

# Fresh

**THE BRAND THAT'S LOVED NATIONALLY,  
ADMIRERED GLOBALLY**

*It is not at all surprising that FRESH, on the foundation of 35 years of national and international experience, enjoys an astounding market penetration of 1 in almost 2.5 households in Bangladesh. With sales figures crossing USD 2 billion annually and growing, MGI flourishes on the concerted effort of 45 companies across 35 industries with more than 1000 suppliers, 3000 distributors and 22,000 employees*

**W**ith a modest and humble beginning in 1976 as Kamal Trading Company, Meghna Group of Industries rapidly grew to be one of the most enticing conglomerates of Bangladesh in recent years. With business operations spread across numerous business verticals and industrial units including but not limited to FMCG, Cement, Commodities, Chemical, Power Plant and industrial products under the brand name of 'Fresh', 'No.1' and 'Pure', MGI generates significant profits not just from the aforementioned operations,

but also from the activities of ship building dockyard, shipping, securities, general insurance, media, aviation, etc. The list is simply amazing.

## **BLOSSOMING & FLOURISHING**

To fulfill its commitment to consumers for delivering only the best – the Group has streamlined and modernized its operation in every conceivable facets, gathered knowledge and expertise from personnel in the field and deployed state-of-the-art equipment. Unsurprisingly, MGI is extremely customer-centric and has continually set

new quality standards since its inception. MGI, during the last few years through its sustained concerted efforts, has created a market leadership position for itself via a robust & wide sales and distributor network.

## **GROWING BY LEAPS AND BOUNDS**

As of now, FRESH offers a complete range of full cream milk products, wheat flour, wheat maida, wheat semolina (suji), refined soybean oil, vacuum salt, spice powder, mix spice, lentil, natural drinking water, refined sugar and tea. The Group has also made an extraordinary and unparalleled development in the production of sweetened condensed milk.

Going forward, MGI and FRESH intend to harness the potential of the people, use unused raw material and implement technology to increase operational efficiency to meet the future needs of the country (whose need is increasing day by day) and increase its foothold in the international market in the manner as its national



emergence. The core business principles of integrity, excellence, technological adaptation & entrepreneurship have helped MGI reach a wide market, as it has emerged as the largest investor in industrial & economic development of Bangladesh consistently for quite a few years in a row.

## **THE FUTURE**

Fresh has always offered its customers uncompromisingly high quality at relevant price point(s) despite intense competition. It's a brand that's primed to do wonders for Bangladesh, and beyond.

