

Chapter VII

APPLICATION FOR SUBSCRIPTION & ALLOTMENT

- A Application for shares may be made for a minimum lot of 50 (fifty) ordinary shares to the value of Tk 5,000 or any multiple thereof and should be made on the company's printed forms. Application forms and prospectus may be obtained from the registered office of the company, DSE, CSE or from any of the Bankers to the Issue. If adequate number of forms are not available, intending investors may have the same printed / photocopied / cydostyled / typed.
- B In the case of a joint application by two persons, each party must sign the application form. Correspondence will be made with the person whose name appears first. Joint application from more than two persons will not be accepted.
- C Application must be in full name of individuals or limited companies or trusts or societies and not in the name of firms, minors or persons of unsound mind. Application from insurance, financial and market intermediary companies must be accompanied by Memorandum and Articles of Association and Certificate of Incorporation.
- D An applicant can submit not more than two applications, one in his own name and another jointly with another person. In case an applicant makes more than two applications, those in excess of two applications shall not be considered for allotment purpose.
- E Bangladeshi nationals including Non-Resident Bangladeshi nationals residing / working abroad and foreign nationals shall be entitled to apply for shares.
- F Payment for subscription by investors other than Non-Resident Bangladeshis may be made to the branches/offices of the Banks mentioned below in cash / cheque / pay order / bank draft. The cheque / pay order / bank draft shall be made payable to the bank to which it is sent and be marked "A/C Rahima Food Corporation Ltd." and shall bear the crossing "A/C Payee Only" and must be drawn on a bank in the same town as the bank to which the application form is deposited.
- G All completed application forms together with remittance for the full amount payable on application should be lodged by investors other Non-Resident Bangladeshis with any of the following Bankers to the Issue:

BANKERS TO THE ISSUE

- ARAB BANGLADESH BANK LTD.**
Principal Branch, Dhaka
Nawabpur Branch, Dhaka
New Elephant Road Branch, Dhaka
Kakrail Branch, Dhaka
Mirpur Branch, Dhaka
Agrabad Branch, Chittagong
C/O Avenue Branch, Chittagong
Khulna Branch
- ISLAMI BANK BANGLADESH LTD.**
Local Office, Dhaka
Foreign Exchange Branch, Dhaka
Farm Gate Branch, Dhaka
Mouchak Branch, Dhaka
Mirpur Branch, Dhaka
Agrabad Branch, Chittagong
Khulna Branch
Bogra Branch
- INVESTMENT CORPORATION OF BANGLADESH**
Head Office, Dhaka
Chittagong Branch
Rajshahi Branch
Khulna Branch
Barisal Branch
Sylhet Branch
- IFIC BANK LIMITED**
Federation Branch, Dhaka
Shantinagar Branch, Dhaka
Elephant Road Branch, Dhaka
Dhanmondi Branch, Dhaka
Gulshan Branch, Dhaka
Agrabad Branch, Chittagong
Comilla Branch
Rajshahi Branch
Jessore Branch
Kushtia Branch
Khulna Branch
Barisal Branch
Mymensingh Branch
Sylhet Branch
- NATIONAL BANK LTD.**
Dilkusha Branch, Dhaka
Foreign Exchange Branch, Dhaka
Mohakhali Branch, Dhaka
Kawran Bazar Branch, Dhaka

- H A Non-Resident Bangladeshi (NRB) can apply for shares either directly by enclosing a foreign demand draft drawn on a bank payable at Dhaka, or through a nominee (including a bank or a company) by paying out of a foreign currency deposit account maintained in Bangladesh, for the value of shares applied for. The value of shares applied for may be paid in Taka, U.S. Dollar or U.K. Pound Sterling at the rate of exchange mentioned in the Share Application Form. Refund against oversubscription of shares shall be made in the currency in which the value of shares applied for was paid by the applicant. Share Application Forms against the quota for NRBs shall be sent by the applicant directly along with a draft or cheque to the company at its registered office. Copies of Application Forms and Prospectus shall be available with Bangladesh Embassy / High Commission in U.S.A., U.K., Saudi Arabia, U.A.E., Qatar, Kuwait, Oman, Bahrain, Malaysia and South Korea.

