can join and participate in the competition by logging on to [www.2funmail.com](http://www.2funmail.com), a leading gaming portal in the country. COGITO Marketing Solutions Limited has been appointed as the creative and advertising partner in this regard.



### ACI Mosquito Coil Arranged Countrywide 'Traders' Meet' Programme

In the first quarter of this year, ACI Consumer Brands took a unique initiative of meeting its Mosquito Coil business partners i.e. retailers and distributors through number of 'Traders' Meet' programs arranged in major district headquarters all over the country. The main objective of this huge program was to build rapport with these two key components of its business just before the peak season of Mosquito Coil business. We also wanted to make them aware about the values of ACI which drive all our business efforts. This program created a massive buzz among the retailers and distributors as they could share their thoughts and ideas with the people from sales and marketing departments. They were also highly motivated to co-operate with ACI in the market place regarding the Mosquito Coil business which was reflected in the sales of the following months. An audio visual presentation was made to communicate the values and beliefs of ACI and how we deliver quality products through its value system. Lunch and cultural shows were arranged which added even more colours to the enthusiastic participation of the retailers and distributors all over the country.

## Strong Display Programme of Savlon Freedom Sanitary Napkin

“ফ্রিডমের লাভে দোকান সাজাও” কর্মসূচী

Strong visibility in strategic places positively impact brand trial, sales and growth. Keeping this in mind, Savlon Freedom Sanitary Napkin has started a three month long display programme from February 2009 in the pharmacies of Dhaka, Chittagong and Sylhet which are the major markets for Sanitary Napkin

This programme has created very strong visibility for our brand Savlon Freedom and has created lots of enthusiasm among the consumers and traders. Let us all wish success to this programme and for the brand.



## Seminar in Rangpur Medical College Hospital to generate awareness among Gynecologists on "Safe Female Hygiene Practice during Post Maternity"

For Sanitary Napkin, Gynecologists' endorsement play a vital role to ensure penetration into the clinics and hospitals. In this regard, Savlon Freedom Sanitary Napkin recently conducted a Seminar among the potential Gynecologists at Rangpur Medical College Hospital. **Objective was to create awareness among the Gynecologists to recommend Savlon Freedom Sanitary Napkin to the patients for ensuring safe hygiene practice during post maternity period.** The programme was held on 27 January 2009 at Rangpur Medical College Hospital. Total number of participants was 60 including mostly potential Gynae Consultants and

Doctors, Registers, Asst. Registers, Interns Students and 3rd year and 4th year students. A detailed product brief on Savlon Freedom and comparative advantage of Freedom products over traditional clinical napkins were presented to the doctors. Moreover, the product features and economy price proposition of Freedom were also briefed to the doctors so that they could suggest the patients to convert to regular use of Freedom instead of the low priced unhygienic solutions.

Leaflets and Freedom Gift Packs were distributed among all participants to create awareness and generate trial.





## Spices Travel Dhaka City

Pure Spices have started off the year with new motivation and challenge to rapidly improve its market position. With this in mind, Pure spices started traveling all around Dhaka to reach our consumers' kitchen to establish stronger bonds with them. Our interactive sampling programme started on 28 March 2009, where consumers also got discount coupon along with the free samples which

they can redeem in the prestigious supermarkets like Agora, Nandan, Meenabazar and CSD. Our brand got positive response both from the consumers and also from the supermarkets as the proposition was win-win for both the parties.

Pure Spices have stepped in to the second year of operation; it has a long way to go. We believe innovative ideas like this will increase consumer trial and thereby provide the consumers with a positive product experience which will help the brand to establish it as the most preferred spice brand of the country in due time.



## Consumer Brands enter into car cleaning products through the launch of ROBO:

Car is one of the most valued assets a person can make in his life. People try to take care of their car in the best way they can. But due to lack of suitable products, the cars are washed with ordinary detergents or shampoo which only strips the car's existing wax, leaving the car's paint susceptible to damage. Keeping this view in mind ACI Consumer Brands has launched CleanIT ROBO which is a premium quality car shampoo.

