



Beams

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9th Bi-Annual Address of the Managing Director

On the occasion of Bi-annual MD's address, held on 25 February 2010, Consumer Brands organized a fabulous exhibition of their products. Addressing the employees of ACI, Managing Director, Dr. Arif Dowla, said that since he last addressed this audience, the company has gone through many experiences – good, bad, critical, challenging and enterprising. Highlighting the major experiences, he said that the company has grown tremendously, not only in terms of new projects and products but also in terms of growth of existing businesses and brands. Growth has also occurred in terms of productivity and manpower. He pointed out that ACI's growth is almost three and a half times of the GDP of Bangladesh. This steady growth needs to be maintained and at the same time it is important to defend the existing market share through quality parameters.



He proudly added that the company has now become an example to others due to the size and power it has gained over the years. But at the same time, he cautioned the employees to remain aware of the challenges of the future. One of the challenges, he said, is having a 360 degree evaluation of the businesses so that we do not lose what we already possess. Another challenge, he believes is the need to continue to do quality business as due to the huge size of the company any amount of carelessness would be highlighted which would be damaging to the company.

The Managing Director said that since ACI has fallen in the spectrum of the market leaders, it is now a challenge to defend this wide territory of market share that the company has already gained so that it does not fall out of the list of the top companies. With growth, complexity is inevitable and he pointed out that it would become a challenge to manage this complexity. Providing solution to this complexity, he encouraged all to work seamlessly across different teams. He believes that cohesion between individual teams is high but to attain next level of growth, inter-team cohesion would be necessary.

Finally, he urged individual businesses and all the brilliant minds sitting before him to search for innovative solutions to all the challenges he has mentioned. He emphasized on the necessity to stay hungry and non-complacent as that would be the key to take the leap towards next step. He ended his speech by congratulating all for the strength and determination they have shown to grow and to create this company.

Highlights

PAGE 2

Champions Tour 2009 to Singapore
ACI Pharma – A step towards a New Arena
Cricket Match at BKSP
Pitha Utshob

PAGE 3

Products Launched in the 1st Quarter 2010
Medical Services Activities

PAGE 4

The Annual Sales & Marketing Conference 2010
– Excel your Power, be the Best

PAGE 5

Multiple Intelligences: New Thematic Campaign of ACI PURE Salt
'Birpurush' – New Thematic Campaign Takes ACI Aerosol to a New Height

PAGE 6

Consumer Brands Exposition on MD's Biannual Address
Launch of 'ACI Pure Egg Noodles'
Launch of 'ACI Pure Soyabean Oil'

PAGE 7

ACI Consumer Electronics Participates in DITF 2010
New Products from ACI Electrical Division
ACI Launches Mobimax: Mobile Accessories
ACI Coil

PAGE 8

ACI Motors
Promotional Campaign by CC & PH

PAGE 9

ACI Fertilizer: Our Success Story
ACI Cropex Completes One Year!!
ACI Seed
Cake-cutting Ceremony

PAGE 10

Rovanon 50 WP with Highest Efficacy
Training & Development
Long Service Awards 2009

PAGE 11

Winners of Innovation Award – February 2010
Branding ACI

PAGE 12

Know thy Colleagues

Pharma Activities

Champions Tour 2009 to Singapore

In March 2010, a group of 185 members of ACI Pharmaceuticals participated in Champions' Tour to Singapore. On the basis of outstanding performance in 2009, champions were selected and awarded to avail this tour. Chief Operating Officer - Pharma, Director - Marketing & Sales, General Managers - Sales and Marketing Managers discussed various strategic issues required to win the competition. Director, Quality Assurance, Director, Business Development and General Manager, Operations also shared their views with the participants.



