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**What began in 1972 as an effort to produce mustard oil for local market consumption, has expanded into one of the biggest conglomerates in Bangladesh - City Group. City Group strives to provide quality food and health consumables to the masses as well as premium markets at a rational price. With steady steps, it has expanded into a corporation with 22 sister concerns producing atta, flour, semolina, sugar, salt, edible oils, drinking water, poultry feed, fish feed, cattle feed, soyameal, rapeseed cake, PET bottle, paper carton, tin container, drum, M.S. rod, and so on.**

## Market

City Group is the leader in Bangladesh food commodity market, especially for edible oil, flour and sugar, meeting about one-third of the demand for quality food items. It produces numerous items in the food sector ranging from various types of oil (soyabean, palm, canola, mustard, and coconut), to flour, atta, semolina, iodized salt, sugar, drinking water and vanaspati. It is also engaged in producing feedmeal, woven bags, steel rods, tin containers, PET bottles and plastic drums. City Group operates in a market with vast opportunities. Bangladesh annually consumes around 35 lakh tonnes of wheat while the market of premium-grade and packed flour and semolina is estimated at nearly 5 lakh tonnes. Current market share of City Group is about 25%.

At present, City Group focuses on meeting and responding to the ever-changing needs of the consumers both home and abroad. It is currently one of the largest and best conglomerates in the country, and it strives to provide healthy consumables at affordable prices. The brand names under which City Group operates are Teer (the flagship brand), Sun, Jibon and Natural. Its state-of-the-art European equipment and good quality raw materials give it an edge over its competitors. City Group's reputation is not just centered on its large market share, but also on its ability to deliver products of reliable quality.

## Achievements

Over the years, City Group has satisfied both individual and industrial consumers with its products

which symbolize quality and hygiene. It is no wonder that the efforts of the group are recognized by its consumers and partners, as well as the community.

The group's founding chairman, Mr. Fazlur Rahman, was conferred with the prestigious "Business Person of the Year" award by DHL-Daily Star Business Award 2005.

Recently, City Group's leading products Teer Atta, Teer Flour and Teer Semolina have won the "Best Brand Award 2009" given by AC Nielsen in the category of No.1 Packaged Food.

The past years have been proved to be the testing grounds for City Group in the domestic and international arena. It started off with virtually nothing after the Liberation War. However, now it has established itself as one of the premier level groups in the country. Being in the forefront always encourages it to take bold steps in expansion and that is certainly a huge achievement for the company. Having achieved more than 22 production units, City Group continues with its achievement of milestones every year.

## Product

The journey of City Group began about 40 years ago with the manufacture of mustard oil. Even today, City Group's Teer Mustard Oil remains undefeated in its popularity in Bangladesh. Mustard seeds are collected in bulk and sent to seed crushing plants, after each hand-picked mustard seed has been checked. It is only after a long,

arduous process that edible mustard oil is extracted from the seed. Then it is refined, packed and marketed in food graded PET bottles and tin cans. This oil is delivered in highest quality to the consumers who appreciate the taste of good homemade food, such as pickles.

Teer Refined Soyabean Oil is another key flagship brand of City Group. The production of this widely used and very nutritious oil begins with the import of Crude Degummed Soyabean Oil (CDSO), which is then refined in the refineries of City Group. For consumer convenience, it is marketed in a number of ways; it comes in HDPE poly bags, HDPE cans, food graded PET bottles, tins and drums.

City Group also produces refined canola oil, refined and super refined palm olein, hydrogenated vegetable oil for bakery grade (vanaspati) and coconut oil. The edible oil produced by City Group is not only nutritious and healthy for the heart, but also adds great taste to food. All the raw materials and crude oil are imported from foreign countries. The VOTT Tank Terminal situated at North Potenga on the bank of the river Karnafuli in Chittagong, stores the imported crude oil till it is taken to the VOTT Oil Refineries Limited for refining.

Next, there is the very popular line of wheat, flour and semolina produced by City Group. Shampa Flour Mills Limited is City Group's most courageous and largest venture in the industrial sector of Bangladesh. The factory with a production capacity of 550 metric tons/day uses the world renowned



Bhuler Machines of Switzerland to ensure 100% purity and fineness. The group's Hasan Flour Mill also uses state-of-the art machinery to process the finest quality wheat from Canada, Russia and Australia.

The finest iodized salt and the best refined sugar in town also come from City Group. The factories use the most scientific methods to regularly produce 250 metric tons of finest quality salt. City Sugar Industries refines imported crude sugar in fully automated Suetech machines and markets about 2000 metric tons of refined sugar per day in moisture proof full grade consumer packaging materials.

