



Beams

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10th Bi-Annual Address of the Managing Director

10th Bi-Annual Address of the Managing Director to the management staff of ACI Limited was held on Tuesday, 10 August 2010 at 4:00 p.m. at the Conference Hall, ACI Centre.

Managing Director said that ACI has performed very well and has managed a good growth. He mentioned that approximately 100 SKUs were launched. He further said that ACI has increased its capacity and competencies in many fields starting from electronic, hybrid seeds to amino acid and has also moved into the food market. Wide range of products with services is being catered by the company. Addressable market of ACI is now very large with diversified range of products.

Managing Director said that huge number of training programs was imparted covering many employees of ACI during the last six months. He further said that ACI is now synergized and aligned with the competencies identifying the major boundaries for productivity. He also emphasized that competency building of the entire organization is an important area where focus is required.

Furthermore, Managing Director said that in Bangladesh, media and mobile phone has tremendously added value to the economic expansion of Bangladesh. Hence he is of the view that ACI will further grow as media and mobile phone have expanded the consumer base.

He also commented that ACI is slowly and gradually transforming from manufacturing to services. He feels that scope of growth is huge. His view is that the managerial capabilities have to be enhanced to cater these opportunities.

He added that the company has made expansions in its pharmaceutical area by launching more products and increasing distribution capacity.

Managing Director further said that ACI has made efforts to integrate the backward linkage of some businesses with forward linkage of other businesses of the company. Some of the businesses altogether are getting bridged. He further said that the challenges are to establish a corporate culture and corporate attitude. He made a presentation on the Code of Conduct which will be an important part of moving forward for ACI.

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Pharma Activities

Distinct Product Differentiation in a Highly Competitive Market ▼

To deliver expected efficacy to patients, we have introduced 22.5% Omeprazole pellets in **Xeldrin**[®] 20mg capsule for the first time in Bangladesh in August 2010. With this enrichment, **Xeldrin**[®] is now the only brand that contains 2.6 times more potent pellets than conventional Omeprazole preparations contain mostly 8.5% pellets. As a result, **Xeldrin**[®] ensures maximum drug availability in system and better efficacy.

We have started this campaign through a concept of standard dosing recommendation and usual practice of Omeprazole for treating Peptic Ulcer diseases in our country. From the very beginning, this concept has been highly appreciated and accepted by physicians.

We are expecting a significant prescription share shift towards **Xeldrin**[®] and already it is being reflected in 4P prescription share.

This is to establish **Xeldrin**[®] as the **most prescribed and highest selling brand in Pharma industry.**



Strategic Move to Build a Future PPI Brand ▼

In antiulcerant market, Rabeprazole is one of the fastest growing PPIs. To attain leadership in this particular market, we are placing our brand '**Paricel**[®]' with highest emphasis. As we have another established PPI brand, we have to formulate a highly precise strategy to achieve our objective. **Paricel**[®] has distinct superior molecular features compared to other PPIs available in the market. Considering this advantage, we have positioned **Paricel**[®] only for the management of GERD

which is one of the most complicated gastrointestinal conditions. We have also significantly upgraded the physical attributes of **Paricel**[®] with new lucrative design of outer carton, convenient pack size, alu-alu foil with slitting. All the marketing communications are designed very prudently to create a strong tie between **Paricel**[®] and GERD. We hope this strategy will make a valued position in customers' mind and build **Paricel**[®] as the future super brand in this prestigious market segment.

How would you like to be Remembered? ▼

About one hundred years ago, a man looked at the morning newspaper and to his surprise and horror, read his name in the obituary column. The news papers had reported the death of the wrong person by mistake. His first response was shock. When he regained his composure, his second thought was to find out what people had said about him. The obituary read, "Dynamite King Dies." And also "He was the merchant of death." This man was the inventor of dynamite and when he read the words "merchant of death," he asked

himself a question, "Is this how I am going to be remembered?" He got in touch with his feelings and decided that this was not the way he wanted to be remembered. From that day on, he started working toward peace. His name was Alfred Nobel and he is remembered today by the great Nobel Prize.

Just as Alfred Nobel got in touch with his feelings and redefined his values, we should step back and do the same.

What is your legacy?