- I The subscription money collected from investors (other than Non-Resident Bangladeshis) by the bankers to the issue will be remitted to the **STD A/C No. 04000701, National Credit & Commerce Bank Ltd., Motijheel Branch, 6, Motijheel C/A, Dhaka-1000.**

- J The subscription money collected from Non-Resident Bangladeshis in US Dollar or UK Pound Sterling shall be deposited in "FC Account for IPO". In case of oversubscription, refund shall be made by the company out of the "FC Account for IPO". The company shall open only one "FC Account for IPO" in US Dollar or UK Pound Sterling with a bank on approval of the prospectus by the SEC, and close these accounts after refund of oversubscription, if any.

- K Public subscription money from the public offer cannot be utilised for the purpose for which money has been raised until allotment to the successful applicants and refund to the unsuccessful applicants has been made by the company.

APPLICATION NOT IN CONFORMITY WITH THE ABOVE REQUIREMENTS AND THE INSTRUCTIONS PRINTED IN THE APPLICATION FORM ARE LIABLE TO BE REJECTED.

ALLOTMENT

The company reserves the right to accept any application in whole or in part. Where any application is not accepted in full, the balance money received on application will be refunded, without interest, to the applicant by account payee cheque bearing account number, bank and branch name mentioned in the application form. Where allotment is made in whole or in part in respect of joint applicants, the allotment letter will be despatched to the person whose name appears first on the application form, notwithstanding that the shares have been allotted to the joint applicants. Where a joint application is accepted in part, the balance of any amount paid on application will be refunded without interest to the person named first on the application form.

Successful applicants will be notified of allotment by despatch of Letter of Allotment within 40 (forty) days of closing of subscription lists. Share Certificates will be issued within 90 (ninety) days of the date of allotment letters. Interest at 5% above bank rate will be paid to the unsuccessful applicants where application money is refunded after 40 (forty) days, for which the directors, in addition to the company, shall be responsible.

Chapter VIII
PROJECT DESCRIPTION

PROJECT PROFILE:

Rahima Food Corporation Ltd. has been refining and selling the highest quality refined soybean and palm oil since 1991. The refinery plant was initially financed by the sponsors themselves, with a mix of equity and unsecured loans. The company has no long-term debt on its books.

To take advantage of the growing demand by increasingly health-conscious consumers for quality branded product and in order to maintain quality control on the company's premium products down the distribution channel, RFCL has finalised plans for a strategic downstream expansion into a vegetable ghee plant and bottling facility.

Trial production is expected to start by - January-February, 1998 and commercial production by end of February, 1998. The cost of the expansion projects will be Tk 100 million, to be raised from the capital markets through an initial public offering for the same amount.

Vanaspoti Plant

Core machinery and equipment, of European standard, will consist of an oil intake plant, emulsification frame, crystallisation frame and a mounting frame. The maximum achievable annual capacity of the plant will be between 3,240 and 3,600 MT of vanaspoti products.

Bottling Plant

Main machinery and equipment, of European standard, will consist of a pressurised filling plant with an automated sealing and labelling unit. The filling unit can be calibrated with the output flow of refined oil. The installed capacity of the bottling plant will 30 bottles per minute based on 2.0 litre sized bottle. This plant can bottle refined soybean, corn, and sunflower oil.

FACILITIES OF THE EXISTING REFINERY

The existing facilities of the refinery plant will easily combine to integrate the aforesaid expansion projects. A brief description of the facilities are as follows:

a) Land:

The existing edible oil refinery project is located on a plot of land measuring about 7.08 bighas at Uttar Rupshi, Ruggani, Narayanganj. The project site is well connected by road and river communication. The Sitalakhya river, which flanks the southern extremity of the project site, provides an excellent channel for delivery of crude oil via tankers from Chittagong port. Infrastructural facilities like gas, power, telecommunication and water are well provided in the locality.

b) Buildings and Civil Works:

The major buildings include factory building, warehouse, boiler room, administrative quarters, guard rooms, sanitary facilities, power room, drum shed etc. covering about 50,000 sqft. The factory is located in a 3 level building with total floor area of 32,000 sqft. The generator and power room is of pucca construction with brick wall and CI sheet roof, and occupies 5,200 sqft. The main factory building is R.C.C. type structure with metal case frame and concealed wiring.