ACI Pharma – A step towards a New Arena

ACI Pharma launched its first Large Volume Parenteral (LVP) product **Repotyn®** in February 2010. **Repotyn®** is an intravenous amino acid infusion used as an emergency nutritional supplement to fulfill protein requirement and regain normal health. **Repotyn®** differentiates itself by offering a full package of accessories such as IV Infusion set, First Aid Bandage, Alcohol Pad and Hanger for safe and successful administration. ACI hopes that this product will contribute greatly to the people of Bangladesh in the days to come.



Cricket Match at BKSP

A friendly cricket match took place at BKSP cricket ground, on 26th February 2010, between ACI Pharmaceuticals and Nuvista Pharmaceuticals. Along with ACI Pharma marketing, colleagues from MIS, Finance, Accounts and HR department were also in the squad. The event ended with top leaders from both sides sharing views to reinforce the relationship.



Pitha Utshob

This winter ACI Pharma organized a nationwide Pitha Utshob where more than 6,000 doctors and their family members attended and enjoyed the festive arrangements of a Bengali Village Mela & famous Bengali food. The program was held in Dhaka and some other important places like Tangail, Mymensingh, Chittagong, Bogra, Barisal and Rangpur. This campaign was much appreciated and helped to strengthen our good relationship with our valued customers.



Products Launched in the 1st Quarter 2010

Sl. No.	Name of the Product	Generic Name	Therapeutic Class
1	Repotyn [®]	5% Composite Amino Acid IV Infusion with D-Sorbitol & Electrolytes	Parenteral Nutritional Supplement
2	Lotensin Plus	Latanoprost 0.005% + Timolol 0.5%	Antiglaucoma
3	Brodil [®] inhaler	Salbutamol	Anti Asthma
4	Seroxyn [®] 25/125 inhaler	Salmeterol+Fluticasone	Anti Asthma
5	Seroxyn [®] 25/250 inhaler	Salmeterol+Fluticasone	Anti Asthma

Medical Services Activities

MSD has successfully organized 177 programs during the 1st quarter. Highlight of some of the activities include:

Scientific Seminar

13th January: Scientific Seminar on "Management of Hypertension" at Department of Cardiology, Rajshahi Medical College Hospital. 20 Cardiologists attended the seminar.

17th January: Scientific Seminar on "Patent Ductus Arteriosus (PAD)" at Bangladesh Institute of Child Health (BICH), Dhaka Shishu Hospital. 280 Paediatricians attended the seminar.

21st January: Scientific Seminar on "Obstetric Hysterectomy & Evaluation of Closure and Non-Closure of Peritoneum Vault during Vaginal Hysterectomy" at Northway Motel, Bogra where 75 Obstetricians and Gynecologists of Shaheed Ziaur Rahman Medical College Hospital (SZMCH) and Mohammad Ali Hospital attended the seminar.

16th February: Scientific Seminar on "Gastro-Oesophageal Reflux Disease, Current Status of Diagnosis and Management". Prof. Mahmud Hasan, President Bangladesh Medical Association (BMA) & Bangladesh Gastroenterology Society was the keynote speaker of this seminar. 152 BMA members of Tangail attended the seminar.

11th March: Scientific Seminar on "World Kidney Day 2010" at Milon Hall, BSMMU. Prof. M.R. Khan, National Professor was the Chief Guest of this seminar. 270 members of Paediatric Nephrology Society of Bangladesh (PNSB) attended the seminar.

17th March: Scientific Seminar on "Recent Advancement in Neurological Diseases" at Zia Heart Foundation Hospital & Research Institute, Dinajpur. Dr. Jawaid Ahsan, Diplomat, American Board of Neurology, USA was the keynote speaker of this seminar. 50 doctors attended the seminar.

Continuing Medical Education Program

7th March: Monthly Continuing Medical Education Program, Society of Surgeons of Bangladesh (SOSOB), Chittagong branch at department of surgery Chittagong Medical College Hospital. 55 members of SOSOB attended the seminar.

25th March: Continuing Medical Education Program of Dental Surgeon, Rajshahi branch at Nanking Chinese Restaurant. 97 Dental Council attended the seminar.