Medical Services Activities

MSD has successfully organized 82 programs during the 3rd quarter. Some of them are highlighted here:

Scientific Seminar

4th July: Scientific Seminar on "Childhood Tuberculosis - An update" at Bangladesh Institute of Child Health Auditorium (BICH), Dhaka. Seminar was organized by Medical Unit-6, Dhaka Shishu Hospital. 180 Pediatricians of BICH attended the Seminar.

4th August: Scientific Seminar on "World Breast Feeding Week" at Department of Obstetrics & Gynaecology, Mymensingh Medical College Hospital (MMCH). Seminar was jointly organized by OGSB, Mymensingh branch and Obs. & Gynae Unit, MMCH. 500 participants attended the Seminar.

9th August: Scientific Seminar on "Management of Hypertension" at Jamalpur General Hospital. 73 doctors of Jamalpur General Hospital and members of BMA, Jamalpur branch attended the Seminar.

11th August: Scientific Seminar on "A lady with 10th week's Amenorrhoea with Severe Lower Abdominal Pain" at Lecture Gallery-1, Delta Medical College Hospital, Mirpur, Dhaka. The Seminar was organized by Obstetrics & Gynaecology Department; Delta Medical College Hospital. 110 doctors attended the Seminar.

23rd August: Scientific Seminar on "Management of Hypertension" at Sadar Hospital, Cox's Bazar. 150 doctors of Cox's Bazar District attended the Scientific Seminar.

CME Program

8th July: Continuing Medical Education (CME) Program at Zainul Haque Sikder Women's Medical College & Hospital. 150 doctors attended the CME Program.

13th July: Continuing Medical Education (CME) Program of newly appointed doctors at Moulvibazar Thana Health Complex. 35 doctors attended the CME Program.

Workshop

24th & 25th July: Workshop on training program of newly appointed doctors in different Thana Health Complex at Tangail District. The Workshop was organized by Tangail General Hospital. 110 newly joined doctors attended the workshop.

21th, 22nd & 23rd September: 3rd Dhaka Temporal Bone Dissection at ENT Department, Bangladesh Medical College Hospital (BMCH). This Workshop was organized by Department of Otolaryngology & Head Neck Surgery, BMCH. Prof. Dr. M. A. Zaman Principal, Bangladesh Medical College was the Chairperson of this Workshop. 110 ENT surgeons attended the Workshop.



Agribusiness Activities

Campaign Program on Flora ▼

Dhaka Area arranged a very colorful campaign program on "Flora" – a promising and magic brand for increasing crop yield at Sreepur, Gazipur on 22nd September 2010. In the campaign program Dr. S. Ramaswamy – Advisor of Devi Crop Science Pvt Limited, India, Mr. Ayub Ali – Business Manager, CC & PH, Mr. Omar Faruque Majumder – Product Manager, CC & PH, Mr. Allah Rakha – RSM, Dhaka were present. The campaign program was designed to include demonstration field

visit, scientist and extension people gathering, farmers gathering, different crop field visit of satisfied farmers, farmers' meeting, retailers & distributor visit. Dr. Ramaswamy explained the difference between Flora treated & Non-Flora treated rice plant in front of very enthusiastic farmers. During the visit of the farmers' field, they expressed their full satisfaction and contentment with Flora as a wonderful yield booster.



ACI Seed at 50th Anniversary of IRRI ▼

Honorable Prime Minister of the People's Republic of Bangladesh was visited the ACI Agribusinesses Stall along with Minister of Agriculture, Business Director, ACI Agribusinesses and Marketing Manager, ACI Seed at the Celebration of 50th Anniversary of International Rice Research Institute. The program was held on 13-14 July 2010 at Bangabandhu International Conference Center, Agargaon, Dhaka. During the visit, the Honorable Guest



keenly observed ACI seed, fertilizer, motors, cropex, livestock, fisheries and crop care & public health products. They were pleased to know that ACI is one of the largest integrator in Agribusiness sector of Bangladesh and is always trying to introduce new agricultural technologies and practices.

Consumer Brands Activities

ACI Pure Soyabean Oil now in "Premium" Quality ▼



ACI Pure Flour Ltd has upgraded its Soyabean Oil's quality & launched premium quality Soyabean Oil in September 2010. In the market of contamination, ACI is providing premium quality with the promise of 100% purity. This oil has been refined in one of the best refineries of Bangladesh that follows modern European technology.

