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Stocks	
DGEN	0.64% 5,618.42
CSCX	0.62% 10,634.64 (Week-on-week)

Asian Markets	
MUMBAI	1.29% 16,769.11
TOKYO	3.10% 10,364.59
SINGAPORE	0.65% 2,821.11
SHANGHAI	1.87% 2,688.38 (Friday closings)

Commodities	
Gold	\$1,202.50 (per ounce)
Oil	\$75.11 (per barrel) (As of Friday)

SOURCE: AFP

### News in Brief

## BB to release CSR report next week

### EXIM Bank Hospital launched

#### STAR BUSINESS REPORT

The central bank will publish a corporate social responsibility report (CSR) on financial institutions next week, Governor Atiur Rahman said yesterday.

"Bangladesh Bank has 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 CSR project.

The report will mention what the banks have done for CSR so far, said the Bangladesh Bank chief.

EXIM Bank Chairman Nazrul Islam Majumder presided over the function addressed by different banks' directors and former government officials.

"CSR is not all about making hospitals. Banks should go to rural areas to serve villagers," Rahman said.

The governor suggests the National Board of Revenue give tax incentives or exemption to CSR activities.

He however criticised the private sector hospitals for their "profit-maximising" attitude.

Majumder said banks are ready to initiate fund-raising programmes to build state-of-the-art hospitals.

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 estimated at more than Tk2 crore, said Nurul Fazal Bulbul, a director of the bank.

## Britain blamed for euro turmoil

AFP, Brussels

Britain's refusal to entertain eurozone curbs on highly speculative investment fund managers has cost Europe dearly, former Spanish prime minister Felipe Gonzalez said on Saturday.

"Look at the hedge funds decision that was put off" in March, Gonzalez told reporters after unveiling a two-year, million-euro report into the European Union's future 20 years down the line.

"Because of elections," specifically "the general election held the day before yesterday" 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.



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 Tk 36 crore on TV

commercials in January, an 11 percent rise from December, according to the report.

Ad spending 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 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 Communication Ltd, a leading ad firm.

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

He also said the local manufacturers often remain busy wrapping up their annual expenditure in December, which can cause lower spending during the first month of 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.

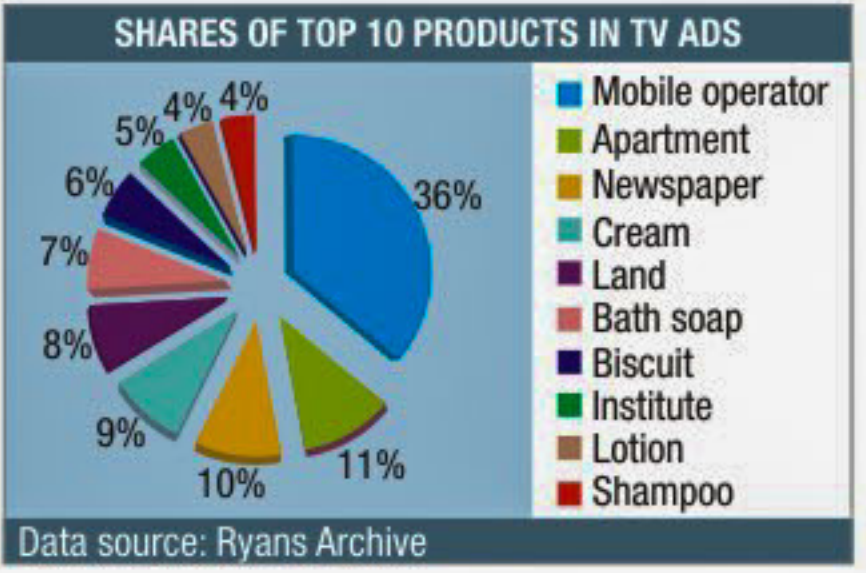
"As the primary yearly budget of different multinational companies has been curtailed globally, expenditure by the local operations will decline ultimately," he said.

"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 spending, while TV commercials account for 39 percent, they said.

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## 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 by-product, de-oiled rice bran.

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