CleanIT ROBO is a unique blend of cleaning and polishing agents. Apart from cleaning the dirt and film from the exterior surfaces of the vehicle, it also provides lubrication that helps prevent scratching during washing. It contains wax to help bring out the shine of the vehicle's surface.

The key benefits and differentiating factors offered by the brand are:

- Effectively cuts grease and all kinds of dirt and dust from the car surface.
- Leaves a shiny effect on the surface.
- Unique salt free formula. Ordinary detergents and shampoos used to wash cars contain salt that may cause rust and damage to car paints.
- Phosphate & Silicate free and PH Balanced formula safe for all clear coats.
- Conditioners in the formula moisturize the paint, while fighting against water spots.
- Biodegradable

**ROBO is now available in the stores for Tk. 230/= only.**



## Agribusiness Activities

### Activities of Crop Care and Public Health Business

#### New Product Launching

Crop Care & Public Health has launched a new high tech, eco-friendly product Goolee 3Gr on 7th February 2009. Dr. Shariful Islam, Business Director Agribusiness, Mr. Ayub Ali, Business Manager Crop Care and Public Health, Mr. Omar Faruque Majumder, Product Manager CC & PH, Mr. K M Firoz Ahmed, Product Manager CC & PH, Mr. Rafiqul Islam, NSM CC & PH and all field personnel were present in this program.

Scientists, Journalists and other resource persons were also present in the program. Entomologists explain the product as eco-friendly and having less mammalian toxicity.

Mr. Omar Faruque Majumder, Product Manager Granular, Powder insecticides and herbicides directed the entire program and expressed his forethought about the product. He expressed this product will be the second highest selling product in granular segment.





## Motors' Activity for the first quarter '09

For the first time, ACI Motors introduced new model Tractor **Sonalika DI 90** of 90 Hp category to supply at Bangladesh Agricultural Development Corporation (BADC). BADC is the largest government agricultural organization in Bangladesh. Since last 20 years, BADC purchased Tractors and implements from other brands (European). By special initiative of Business Manager, Mr. Subrata Ranjan Das, Asif Uddin, SPDM, Abu Hena Mastafa Kamal, Product Manager, Md. Enamul Haque, Asst. Product Manager, Tushar Kanti

Saha, Product Executive of motors team, 22 Sonalika DI 90 model tractors were supplied to different BADC Farms. It's a land mark for ACI Motors business to create brand image in Agricultural Sectors.

Chittagong Hill tracts Development Project supplied power tiller & agricultural machineries to the rural peoples of CHT funded by Asian Development Bank (ADB). In this year they purchased 149 units of Bull Power' power tiller from ACI Motors and handed over to rural peoples.



## Safety Training

For the first time in ACI, safety training was arranged for the motorcycle riders of ACI Pharmaceuticals Department on 20 February 2009 at Conference Hall of ACI Centre. The programme was arranged by Human Resource Department and Grameenphone actively helped us to organize the training. The training was inaugurated by Mrs. Sheema Abed Rahman, Director Corporate Affairs. Dr. Mohammad Shahnawaz, Head of Health, Safety, Security and Environment (HSSE) and Khandoker Golam Azam, Deputy

General Manager, HSSE of Grameenphone conducted the session on First Aid and General Safety respectively. Mr. Md. Mohsin Imam, Managing Director of Wheels Automobiles Ltd. was the speaker of Safe Motor Cycle riding session and Mr. Abdul Hamid, General Manager Operations, ACI FL was the speaker of Industrial safety.

The session was a very effective one. The participator thanked Grameenphone for arranging such training in ACI.



## The Lion and the Rabbit

A Lion found a Rabbit sleeping, and was just going to devour her when he caught sight of a passing Deer.