The new look of ACI Pure Soyabean Oil represents purity, quality and essence of premium. ACI Pure Soyabean Oil 100% cholesterol free oil includes Omega 3, 6 & 9 and Vitamin E to ensure sound health for its consumers.



APFL launches Deshi "Moshur Dal" ▼

ACI Pure Flour Ltd is increasing its product line by launching a new product "ACI Pure Moshur Dal". This top quality of "Deshi" Moshur Dal is well sorted and processed by modern technology that ensures retention of all the nutrition elements. APFL launched this product just before Ramadan with a view to provide good

quality Deshi Moshur Dal according to market demand. Moreover, this Dal has been processed by the country's best Automatic Dal Factory through modern machineries such as Grader, Color Sorter, Aspirator, etc in a very hygienic manner. APFL hopes to continue delivering quality Moshur Dal to the people of Bangladesh.

ACI Pure Sugar ▼

"ACI Limited has recently launched sugar under the brand "ACI Pure". "ACI Pure Sugar" was launched in an attractive three layer laminated pack. Its outstanding color and striking design will draw the consumer's attention. This is yet another step by ACI Consumer Brands to enrich the consumers' kitchen with Pure Food products in Bangladesh. It is being made

through state-of-the-art technology with 99.9% polarization, which makes it sweeter than any other sugar brands.

In addition, it has less than 50 ICUMSA which gives more whiteness and purity in line with the brand promise of ACI Pure.

Let us all wish ACI Pure Sugar a great success in the market.



New Product launch - Savlon Shower Gel ▼

ACI Consumer Brands has recently introduced Savlon Shower Gel. It is available in 250ml dispensing pump. This product is now available in two variants-'Mixed Fruit' and 'Mixed Flower' extracts. The shower gel market is comparatively a new one. However, this is growing at a very fast rate in the metro market. Savlon, as the leading brand in personal hygiene, has taken the lead role to introduce these products in the market among the local players, to take the early mover's advantage. Today, in the stressful metro life, bathing experience for consumers has become not only a task to

cleanse the body, but an occasion to relax and de-stress so that they can rejuvenate themselves.

Considering this platform, Savlon Shower Gel is designed to offer a more spa-like experience with stronger scents and more holistic additives than regular soap. Mixed Fruit Extracts awakens the senses with a hint of fruity fragrance and Mixed Flower Extracts refreshes the senses with an elegant yet soft fragrance. Savlon Shower gel's odor killing Triclosan combined with Hydroviton 24 keeps the skin smooth and soft all day. MRP of Savlon Shower Gel is only Tk. 150.



Training Activities

In the 3rd quarter 2010, training and development activities of ACI group were focused on cooperating and creating synergy among different businesses and support divisions to materialize all sorts of learning opportunities. To ensure speedy upwards learning curve we are using more technologies, methods for augmenting development

process. We organized and conducted short learning sessions, brainstorming sessions; video based learning dissemination, group discussion, demonstration, on-the-job coaching, class room training to support organizationwide learning and development activities.

Major Training Programs of this Quarter

Some of the major training programs included the following:

- Nine (09) batches of Customer Service Training for ACI Logistics Limited
- Productivity Improvement Techniques in Manufacturing Units for ACI Formulation
- Three days long Leadership Development Program for CC & PH division
- Critical Path Method Training for Commercial Department
- GMP Training on Purchase of Starting Materials
- Customized Excel Training for Logistics Buying Team
- Customized Excel Training for Credit Operations Team
- Customized Excel Training for Finance Executives
- Review program on Customized Excel Training for RMIA Department
- Prescription and Ration Analysis, Basic Induction Training
- Selling Skills and Art of Detailing Training for Pharma

Sales Department

- Time and Territory Management
- Basics of Product Knowledge Training for CC & PH
- Selling Skills Training for CC & PH
- Concept of Agriculture and Agribusiness
- MS Outlook Training.

Also conducted were several powerful interactive learning activities which included:

- Brainstorming Session on Customer Service
- Discussion Session on Leadership
- Knowledge Test on Statutory Regulatory Orders
- IT Skills Testing
- Coaching on Customer Service.

To bring external knowledge and skills into ACI's competence inventory, many of the members participated in external trainings like SAP - FI Course, Training on Competitive Advantage through Supply Chain, Supply Chain Management Training, Training on Changes in VAT Act, Rules, SROs, Office Etiquette Training etc.