Workshop

18th & 19th February: Workshop on "Integrating Evidence Based Medicine in Clinical Practice" at Hotel Peninsula Chittagong. This Workshop was organized by Prof. Md. Mahtab Uddin Hassan, Head of the department of Medicine, Chittagong Medical College Hospital. Prof. Md. Rashidul Hassan, Prof. Md. Ali Hossain, Dr. Mahiuddin Ahmad, Dr. Kazi Saifuddin Bennoor & Dr. Asif Mujtaba Mahmood from NIDCH, Dhaka, Dr. Khurshid Talukder & Dr. Rafiqul Islam from CWCH, Savar were the key facilitators of this workshop. 50 members of Chittagong Medical College Teachers' Association (CMCTA) and 3 renowned Pulmonologists of Chittagong attended the workshop.



Consumer Brands Activities

The Annual Sales & Marketing Conference 2010 – Excel your Power, be the Best

The Annual Sales and Marketing Conference 2010 of ACI Consumer Brands was held on 2nd January 2010 at the Grand Ball Room of Hotel Sonargaon, Dhaka. The conference was inaugurated by Dr. Arif Dowla, Managing Director and welcomed by Mr. Syed Alamgir, Executive Director. It was also addressed by Mr. Ashraf Bin Taj, Business Director, Mr. Quamrul Hassan, Business Manager, Mr. M. Hossain Iraz, Marketing Manager and the brand and sales managers of Consumer Brands.

Dr. Dowla hailed the team's performance during the year 2009 and inspired the team to do even better in the years to come. He assured full support to make this business grow further and reach new heights as it did in 2009. Mr. Alamgir gave an outline of the objectives and directions for the year 2010. Through his encouraging speech, he assured the team of all the necessary assistance required for achieving the goals.

Mr. Ashraf Bin Taj delivered the business plan of Consumer Brands for the year 2010. Mr. M Hossain Iraz presented the achievements and objectives for the Home Care Solutions category while Mr. Quamrul Hassan discussed Personal Care

Category. Between these presentations, brand managers and sales managers also presented their respective brands and strategies.

The conference theme, "Excel Your Power, Be the Best", outlines the potent talent available within the sales force and calls for the utmost utilization in their way to success. A very inspiring and encouraging theme video, featuring the best performers from the sales team in 2009 was shown which claimed immense applause. The top performers were also rewarded based on various criteria. All the challenges for 2010 were promised to be overcome with great vigor and zeal.

The evening program was graced by M Anis ud Dowla, Chairman of ACI Group of Companies. A local acrobatics team displayed their amazing skills and control and performed some fabulous bodily feats. Later in the evening, the show was highlighted by famous music stars. Finally, with the raffle draw and dinner, the Annual Sales and Marketing Conference 2010 came to an end.



Multiple Intelligences: New Thematic Campaign of ACI PURE Salt

ACI PURE Salt has recently launched its new campaign. In this communication, we can see some young minds who play the guitar, chess, draw beautiful paintings, make computer programs and create mechanical marvels. This new thematic campaign is based on the "Theory of multiple intelligences" by Howard Gardner which is used worldwide for learning and development.



From very early communications, the association of the brand with development of mental faculty has been very clear. In this campaign, we can see the same message but on a whole new dimension.

Our schools and culture focus more on linguistic and logical-mathematical intelligence. However, this theory of multiple intelligences says that, we should also place equal attention on individuals who show gifts in the other intelligence dimensions such as artists, architects, musicians, naturalists, designers, dancers, therapists, entrepreneurs, and many others who enrich the world in which we live. Unfortunately, many children who have these gifts don't receive much reinforcement in school.

Keeping this in mind, the new ACI PURE Salt campaign encourages our young minds to learn and enjoy things which usually are not in syllabus but help develop the mental faculties. It takes more than textbook based education to make one a complete human being and this is why ACI PURE Salt has encouraged the younglings to pursue their dreams and passion in this campaign. It takes the role of an advocate to encourage parents so that they allow their children to excel in all their natural talents and grow up as a complete human being.