- City Group product range also includes the following:
- Drinking water that is purified using German Ozone technology and reverse osmosis system
  - Beans
  - Quality MS rods for robust construction.
  - PP woven bags and plastic linings to meet in-house demands
  - PET containers and cartons
  - Soya meals and rapeseed cakes
  - Poultry, fish and cattle feeds

Recent developments

Since 2006, the volume of exports has increased for City Group. Significant sales growth has taken place because of high demand for the products, especially Teer Vanaspati and Teer Soyabean Oil. The rising demand has been marked by the increasing level of quality and marketing.

Recently, City Group has introduced "bar code" to each of its products to meet the growing concerns to maintain quality for the products. The bar codes have revolutionized the information containment of the product and are of great help to the rising departmental stores.

In the year 2002, City Group acquired the VOTT Tank Terminal situated at North Potenga on the bank of the river Karnafuli in Chittagong. The VOTT Oil Refineries Limited is located in the same compound.

Promotion

In order to bring about a successful return, City Group launches each of its products in the market using different forms of advertisements. The promotions occur via a wide range of channels to uplift the brand scenario for the company. The various aspects of the products are advertised most commonly through newspapers, television and radio commercials.

Brand value

City Group operates with a very inspiring mission: "To provide HYGIENE, HEALTH & EXCELLENCE in food consumables for the consumers at an affordable price and raise awareness in the local and international market." City group strives to meet its primary goal of excellence by maintaining the highest quality of hygiene and health standards while marketing its products.

The featured brands of City Group have become brands of quality. Their humble yet determined efforts for quality consumer products have won the hearts of millions. All the members of city group are actively involved in maintaining the ideals established by the company founder. Four decades of this epic industrial journey can only be termed as a quest for excellence.

City Group's premium brand, also it's first ever brand in the market, is "Teer." In Bengali, the term 'Teer' means 'arrow.' The three red arrows of Teer symbolize the three aspects of quality - Hygiene, Health and Excellence.

In order to provide the premium quality of 'Teer' products at a more affordable price, City Group has launched another brand named 'Sun'. As hot and influential as the sun - it symbolizes hierarchy in health and comes at an affordable price. As the name suggests, the products under this brand act as ambassadors of goodwill and goodness.

City Group's other brand, 'Jibon' symbolizes the potentials of life. Translated into Bangla, 'Jibon' means 'life.' Indeed, Jibon's only product so far - mineral water - has been marketed in a way so as to ensure highest consumer satisfaction and to provide them with 'an essence of life.'

Yet another brand of the City Group is "Natural." This brand primarily focuses on manufacturing and marketing healthy edible oil. Its products are rich in vitamins A and D, which prevent blindness in children and save the body from viral attacks. Also, the Carotinoid in these products contain anti-oxidant solvents, which reduce the risk of heart attacks and cancer.

City Group itself has become a brand name today. It is a brand that represents a passion for excellence, business integrity, commitment and development.

Things you didn't know

1. Our founder Mr. Fazlur Rahman has started his business at the age of eight and set up his first industry at the age of 18.
2. City Group is the first to launch mustard oil in the consumer pack in an organized manner.
3. In the case of edible oils, we have the largest refining capacity in Bangladesh.
4. We have the largest flour mill in Bangladesh.
5. We are the first to use seed crushing plant in Bangladesh.



History

1972

Introduction of TEER Mustard Oil in Institutional Pack

1992

Introduction of TEER Soyabean Oil in Bulk

1993

Introduction of TEER Vanaspati & TEER Coconut Oil in Institutional Pack

1996

Introduction of TEER Soyabean Oil in Consumer and Institutional Pack

1997

Introduction of TEER Atta, Flour & Semolina in Consumer Pack & Bulk Pack

2001

Introduction of Jibon Pure Drinking Water in Consumer Pack

2002

Introduction of SUN Soyabean Oil & Natural Vegetable Oil in Consumer and Institutional Pack

2004

Introduction of TEER Poultry, Fish Feed & Cattle Feed

2005

Introduction of TEER Soyameal and Rapeseed Cake in Bulk Pack

2005

Introduction of TEER Salt in Consumer Pack

2006

Introduction of TEER Sugar in Consumer Pack & Bulk Pack

2005

Awarded the DHL-Daily Star Business Award 2005

2009

Awarded the "Best Brand Award 2009" in the category of No. 1 Packaged Food by AC Nielsen