ACI Formulations Limited

ACI Formulations Limited : Field Personnel Training Program ▼

ACI Crop Care & Public Health arranged a 2nd and last batch training program to boost up knowledge and skills of field forces from 9th to 11th Aug 2010 at ASOD, Lalmatia, Dhaka. Marketing Officers and leaders of different tiers of Comilla & Jessore region participated in this training program. Dr. Md. Shariful Islam – Business Director, Agribusiness inaugurated the program while Mr. Md. Ayub Ali – Business Manager, emphasized on training and stressing on the fact that there was no alternative to boost up personality without training. Mr. Omar Faruque Majumder – Product Manager, Mr. K M Firoz Ahmed – RSM, Jessore, Mr. Saifullah Biswas – Portfolio Manager, Mr. Riffat Zaman – Portfolio Manager, Mr. Mosarraf Hossain Bhuiyan – Product Executive & Mr. Towfiqul Islam – Product Executive were present during the inaugurating session. In addition, Mr. Md. Rafiqul Islam – National Sales Manager, coordinated the program.



Positive Mental Attitude, Credit Management, Customer Relationship Management, Time and Territory Management & Mini Selling Skill were conducted by Mr. Omar Faruque Majumder – Product Manager, CC & PH. Also, Business Communication, Negotiation Skills, Crop and Pest Life Cycle and some common terminology were conducted by Mr. K.M Firoz Ahmed – RSM, Jessore. Product Detailing was sessioned by Portfolio Managers & Product Executives. This training was result-oriented and everyone participated with great concentration and enthusiasm. The performance of participants was evaluated through written exam. On the last day, everybody participated in a group event and the best performers were given awards.

Training & Development ▼

In-house trainings (*Total of 2472 Man- Hours*) was provided to employees of ACI FL Factory where selected employees participated from respective departments.



Fire extinguishing



Training Program

ACI FL Factory visited ▼

- H. E. Mr. U Aung Tun, Deputy Minister, Ministry of Commerce, Union of Myanmar visited our ACI FL Factory. Dr. F. H Ansarey, Executive Director, Agribusinesses and Dr. Md. Shariful Islam, Business Director, Agribusiness was present during the visit.
- Officials of Ministry of Environment, Bangladesh also visited ACI FL Factory. They observed the production process, quality process, safety measures and other activities.
- Thirty officers of Field Service Wing (FSW) and Plant Protection Wing (PPW) of Department of Agricultural Extension (DAE), Ministry of Agriculture visited the factory as well. They also observed the production process, quality process, safety measures & other activities.



Factory Activities

- Focus Certification India Pvt Ltd. (Australia) has certified ISO 9001:2008 and 14001:2004 on their successful Assessment during 2nd Quarter of 2010.
- A group of 4-members BIRDEM doctors visited the Pharma Plant on 4th July 2010 to observe the manufacturing facilities of the Company.
- 4 (four) Army Trainee Officers of OBC-10 (Savar Cantonment) led by one Faculty Member, Major Palash visited the Plant on 15th July 2010 to observe the manufacturing facilities of the Company.
- A 5-members team of ACIFL visited Narayanganj Pharma Plant on 9th August 2010 to observe the ETP system of the Company.
- Narayanganj Factory provided In-Plant Training to 35 (Thirty five) students of Pharmacy Discipline of various Universities of the country during the 3rd Quarter of 2010 as a part of In-Plant Training program.

Factory Training ▼

Program	Organised by	Trainer/ Resource Person	Participants
A 4-day Training on GMP held in the Training Room of Narayanganj Plant from 3rd July to 6th July 2010.	Asia Pacific Consultants Pty Ltd (APC), Dhaka.	Mr Wayne McKenzie (Australia)	Selected person of different departments.
Seminar on "Drug Approval Process in USA" held on 11 & 12th July 2010.	Asia Pacific Consultants Pty Ltd (APC), Dhaka.	Mr Naushad Islam, Director & Global Regulatory Leader, J&J Pharmaceuticals Corporate Regulatory Group in US.	Mr A B M Mahfuz ul Alam, Quality Assurance Manager Mr Md Zahadul Islam, Project Coordinator
Scheduled Training on QMS, EMS & GMP were held during 3rd Quarter of 2010 as per schedule.	In-house	In-house	Selected persons of respective departments.
GMP Training on every Saturday is being conducted by Respective Department Heads to create awareness among the staff of manufacturing areas.	In-house	In-house	Selected persons of respective departments.