Only complete nurturing of all the talents of the young generation can yield us a nation so brilliant that it will make us proud and stand up tall. This is not only an advertisement of brand but also a social message which if properly adopted will give us a dazzling next generation to be proud of.

The acclamation of this campaign from the audience has already resulted in higher market demand of the product and it is expected that this campaign will take this brand to a new frontier.

'Birpurush' - New Thematic Campaign takes ACI Aerosol to a New Height

An attractive thematic campaign of ACI Aerosol was launched in January of this year. The objective of the whole campaign was to enhance the image of ACI Aerosol brand among the consumers as a trusted family friend who acts as the ultimate weapon for the lady of the family to take care of all kinds of mosquito menace, so that the family members can live a blissful life.

A very creative 30-second television commercial was launched for this campaign where we could see that ACI Aerosol actually helps the mother to allow her family members to do all the good things in life and be their true self - 'Birpurush'. It is the mother who knows that the real 'Birpurush' is ACI Aerosol because spraying it in each room every evening actually creates an enabling environment for all to flourish. The TVC drew attention of viewers and was appreciated as one of the most attractive TVCs of ACI Aerosol ever. Magazine insertion was also given for this campaign. This campaign has played a vital role to put ACI Aerosol on a very strong ground this year. ACI Aerosol has a very promising growth in 2010. During this countrywide mosquito menace, especially in Dhaka, ACI Aerosol once again was close to the consumers and proved to be the most effective solution against the lethal insect. The sales and marketing team is looking forward to continue the success of this campaign to make this year a memorable one in the history of ACI Aerosol.



Consumer Brands Exposition on MD's Biannual Address

On Managing Director's Biannual Address, ACI Consumer Brands presented a fabulous display of its vast range of products. This exhibition was a unique and exceptional approach to inform more about the brands and highlight communication strategies to employees of ACI.

The exhibition included all the ACI Consumer Brands products, including Mosquito Coil, Aerosol, Savlon Antiseptic and Personal Care Range, ACI Pure Salt, Cleanit Shinex Floor and Glass Cleaner, Savlon Freedom Sanitary Napkin and Sparkle Energy Saving Lights. A huge 54" Panasonic Viera, the world's slimmest television, also graced the show. ACI Pure Flour Ltd and ACI Foods Ltd also participated in the program with their newly launched products.

All the new communication launched by consumer brands were demonstrated by means of individual brand stalls, equipped with smart Panasonic LCD TVs. The stalls continuously played the new TVCs and displayed the press advertisements along with product displays.



Respective brand representatives were present alongside to answer any queries by the visitors.

Another interesting display was made through the Laser Green Salon, a model hair cutting salon that displayed all the brands from ACI that were used by the hair dressers, mainly Laser Shaving range and Savlon Liquid Antiseptic and Cream.

Apart from the display of Panasonic Viera, Lumix, the camera range from Panasonic, arranged a photo session outside the reception. Employees had their photos taken by professional photographer with a Lumix camera keeping the ACI Head Office building as background. This activity created significant excitement among ACI employees, not only from the head office but also from other offices and factories.

Launch of 'ACI Pure Egg Noodles'

ACI Pure Flour Limited has added **ACI Pure Egg Noodles** in its business portfolio. By ensuring 100% purity, ACI Pure Egg Noodles is made by high quality ACI Pure Maida, ACI Pure Salt, food starch and clean water. Food graded laminated pack with eye catchy design makes the product popular in every household. ACI Pure Egg noodles is heating up as more and more households are opting for it. We are receiving good response from consumers. Reasonably priced and easy to prepare, ACI Pure Egg Noodles is registered in the mind of many health-conscious people, especially job holders, school-going children and it is indeed convenient for serving guests and for afternoon snacks.