c) Plant and Machinery:

The plant and machinery for the existing refinery was procured from Tirtiaux, a Belgian manufacturer, under the guidance of professional consultants. The plant is fully computerised and has a continuous physical refining capacity of 120 MT crude oil per day. The capacity can be expanded upto 200 MT per day. The plant includes all required accessories with power generator, modern testing equipment and integrated quality control equipment.

d) Utilities:

- Power: The required power load for the existing refinery is 325 kW per annum. The company has a 150 kVA transformer and its own 100 kVA standby generator.
- Gas: The natural gas requirement per annum is 65,000 cubic meter, which is provided by Titas Gas Transmission & Distribution Ltd.
- Water: Daily requirement of 25,000 gallons of water for cleansing and bleaching during refinement of crude soybean and crude palm oil is provided by the company's own deep tube-well. There is also a water tower within the project.

e) Production Mix:

The annual production capacity of the refinery unit in metric tons on the basis of 8 hour working shifts, i.e. 3 shifts per day and 300 working days a year, is given below:

| Product & By-product | Average Mix | Daily Capacity | Annual Capacity |
|----------------------|----------------|----------------|------------------|
| 1 Soybean | 70.32% | 84.38 | 25,314.01 |
| 2 Palm Oil | 26.44% | 31.73 | 9,519.10 |
| 3 Fatty Acid | 1.73% | 2.08 | 624.09 |
| 4 Earth | 1.43% | 1.72 | 515.04 |
| 5 Oil Froth | 0.08% | 0.09 | 27.76 |
| Total | 100.00% | 120.00 | 36,000.00 |

f) Production Capacity:

For the financial projection purpose the capacity utilisation of the existing refinery unit has been assumed at 35% for FY1997E, 45%, 50%, 55%, and 60% for the consecutive years. The additional capacity usage over the years will feed mostly refined soybean oil to the vanaspoti and bottling units.

g) Transportation:

The CDSO and CPO arrive by river transport from Chittagong and is pumped directly into the storage tanks from the company's own jetty on Sitalakhya River, which remains navigable round the year. All other raw materials are delivered on site by suppliers' transport and refined oils are collected from the plant by buyers' transport. The company owns a micro bus for transporting factory personnel and a jeep for senior executives.

TECHNICAL ASPECTS OF THE EXISTING REFINERY :

a) **Technology and Manufacturing Process:** In brief, the following processes are involved in the refining of crude vegetable oil:

- Refining
- Bleaching
- Deodorising
- Cooling
- Storage

The refining plant uses physical refining process and has been designed specifically for the company's requirements by the Tirtiaux, a renowned Belgian refining plant supplier. As part of the turnkey installation arrangement, Tirtiaux sent its own technicians to Bangladesh to provide intensive training to local personnel to orient the latter with the intricacies of the plant. The plant is fully automated and computerised and human involvement is minimal, required only for supervisory purpose. At present, the refinery is operating smoothly with 100% guaranteed quality control.

b) **Production Personnel:** The Production and Technical team consists of the following personnel:

- Production Manager
- Production Supervisor
- Chemical Engineer
- Line Supervisor
- Mechanic
- Electrician
- Skilled Labour
- Unskilled Labour

c) **Raw Materials Requirement:** Based on 100% capacity utilisation, 8 hour working shifts, i.e. 3 shifts per day and 300 working days a year, the raw material requirement and unit price is given below (inclusive of the expansion units):

| Imports | Quantum unit | C&F Rate per unit | Imported Price per unit [†] |
|-----------------|--------------|-------------------|--------------------------------------|
| Items | | | |
| CDSO | 25,557 MT. | \$ 600.00 | Tk 35,077.02 |
| CPO | 9,610 MT. | \$ 450.00 | Tk 25,876.49 |
| Phosphoric Acid | 70 MT. | \$ 610.00 | Tk 35,077.02 |
| Filter Bag | 35 pcs | \$ 3.15 | Tk 181.25 |
| Bleaching Earth | 528 MT | \$ 350.00 | Tk 20,126.16 |