Commercial Charter 2010 ▼

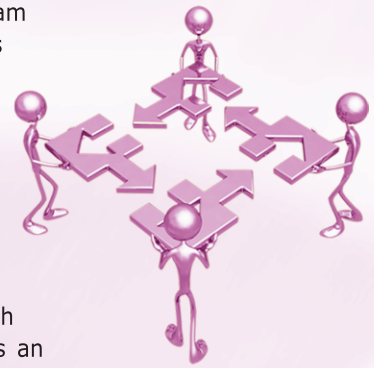
"Drive towards Supply Chain Excellence"

4th June, 2010 was an unforgettable day for the Commercial Team as they were able to get together with great enthusiasm, inspiration and active participation for the Commercial Charter 2010 held at Angana Resort, Gazipur- a very nice place to hangout with family. The theme of the Charter 2010 was "Drive towards supply chain excellence". It was a memorable day full of enjoyment with events like team building exercise , charter program, swimming, football match, movie and raffle draw. The main charter program was presided over by team leader Mr. Raihan Al Barune (Material Controller). He highlighted the objectives of the program and also directed the commercial team on how they can achieve what they have committed in the Charter, 2010. Mr. Md. Hasnat Shafique, Commercial Manager expressed his view regarding achievement of the target of Commercial Charter. Mr. Abdur Razzak Chowdhury (Head of Buying, ACI Logistics) shared his expectation from ACI Commercial Team. Mr. Md. Moinul Islam (HOLD) conducted some team building exercise by forming five different groups. Mr. S M Shamsul Islam and Mr. Choudhury Hafez Ruhan assisted Mr. Moinul to conduct such exercises. The whole program was carried out successfully by Mr. Md. Arif-Ul-Islam (Assistant Manager).

Team Spirit improves Productivity ▼

RMIA team members have recently experienced a retreat through some team building activities on Elenga Resort, Tangail. First, a 3-member committee was formed to plan the entire event properly. The committee members designed 6 interesting activities and arranged the place and other required materials within the shortest possible time.

Our journey started from ACI Centre early in the morning. During the journey, an ice-breaking activity "**Naamta Bolo**" began where each team member added an adjective with their name. Then the next person repeated the entire previous names along with the adjectives. The next session was an introductory-game named as "**Nijeke Jano**" where all the team members shared things which they have never experienced or were involved with in their entire life. This was an extraordinary way to get acquainted with the new members of the team. The game provided a good way to find out unique experiences and facts about people. We reached our destination at around 10 in the morning and discovered that the place was amazing, covered with lush green grass, uncountable plants and colorful tropical flowers. After a delicious breakfast, we moved to a well-furnished cottage "**Annanya**" equipped with all modern facilities. Then the first activity "**Anda Maro**" started where pre-selected teams were given an egg, along with materials to cover and protect it. Only one team qualified as winner who protected the egg well enough. This activity consisted of a lot of team work and reflected performances on project management. We carried out our next activity "**Bodh Obodh**" where each team members was blind-folded and then a food was given to taste. Then everyone wrote its ingredients and the person who had cited the highest numbers of correct ingredients of the recipe was selected as the winner. After a soothing time of listening to rejuvenating songs by one team member, we started our next activity "**Dourer Upor**". This activity taught us how to work effectively in groups to achieve a target. Some indoor games facilities such as table-tennis and carom-board were also enjoyed, followed by a swimming session at the pool. After a delicious lunch with mouthwatering Hilsa, a "**Treasure-Hunting**" activity began where two teams ran around the premises of the resort to find clues in different places until they reached the final treasure. Finally, before saying good bye to that beautiful place, a small ceremony took place. All the team members received small token of gifts for their enthusiastic participation in all the activities. With the sun set, our journey ended with a team member singing some wonderful songs. This cherished day will remain alive in our memory forever.



Lesson Learned: By forgetting the hierarchical layers, all the team members participated actively throughout the day. It enhanced bonding and trust among the team members. We believe these will in return increase our productivity.

The two wolves ▼

A Native American grandfather was talking to his grandson about how he felt. He said, "I feel as if I have two wolves fighting in my heart. One wolf is the vengeful, angry, violent one. The other wolf is the loving, compassionate one." The grandson asked him, "Which wolf will win the fight in your heart?" The grandfather answered: "The one I feed."