Launch of 'ACI Pure Soyabean Oil'

ACI Pure Flour Limited has launched cholesterol free "ACI Pure Soyabean Oil" in January at the Sales Conference 2010 of Branded Commodity. Mr. Syed Alamgir, Director and Mr. Anup Kumar Saha, Business Manager of ACI Pure Flour Limited unveiled the pack through a splendid showdown. This 100% pure and zero cholesterol soyabean oil is refined and purified by modern world class European technology. ACI Pure Soyabean Oil is available all over Bangladesh in 5 litre, 2 litre and 1 litre convenient packs, made of food grade PET bottles.

With all natural values, ACI Pure Soyabean Oil is enriched with Omega 3, 6 & 9, that helps to lower blood pressure, to prevent old-age cognitive disorder and to boost memory. The Lecithin of ACI Pure Soyabean oil supports blood circulatory system by increasing HDL in blood and preventing cholesterol clot in blood. This oil is a good source of Vitamin E that helps to prevent breast & prostate cancer, eye disorder, formation of blood clots, scalp & hair damage, skin diseases and various diabetes complications. This cholesterol free oil helps to reduce risk of coronary heart disease and ensures good health.

Various marketing activities such as TV Ad, radio Ad, newspaper Ad, billboards, bus branding etc has been done to promote Pure Soyabean Oil with a hope of "Nischinte Khawar Shadhinota".



ACI Consumer Electronics Participates in DITF 2010

ACI Consumer Electronics, which represents world famous brand Panasonic in Bangladesh, participated in the Dhaka International Trade Fair 2010. ACI Consumer Electronics showcased various innovative products of Panasonic in the fair among which the world's thinnest Plasma TV Panasonic

VIERA Z1 was displayed for the first time in Bangladesh.

The LCD/Plasma TV, Home Theatre, Lumix Camera, camcorder and audio products of Panasonic attracted a lot of customers during the fair.



New Products from ACI Electrical Division

ACI Electrical Division started marketing and distribution of switch, socket, circuit breaker, tubelight starter etc from February this year.

The Electrical Division introduced Sigma branded circuit breakers from the acclaimed Turkish company – Sigma Elektrik Sanayi Ticaret Limited. Circuit breakers prevent electrical accidents by protecting cables and conductors against abnormal surge in voltage or against short-circuit by switching off electrical supply. Sigma is a well reputed brand and conforms to highest quality standards such as ISO 9001:2000, CE, TSE and offers 3 years warranty. Sigma circuit breakers are unique in many ways – they are made of thermoplastic which is fire resistant, have a breaking capacity of 6kA (compared to 3kA for regular

circuit breakers) and switches off whenever temperature increases to a high level.

In addition to the aforementioned brand, Sparkle branded circuit breakers have also been launched. They have a breaking capacity of 10kV and have different models that operate from 2A-63A; both brands are suitable for home and industrial use.

Apart from that, Electrical Division has introduced Sparkle branded switch, socket and other household electrical items under two distinct sub-brands Sparkle Classic and Sparkle Deluxe. Sparkle Deluxe is made of fire-proof polycarbonate which gives better protection against electrical hazards. Both Sparkle Classic and Deluxe have been introduced in full-range to meet the modern household demand.

ACI Launches Mobimax Mobile Accessories

The mobile phone industry in Bangladesh has experienced a phenomenal growth over the last few years- mobile users have grown by 200% from 2006 to 2008 and a higher growth rate is expected in the near future. Mobile phone penetration rate in Bangladesh is approximately 33%. Such statistics only indicate that the mobile phone market has a very bright future. An increase in mobile phone usage rate indicates a rise in demand for mobile accessories. ACI has entered this lucrative market with the launch of Mobimax branded battery, battery charger and auto charger (charger that can be used with different brands of phone). Mobimax chargers and batteries have been launched for all major cell phone brands in Bangladesh including Nokia, Motorola, Samsung, Sony Ericsson and LG. The mobile accessories range will shortly be expanded with newer products under the Mobimax brand.