[†] Inclusive of import duties and all incidental expenses

Local Procurements

| Items | Quantum unit | Price per unit |
|--------------|--------------|----------------|
| Citric Acid | 35 MT | Tk 50,000.00 |
| Caustic Soda | 2 MT | Tk 30,000.00 |

d) **Fuels, Lubricants and Grease:** The annual requirement of lubricants and grease is about 15,000 litre and 2,500 kg respectively.

e) **Residue and Waste Disposal:** The refinery unit generates some solid wastes in the form of fatty acid, oil froth, bleaching earth, sweeping oil etc. These are sold as by-products. The refinery also generates some effluents that contain insoluble solids. These are discharged to a waste water treatment arrangement where the residual water is drained off in the nearby river. The company has obtained NOC from the pollution authority.

FACILITIES FOR THE EXPANSION UNITS

The requisite facilities for the aforesaid expansion units will integrate with those of the existing refinery plant. A brief description of the facilities to be set up are as follows:

a) Land & Location:

The expansion programme will require additional land of 0.5 bigha. This land will be provided from the sponsors freehold land adjacent to the existing refinery.

b) Buildings and Civil Works:

In addition to the existing civil establishment the company is going to expand its building area by 13,248 sqft for the expansion units. The vanaspoti factory building will cover 4,000 sqft, the warehouse in the ground floor will cover 500 sqft. The civil supports for the vanaspoti unit will require 6,478 sqft. The bottling unit will cover 2,000 sqft inclusive of all civil supports.

c) Plant and Machinery:

Additional imported machinery required for expansion are (a) vanaspoti unit: oil-intake plant, emulsification frame, crystallisation frame and a mounting frame, (b) bottling facility: fully automatic bottle unscreamer machine, rotary inside bottle air cleaner, mono bloc rotary filler and press capper, rotary labeller machine, bottle conveyor. Local equipment will consist mainly of storage vessels, tanks and steel structures.

d) Utilities:

- Power: The required power load for the expansion units is 120 kW per annum. This will be provided by REB.
- Gas: The natural gas requirement per annum is 25,000 cubic meter.
- Water: The refinery's existing water procurement facility will be capable of meeting the additional water requirements of the expansion units. However water storage facilities will have to be erected.

e) Production Capacity:

Vanaspoti unit: 5.4 - 6.0 MT per day, on the basis of 1.5 shifts (8 hour/shift) per day, 300 working days a year, and a 0.955 process loss factor. **Bottling plant:** installed capacity of 30 bottles per minute based on 2.0 litre sized bottle. The refinery can supply at ease the required quantities of refined oil. For the financial projection purpose, the rated capacity utilisation of the expansion units has been assumed at 55% for FY1998E, 60%, 65%, and 70% for the later consecutive years.

f) Transportation:

In addition to the existing vehicles the company will require two pick ups, one microbus and a sedan for the expansion units.

g) Human Resources

The current manpower and that which is required for the expansion units are as follows:

| Department | Refinery | Expansion |
|----------------|-----------|-----------|
| Production | 60 | 13 |
| Administration | 10 | 13 |
| Total | 70 | 26 |

TECHNICAL ASPECTS OF THE EXPANSION PROJECTS:

a) **Technology and Manufacturing Process:** The following covers the vegetable ghee production process:

- Neutralisation
- Bleaching
- Filtering
- Hydrogenation
- Sterilising
- Cooling
- Filtering
- Blending

Technology transfer, technical assistance, servicing, and training for the above will be imparted by the vanaspoti plant suppliers, Harper Overseas Inc., of Switzerland, who will also supply the bottling plant. Manufacturing process for the bottling plant is comparatively simple: RSO from the refinery will be bottled using pressurised filling machine, then the bottles will be capped, sealed and labelled. The whole process will be automatic, without human touch.

b) **Production Personnel:** The Production and Technical team consists of the following personnel:

- Production Manager
- Production Supervisor
- Chemical Engineer
- Line Supervisor
- Mechanic
- Electrician
- Skilled Labour
- Unskilled Labour

c) **Raw Materials Requirement:** Based on 100% capacity utilisation, 8 hour working shifts, i.e. 3 shifts per day and 300 working days a year, the raw material requirement and unit price is given below:

| Vanaspoti Unit-Imports | Quantum unit | C&F Rate per unit | Imported Price per unit [†] |
|------------------------|--------------|-------------------|--------------------------------------|
| Items | | | |
| Bleaching Earth | 23 MT | \$ 350.00 | Tk 20,126.16 |

[†] Inclusive of import duties and all incidental expenses.

| Local Procurements | Quantum unit | Average Price per unit |
|--------------------|----------------|------------------------|
| Items | | |
| Banaspoti | | |
| Unit | | |
| Salt | 13 MT | Tk. 9,000.00 |
| Caustic Soda | 54 MT | Tk. 30,000.00 |
| Ghee Flavor | 180 kg | Tk. 5,000.00 |
| Nickel | 400 kg | Tk. 150.00 |
| Tin-new/recycled | 112,500 pcs | Tk. 10.00 |
| Bottling Unit | 2 Litre Bottle | 2,304,000 btlts |
| Vitamin Solution | 4,608 kg | Tk. 22.30 |
| | | Tk. 5,000.00 |

d) **Fuels, Lubricants and Grease:** The annual requirement of lubricants and grease is about 15,000 litre and 2,500 kg respectively.

e) **Residue and Waste Disposal:** The waste and effluents generated by the expansion units will be taken care of by the existing waste disposal arrangement.

CAPITAL COST ESTIMATES FOR THE EXPANSION UNITS

The total cost of the expansion projects is estimated at Tk 100,000,000 including an initial working capital of Tk 19.00 million (for the expansion units) as summarised below:

Cost of the Project

| Particulars | Existing Unit Refinery Plant | Expansion Units | | | Total Cost |
|----------------------------------|------------------------------|--------------------------|-------------------|--------------------|--------------------|
| | | Vanaspoti Bottling Plant | Expansion Cost | Total Cost | |
| Land & Land Development | 10,100,000 | 2,550,000 | — | 2,550,000 | 12,650,000 |
| Building & Civil Works | 7,115,216 | 5,345,598 | 2,014,051 | 7,359,650 | 14,474,867 |
| Machinery & Equipment | 36,789,489 | 40,702,250 | 8,405,438 | 49,107,688 | 85,897,176 |
| Furniture & Fixtures | 614,243 | 605,790 | 50,000 | 655,790 | 1,270,033 |
| Transport Vehicle | 554,544 | 1,070,000 | 300,000 | 1,370,000 | 1,924,544 |
| Preliminary Expenses | — | 7,200,960 | 150,000 | 7,350,960 | 7,350,960 |
| Marketing and Promotion Expenses | — | — | 10,000,000 | 10,000,000 | 10,000,000 |
| Contingencies | — | 2,142,024 | 460,553 | 2,602,577 | 2,602,577 |
| Investment | 6,250,000 | — | — | — | 6,250,000 |
| Net Initial Working Capital | 66,142,034 | 9,608,055 | 9,396,280 | 19,004,335 | 85,146,369 |
| Total Cost of the Project | 127,565,525 | 69,224,679 | 30,775,321 | 100,000,000 | 227,565,525 |

| Means of Finance | Amount in Taka | |
|---------------------|--------------------|--------------------|
| | Refinery Plant | Expansion Units |
| Shares Capital | 100,002,000 | — |
| Public Issue | — | 100,000,000 |
| Reserve and Surplus | 27,563,525 | — |
| Total | 127,565,525 | 100,000,000 |

INDUSTRY OVERVIEW

The Edible Oil Refining Industry in Bangladesh

Of the 72 or so edible oil refinery and vanaspoti manufacturing units in the country, only 40 units are operational. Most of these are characterised by outdated technology, frequent breakdowns, inferior quality products, chronic working capital shortages, and under-utilisation of installed capacity. The resulting higher production costs have continually squeezed profit margins. The lion's share of the industrial edible oil market is controlled by a select few modern units. A modern, computerised physical refining plant, minimum process loss, and low labour overhead due to small work force gives RFCL considerable cost advantage over rivals.