Dropping the Rabbit, he at once made for the bigger game; but finding, after a long chase, that he could not over take the Deer, he abandoned the attempt and came back for the Rabbit.

When he reached the spot, however, he found she was nowhere to be seen, and he had to go without his dinner.

"It serves me right," he said. "I should have been content with what I had got instead of hankering after a better prize.

Review: Be content with what you're sure of. Do not try to get more than your ability.

## Badminton Tournament 2009

We experienced the second badminton tournament held on 29 January 2009 at the premises of ACI Centre.

It was a great success as we watched the participation of Leaders of all Businesses, Factories and Services.

The programme was inaugurated by our honourable Chairman, Mr. M Anis Ud Dowla and Managing Director, Dr. Arif Dowla. Tournament was arranged in three groups. Group A: Senior Doubles, Group B: Women's Double and Group C: Junior Doubles. In Group A, Mr. M Anis Ud Dowla, Chairman/Dr. Arif Dowla, Managing Director and Mr. Younus Ali Khan, Head of Sales and Distribution Lights won the champion trophy. Our Chairman played upto semi final and Managing Director represented him in final. Mr. Imam Ahmed Istiak, General Manager, Operations, Narayangonj Pharma Plant and Mr. Mir Motaher Hossain, Asst. Manager, NDDS became the runner up in this group.

In Group B, Ms. Salma Mannan and Sabira Dewan, HR Executives won the champion trophy. They outplayed Ms. Shamira Mustafa, Product Executive, CB and Ms. Kulsum Popy, Export Executive, Foods.

In Groups C, Mr. Mohammad Shamim Ferdous; HR Manager & Mr. Kazi Mashrur Mamun, HR Executive won the championship by outplaying Mr. Nasim Hussain Shamim, Manager, MIS & Mr. Muhammad Delower Hossain Khan, System Engineer, MIS.

The spectator enjoyed match with some fabulous refreshment items like fuska, chatpoti and pitha. Our Managing Director distributed the prizes among the winners.

### Group A (Doubles)

**Champion:** Mr. M Anis Ud Dowla, Chairman/ Dr. Arif Dowla, Managing Director \* and Mr. Younus Ali Khan of Sales and Distribution, Lights \* Chairman played upto semi final match and Managing Director played the final match.

**Runner Up:** Mr. Imam Ahmed Istiak, GMO, NG & Mr. Mir Motaher Hossain; Asst Manager, NDDS

### Group B (Women's Group; Doubles)

**Champion:** Ms. Salma Mannan, HR Executive & Ms. Sabira Dewan, HR Executive

**Runner UP:** Ms. Shamira Mustafa, Product Executive, CB & Ms. Kulsum



Popy, Export Executive, Foods.

### Group C (Doubles)

**Champion:** Mr. Mohammad Shamim Ferdous; HR Manager & Mr. Kazi Mashrur Mamun, HR Executive

**Runner Up:** Mr. Nasim Hussain Shamim, Manager, MIS & Mr. Muhammad Delower Hossain Khan, System Engineer, MIS.

We thank Mr. M Mohibuzzaman, COO, Pharma; Dr. F H Ansarey, ED, AB and Mr. Syed Alamgir, ED, CB for their sponsorship and all out support in the tournament. We also thank Ms. Sheema Abed Rahman, D, CA for her support to make the Badminton Playing infrastructure. Thanks to all participating teams, specially the teams from ACI Salt & NG Factory for making this event so exciting & enjoyable. Special thanks to the Chairman and Managing Director for their active participation in this event.



### Editorial Committee

Ms. Sheema Abed Rahman, Director, Corporate Affairs; Ms. Bilkis Mansoor, Head of Creative Communication; Mr. Pravat Ghose, HR, Manager; Mr. Shamim Ferdous, HR, Manager, and Ms. Sabira Dewan, HR Executive.



**ACI Limited**  
245 Tejgaon Industrial Area, Dhaka 1208

