DHAKA SUNDAY MAY 9, 2010

0.64%

5,618.42

0.62%

1.29%

3.10%

0.65%

2,821.11

1.87%

2,688.38

(Friday closings)

\$1,202.50

(per ounce)

\$75.11

(per barrel)

(As of Friday)

16,769.11

10,364.59

10,634.64

(Week-on-week)

Asian Markets

Stocks

DGEN

CSCX

MUMBAI

TOKYO

SINGAPORE

SHANGHAI

Commodities

Gold

Oil

News in Brief

CSR report

next week

launched

BB to release

EXIM Bank Hospital

The central bank will pub-

lish a corporate social

responsibility report (CSR)

on financial institutions

next week, Governor Atiur

collected all information of

banks' CSR activities to back

up the report," said Rahman

at the launch of EXIM Bank

Hospital, the bank's flagship

The report will mention

what the banks have done

for CSR so far, said the

Nazrul Islam Majumder

presided over the function

addressed by different

banks' directors and former

"CSR is not all about mak-

ing hospitals. Banks should

go to rural areas to serve

The governor suggests the

National Board of Revenue

give tax incentives or exemp-

He however criticised the

private sector hospitals for

their "profit-maximising"

Majumder said banks are

ready to initiate fund-raising

programmes to build state-

EXIM Bank has built its

hospital at Kazipara in Mirpur

in the city to provide low-cost

health care to patients. The

cost of the hospital is esti-

mated at more than Tk2 crore,

said Nurul Fazal Bulbul, a

Britain blamed

for euro turmoil

Britain's refusal to entertain

eurozone curbs on highly

speculative investment fund

managers has cost Europe

dearly, former Spanish

prime minister Felipe

"Look at the hedge funds

decision that was put off" in

March, Gonzalez told report-

ers after unveiling a two-year,

million-euro report into the European Union's future 20

"Because of elections,"

specifically "the general elec-

tion held the day before yes-

terday" across England, Scotland, Wales and Northern

Ireland, "we have all seen

more and more speculative

attacks, which are going to

continue apace," he said in

Spanish comments relayed

through EU interpreters.

years down the line.

Gonzalez said on Saturday.

government officials.

villagers," Rahman said.

tion to CSR activities.

of-the-art hospitals.

director of the bank.

AFP, Brussels

attitude.

EXIM Bank Chairman

Bangladesh Bank chief.

CSR project.

"Bangladesh Bank has

Rahman said yesterday.

STAR BUSINESS REPORT



Models pose at a fashion show organised by Women Entrepreneurs Association (WEA) on the sidelines of the WEA Expo 2010 at Gulshan Club in Dhaka yesterday. The event showcased creations by designer Tootli Rahman and other members of the association.

TV ad spending beaming

SAYEDA AKTER

Spending on TV commercials by major brands rose by around 16 percent in January, compared to a month ago.

Mobile phone operator Grameenphone maintained the lead as before.

However, real estate and personal care products such as soap, cream, body lotion and shampoo spent less in the month.

According to a report by Ryans Archive, a media-monitoring agency, spending on television commercials increased from around Tk 83 crore in December to Tk 96.5 crore in January.

Four of the top 10 advertisers were mobile operators, while the top 10 accounted for more than half of

the total spending, said the report. All soft-drink brands cut their ad spending, especially on television,

as demand remained low in winter. Industry insiders said the stiff competition in the telecoms sector pushed the operators to increase ad spending mainly on television. The mobile operators, including

Grameenphone, Banglalink, Warid and Citycell, spent around Tk36 crore on TV commercials in

January, an 11 percent rise from December, according to the report. Ad spend-

ing on personal care products slowed to Tk 24.2 crore in January from Tk 24.5 crore in

December, due to a rise in inflation, said the industry people.

According to the Bangladesh Bureau of Statistics, inflation went up by 8.99 percent on point-to-point spending during the first month of ing, while TV commercials account basis in January.

"During inflation, people tend to cut

spending on non-essential products such as soap, shampoo, cream and body lotion. This is the main reason behind the decline in ad spending by the manufacturers," said Aly Zaker, managing director and CEO of Asiatic

Marketing Communicatio SHARES OF TOP 10 PRODUCTS IN TV ADS nsLtd, a leading Mobile operator adfirm.

> "I don't think the ad spending for personal care products will decline eventually. The spending also rose in Feb-

ruary."

Apartment

Newspaper

Bath soap

Cream

Land

Biscuit

Lotion

Institute

Shampoo

He also said the local manufacturers often remain busy wrapping up their annual expenditure in December, which can cause lower the year.