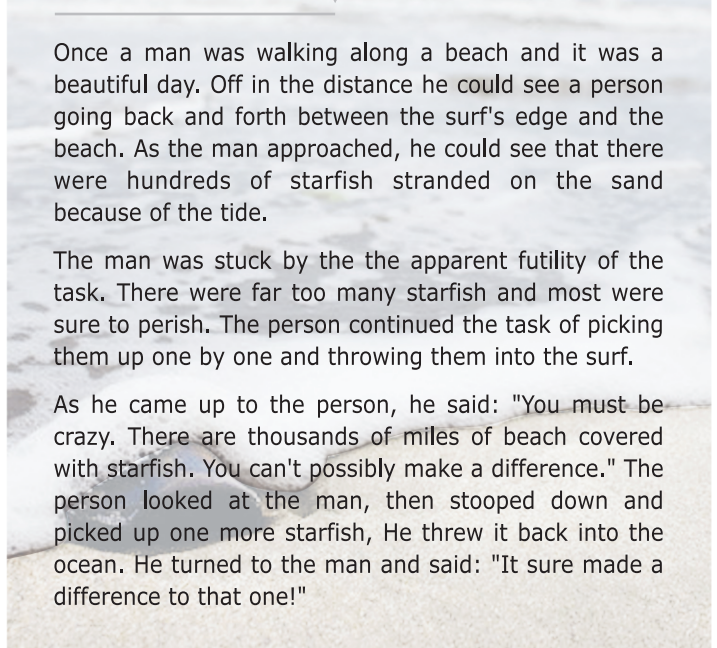


The starfish ▼

Once a man was walking along a beach and it was a beautiful day. Off in the distance he could see a person going back and forth between the surf's edge and the beach. As the man approached, he could see that there were hundreds of starfish stranded on the sand because of the tide.

The man was stuck by the the apparent futility of the task. There were far too many starfish and most were sure to perish. The person continued the task of picking them up one by one and throwing them into the surf.

As he came up to the person, he said: "You must be crazy. There are thousands of miles of beach covered with starfish. You can't possibly make a difference." The person looked at the man, then stooped down and picked up one more starfish, He threw it back into the ocean. He turned to the man and said: "It sure made a difference to that one!"



Know thy Colleagues

Ashok Kumar Chakrabarty
Production Manager
ACI Pharmaceuticals



1. The craziest thing you wish to do
Making Dhaka city free of traffic and pollution
2. The first word that comes to your mind when you hear/see ACI
Potential unlimited
3. Life is_
Continuous struggle for achieving excellence
4. Which product do you prefer most from ACI Depot
Salvlon hand wash
5. Your father is your
Inspiration to become a better person
6. Your mother is your
Everything
7. The most valuable attribute you earned from ACI
Good corporate culture

Md. Ariful Islam
Assistant Manager, Supply Chain
Development - Commercial



1. The first thing you think of when you sit at your desk in the morning
Checking all emails
2. Which product do you prefer most from ACI Depot
Savlon soap
3. The greatest lesson your parents taught you
When you are in danger, pray to Allah, he will definitely help you
4. A good day/perfect day to you is
Spend the whole day playing cricket
5. Happiness is
Smile of my mother and my family
6. The most valuable attribute you earned from ACI
Empowerment, Dedication and Respect

Md. Nurul Alam
Marketing Manager
ACI Seed



1. Life is
To live and let others live
2. If the world was coming to an end, your last wish will be:
One glass of chilled Coke
3. Your dream car is
Black BMW
4. What is the greatest gift you can give to your parents
Retain their trust and carry out their values
5. The greatest lesson your parents taught you
Don't expect from others believe in your self what you are
6. Happiness is
A mind set
7. The most valuable attribute you earned from ACI
Mentality and power to deliver

Md. Moinul Islam
Head of Learning & Development
ACI Centre



1. Your most cherished memory
When I became a father
2. Your greatest weakness
Impatience
3. The craziest thing you wish to do
Hitting six in every ball
4. Life is
For the wellbeing of others
5. If the world was coming to an end, your last wish will be
To save my daughter
6. Your dream car
Two healthy feet till death
7. The first thing you think of when you sit at your desk in the morning
How I am better than yesterday

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CCL July '10