মোবাইল ফোন চার্জার & ব্যাটারি



ACI Coil

You must have seen this interesting commercial on television. Famous actor Hasan Masood is telling another famous star Sohel Khan "Apnar Kaj Shudhu Dhorie Dea, Mosha ra Palabei". This creative TVC launched on October 9th 2009 won accolades across the industry. It is being aired in BTV, ATN Bangla, Channel I and other prominent channels for the past few months. It has improved the coil sales immensely and raised market share for Hi Booster by 3 points over our competitors.

Agribusiness Activities

ACI Motors

In the 1st Quarter 2010, we participated in **National Agricultural Technology Fair 2010** at Khamarbari, Dhaka which was organized by 'Enhancement of Agricultural Production and Rural Employment through Extension of Agricultural Engineering Technologies Project' DAE from 17th to 21st January 2010 and we stood first in the fair. In the fair, we demonstrated Head feed Combine Harvester and Rice Transplanter which interested honorable Agriculture Minister a lot. We also participated in an agricultural fair at Jessore organized by Department of Agricultural Extension. We organized a 3-day long training program on Sonalika Tractor from 9th-11th March to improve technical knowledge of our service team. In that program Dr. Kh. Helal Uddin, Business Director, Agribusiness, Mr. Subrata Ranjan Das, Business Manager, ACI Motors, Mr. Asif Uddin, SPDM, ACI Motors, Mr. Yogesh Khattar, Manager-International Business, ITL, Mr. Binod Sharma, Head of Service, ITL, Mr. Dipak Mahajan, Service Manager, ITL and Mr. Varun Dawer, Marketing Officer, ITL were present. On the basis of sales achievement, our tractor team, along with other customers, enjoyed a trip to Nepal. To enrich product line, we imported Refreshed Combine Harvester and Rice Transplanter machines in this quarter and organized field trial and demonstration program at different locations. After successful field trial, we launched our Rice Transplanter Machine in front of print and electronic media by organizing a demonstration at Bariali, Gazipur. We hope these 2 new machines will support our farmers in labor crisis, early flash flooding, natural calamity, save time, reduce drudgery and make agriculture a profitable venture.



National Agricultural Technology Fair 2010



Nepal Trip



Field Trial of Rice Transplanter at BAU, Mymensingh



Demonstration of Rice Transplanter at Gazipur

Promotional Campaign by Crop Care & Public Health

For the last couple of months, extensive promotional works were carried out by ACI Crop Care and Public Health on crop-based pest solutions for farmers. Various solutions were suggested to the crop specific farmers like paddy farmers, mango farmers, litchi farmers etc., to harvest better yield. The objective of this campaign was to increase awareness among farmers and make them understand that agriculture is not only for food sufficiency but also for prosperity.

In most of these programs, DAE personnel and Govt. Research Scientists were present along with model farmers and retailers. They have highly appreciated these type of initiatives by ACI. Pictures of specific problems and their solutions were shown through multimedia presentations. Field personnel and Product Management personnel of ACI Crop Care & Public Health have conducted those meetings hoping that farmers will become more aware about pest problems and will be motivated to use ACI solutions.



ACI Fertilizer: Our Success Story

In 2010 ACI Fertilizer is trying to promote new technology among the farmers and train them accordingly by using various promotional tools and training materials. We have successfully completed 1st Quarter 2010. Achievement of 1st quarter is 110% with 165.53% growth of micronutrients over previous year. To show the performance of our new specialty products, we arranged about 200 demonstration plots by using Excel Super and 400 demonstration plots by using Flora on rice and other crops. Fertilizer team is working hard for sustainable agriculture by protecting soil health. We have introduced organic fertilizer (Waste Concern Jaibo Sar) in the last quarter which has brought recognition of our eco friendly agriculture practice. To create market potentiality of ACI fertilizers and build farmers' awareness, we appointed 10 Agriculturists as Market Development Officer, to conduct promotional activities which is a new concept in agricultural business sector. We got a lot of positive feedback from the field about our products, especially of Excel Super and Flora. Besides, we tried to build customer relationship through various promotional strategies.