Zulfikar Ahmed, CEO of Unitrend

Ltd, another ad agency affiliated with McCann Erickson, said the global financial crisis is another reason for the decline in ad spending on personal care products. "As the primary yearly budget of

different multinational companies has been curtailed globally, expenditure by the local operations will decline ultimately," he said. "If the recession takes its toll, the

target groups will have lower disposable income to spend on goods like shampoo," Ahmed said. "When a garment worker loses her job, she will not use even the sachets of shampoo."

The industry insiders estimate the total market size of the local advertising business at Tk 1,200 crore per year, with a steady growth of 15 percent.

The print media still remain as the largest advertising vehicle, grabbing around 43 percent of all spendfor 39 percent, they said. sayeda@thedailystar.net

DCCI demands highest allocation for power sector

TRANSCOM

Now at BDT 35,500/-

PHILIPS Bluray Player

 Pure aluminum casing with touch-panel controls • 7.1 Channel Audio Output with DTS Master Audio

 DVD Video up-scaling to Full HD 1080p · High quality HDMI Cable - absolutely free

STAR BUSINESS REPORT

The energy and power sector should get the highest allocation in the upcoming budget for fiscal 2010-11, as the country is faced with a nagging power crisis, a leading chamber said yesterday. The allocation for the sector in the current fiscal year

is Tk 4,300 crore, which is only 3.8 percent of the total

outlay, said Abul Kasem Khan, president of Dhaka Chamber of Commerce and Industry, at a pre-budget discussion. "This allocation should increase due to the current power crisis. We would like to see minimum Tk 10,000 crore or 10 percent of the total budget for new power

plants. The shares of the new power companies could be offloaded in the capital market later," Khan said at the meeting at the chamber's office in the capital. He urged the government to go for open-pit mining for extracting coal that will be used to feed the power plants. The government should also assess the possible

environmental damage that can be caused in the mine areas by such a mining method, Khan said. "We must reduce dependency on natural gas for

producing power as the gas reserve is depleting," he said. Khan also proposed that the government set a target

to increase the number of taxpayers to five million within 2015 and bring such professional groups as doctors, lawyers and teachers under tax net. The chamber president urged total duty waiver for

import of capital machinery, imposing three percent duty on import of raw materials, 10 percent on intermediate goods and 25 percent on import of finished goods. Khan called for increasing the allocation for public-

private partnership projects to Tk 5,000 crore from the existing Tk 2,500 crore. The minimum taxable income limit should be raised

to Tk 200,000 from the existing Tk 165,000, he said. The government can only allow whitening the

legally earned untaxed money at a 50 percent fine, but not the illegally earned money, Khan said. The DCCI boss also proposed introducing 'tax card'

to encourage tax collection.

He said the taxpayers can carry such cards and get benefits from different goods and service providers.

The taxpayers do not get due respect from the government officials, institutions and agencies, he said, adding that if the tax card system is introduced, the taxpayers can show it to different offices to enjoy benefits.

The chamber president proposed reduction in corporate tax to 25 percent from the existing 27.5 percent for listed companies, 35 percent for non-listed companies from the existing 37.5 percent and 40 percent for banks from the existing 42.5 percent.

Khan suggested the government set up an 'ICT Commission' to facilitate proper implementation of digital Bangladesh plan and withdraw SIM (subscriber identity module) tax to help grow cellphone market.

Rice bran oil plant opens production

STAR BUSINESS REPORT

A new avenue opens up on the edible oil market in Bangladesh as a plant to extract oil from rice bran launched production yesterday with an eye on India.

KBC Agro Products Private Ltd, a joint venture by Bangladeshi and Indian entrepreneurs, also plans to set up an oil refinery plant next year. "There is a market for rice bran oil as it's healthy and

cholesterol-free," said Tapas Chandra Debnath, general manager of KBC Agro. Commerce Minister Faruk Khan inaugurated the

plant in Dhamrai on the outskirts of Dhaka.

Such oil, extracted from the germ and inner husk of rice, is suitable for high-temperature cooking methods such as stir-frying and deep-frying and popular as cooking oil in several Asian countries, including Japan and China.

Rice bran is mainly used for preparing feeds for poultry, fish and cattle.

Debnath said the factory can extract 100 tonnes of crude oil using 500 tonnes of rice bran daily and will start exporting to India within two-three months. "We have already invested around Tk 30 crore to set

up the plant," he said.

The price of rice bran oil would be 15 percent lower than those of soybean and mustard oil, he added.

KBC Agro also plans to explore domestic livestock feed market, now dependent on imports, with a byproduct, de-oiled rice bran.





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