Internal Restructuring

The edible oil refinery industry is at present undergoing rapid structural changes, triggered in part by the withdrawal of quota restrictions imposed in the early 90's and the imminent easing of import duty structure. The older units are increasingly failing to utilise capacity due to higher costs and inferior refining quality, while the modern units are enjoying better capacity utilisation especially in the face of an increasingly quality-conscious market. Capacity adjustments / substitutions between the older and modern units are expected to accelerate, providing the basis for a higher growth rate and larger market share for the modern units. RFCL is set to be the major beneficiary of this trend.

MARKET OVERVIEW

Market Structure

Almost all of the edible oil consumed in Bangladesh is produced and refined by local companies. There is a minimal import of refined oil. Industrially refined edible oil (currently soybean and palm oil) accounts for 57% of the 700,000 MT. per annum domestic edible oil market. The remaining 43% is held by the cottage industry produced oils, mainly mustard, rape seed, and groundnut. The annual demand for vanaspoti products is roughly 25,000 MT. Over the years there has been a substitution of the industrial oils for cottage oils and this trend is expected to continue ensuring a higher growth rate for the industrially refined oils.

Market Demand

The present per capita consumption of edible oil in Bangladesh is less than 3 kg, compared to 5 kg in India, 8 kg in Sri Lanka and 9 kg in Pakistan. Thus, Bangladesh has a lot of catching up to do. Given the similarity in development pattern and socio-cultural backgrounds, any rise in Bangladesh's per capita income will give a very substantial boost to the demand for edible oil. Demand for soybean and palm oil is expected to grow at the minimum rate of 8% per annum from 1997 onwards. Actual growth is likely to be much higher due to continued substitution of soybean and palm oil for mustard, rape seed and other indigenously produced oils.

Furthermore, the Bangladesh government's trade liberalisation policies are expected to lead to reduction of duties on import of crude soybean and palm oil. Any relaxation in duties will prompt a tremendous surge in demand for these oils. RFCL, unlike its competitors, can capitalise in such a situation as it is in a position to readily expand capacity, giving greater cost efficiency, without compromising on quality.

Market Potential for Packaged Products

As quality perception among consumers continue to grow, demand for quality branded products, such as bottled oil, vanaspoti, and others, will definitely increase. This segment of the market is set to show vibrant growth in the foreseeable future.

RFCL's proposed entry into branded bottling and vanaspoti products is extremely well timed. At present, there are a few brands of reasonable quality, like Postman (Dhaka Vegetable Oil), Tripti (Bengal Food), Daida (Lever Brothers) but compared to the potential demand, supply is significantly limited. RFCL with its recognised leadership in quality can achieve potentially spectacular results in this segment of the market.

Pricing of Output

The company follows a steady pricing policy subject to cost, demand situation and competitive position. RFCL products command a premium price for its quality excellence. The pricing is highly elastic on import price variation, exchange rate fluctuations, and dumping of refined soybean oil from overseas.

The following prices have been adopted for the purpose of financial analysis:

| Output | Unit | Price per Unit |
|---------------------------|-------|-------------------------|
| Refined Soybean Oil (RSO) | MT. | Tk. 41,091/MT. |
| Refined Palm Oil | MT. | Tk. 31,740/MT. |
| Vanaspoti/Vegetable Ghee | Kg. | Tk. 880/16 Kg container |
| Bottled RSO | Litre | Tk. 120/2 Litre bottle |

By-Product

| By-Product | Unit | Price per Unit |
|------------------------|------|----------------|
| Fatty Acid | MT. | Tk. 15,056/MT. |
| Oil Froth | MT. | Tk. 5,000/MT. |
| Wasted Bleaching Earth | MT. | Tk. 263/MT. |

* The above prices are averages and a 5% price escalation factor for each year is used in computation of revenue.

Marketing

The sponsors have allocated a Tk. 1 crore budget for advertising and promotional expenses of introducing vanaspoti and bottled RSO product. Aggressive campaigns will be launched using the electronic and print media. Outdoor campaigns will utilise billboards, placards and murals in strategic location. Roadshows will be organised to promote the products of the expansion