ACI Cropex Completes One Year

ACI Cropex has completed 1st year business operation successfully. Taking experience in account of 1st year business, Cropex management is very much careful & is taking specific initiatives to cross the **1000 M** business objective in the year 2010. Cropex business consists of

Human Commodity & Poultry Commodity items. It also has an important element ZIBB (Zero Investment Based Business) operation. A series of foreign principle, local suppliers & local buyers are aligned with the business operation.

ACI Seed

The National Seed Conference and Fair was held on 09-11th March '10 in Bangabondhu International Conference Centre jointly organized by Ministry of Agriculture and Bangladesh Seed Association. All SBU's of ACI Agribusiness - ACI Seed, ACI Livestock & Fisheries, ACI Motors Ltd, Crop Care & Public Health, Fertilizer and Cropex participated in the Seed Fair. ACI Seed and other businesses promoted their products to customers highlighting their features & benefits.



Cake-cutting Ceremony

Livestock & Fisheries is celebrating its achievement of highest sales of Tk. 70.15 million in January, 2010.



Rovanon 50 WP with Highest Efficacy

ACI Crop Care & Public Health has introduced Rovanon 50 WP, technologically advanced fungicide. This is a unique powder product to protect and cure Purple Blotch in onion & garlic and Alternaria Leaf Spot in mustard. ACI Crop Care & Public Health hopes that this product will become a unique brand which will add a greater value to the product line of ACI Crop Care & Public Health. During the introduction of this product, a training program, for the trade channel was conducted by Mr. Md. Ayub Ali, Business Manger, CC & PH and Mr. Md. Fahid Shams Shabuj, Portfolio Manager (Fungicide), CC & PH at three highly potential areas of onion cultivation like Pabna, Taherpur of Rajshahi and Faridpur district. In those programs Deputy Director, DAE, Plant Protection Specialist, DAE, Agriculture Officer, DAE along with the respective ACI Field Officials, were present. This product can play a positive role in onion bulb and seed production which will ensure good domestic supply of onions.



ACI FL Plant Activities

Training & Development

Training on HIV/AIDS was given to all office staff which was conducted by Mr. Elison Subrata Baroi, Team Leader of HASAB. This was an initiative of Employees Federation, Bangladesh at ACI FL Plant.

In-house trainings (Total of 1867 Man Hours) have been provided to the employees of ACI FL Factory where selected persons of respective departments participated.

FI Plant Visited

Forty (40) students of Applied Chemistry & Chemical Technology Department of Islamic University, Kushtia visited the plant to observe the production process, quality process, safety activities etc.

ACI FL Badminton Tournament - 2010 organized to strengthen teamwork and to increase synergy among employees



Long Service Awards 2009

15 years of completion

Md. Mustafizur Rahman, Pharma Sales; Md. Anwar Hossain, ACI Logistics; Md. Abul Kalam Azad, Pharma Sales; Ahmed Zubayer, ACI Formulations; Ananda Gopal Dey, Corporate; M H Israfil Monir, Distribution; Zani Alam Faridee, Pharma Sales; Mujir Ahmed, Distribution; Zani Alam Faridee, Pharma Sales; Mansur Ahmed, Narayanganj Plant; Sohel Tanvir Khan, ACI Logistics; Saif Uddin, Corporate

33 years of completion

Md. Abu Taher, Administration; Md. Shahidullah Bhuiyan, Pharma Production; Ratan Majumder, Pharma Production; Md. Belayet Hossain, Pharma Production



Winners of Innovation Award-February 2010



A T M Nur Alam Khan
Asst. Product Manager
Fertilizer



Md. Yusuf Alam
Product Executive
Fertilizer



Towhidur Rahman
Manager, Purchase & Sales
Cropex



Md. Sajad Ferdous
Logistic Executive
Livestock & Fisheries



Md. Lutfur Rahman
Production Officer
ACI Formulations



Mirza Kasim Uddin
Asst. Manager, Electrical
ACI Pure Flour



Liton
Packing Machine Operator
ACI Pure Flour



Alif Talukder
Product Executive
ACI Foods



Md. Rajab Ali
Product Executive
Pharma



Md. Jahid Hossain
Sr. Product Development Officer
Pharma



Md. Arefuzzaman
Chief Engineer
Narayanganj Engineering



Hasan Tarik
Assistant Manager
HR

Branding ACI

ACI HR department participated in the country's largest job fair, National Career Fair, organized by North South University at their Bashundhara Campus on 19th and 20th March 2010. More than 60 local and multinational companies from various industries participated in the event. Our foremost objective was to brand ACI to the job seekers and to establish ourselves as a major player in hiring talents. We got tremendous response from the job

seekers and collected more than fifteen hundred CVs for various positions. We continuously played our corporate film and product ads and also distributed our brochures to the job seekers. We thank Mr. Md. Younus Ali Khan, Head of Sales and Distribution, ACI Consumer Electronics and Mr. Tanvir Bin Anwar, Assistant Manager - Business Development, CB for providing us with technological support.



Know thy Colleagues

Karmrul Hasan Rashed, Asst. Manager,
Product Development-CB



Describe yourself in one word: self-conscientious

If a genie grants you a wish you would: ask to improve the local cosmetic industry of Bangladesh

A person you admire: My father

Moment you cherish: My schooldays

One Thing you cannot live without: Internet

Tell us something we don't know about you: I am extremely short-tempered

What is Quality according to you: Whatever promised, is delivered

Abu Hasan Zaman, Manager, Treasury-Finance



What did you want to be when you were a child: social-worker

A person you admire: My school teacher cum mentor, Mr. Abdus Sobhan

One thing you cannot live without: Happiness

What is the craziest thing you have ever done: Got married at a very young age

Tell us something we don't know about you: There is none; I am an open book

One thing you are very good at: Team-player

Which is the best vacation you've ever had in your life: The one with friends where we walked all the way from Ruma to Boga Lake

Md. Samsul Alam
Safety & Development Engineer,
ACI FL



What is your dream job: I am doing it

Describe yourself in one word: Honest

If a genie grants you a wish, you would: ask to make me capable of presenting myself well in any challenging situation

As a child you wanted to be: an economist

Favorite Writer: Kurmy (Writes Engineering Books)

Masud Billah, Asst. Product Manager, Pharma



Describe yourself in one word: Optimistic

Favorite childhood memory: Study Tour to Adomji Jute mill on a stormy day.

Favorite Book/Writer: Shesher Kobita, Rabindroanath Tagore

One thing that you cannot live without: Books

If given a complete freedom to start afresh, what profession would you choose and why: Teaching, as that profession would give me more personal time

What is the craziest thing you have ever done: I made a journey by river Padda in 08 no. Moha Bipod Shonket when I was a HSC student

What does innovation mean to you: To me Innovation is to do something which can differentiate the newer one from the previous one significantly.

Quiz: Find out what is common among these four colleagues of yours and send your answer to hr@aci-bd.com to get your name published in the next issue of BEAMS !!!

Editorial Committee: Ms. Sheema Abed Rahman, Director, Corporate Affairs; Ms. Bilkis Mansoor, Head of Creative Communication; Mr. Shamim Ferdous, HR Manager; Mr. Hasan Tarik, Asst. Manager, HR; Ms. Salma Mannan, HR Executive and Ms. Sumaiya Zabeen, HR Executive.



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CCL Apr'10