ANNUAL REPORT 2023-24



EMPOWERING HEALTH ENRICHING LIVES





VISION, MISSION, CORE VALUES

► SOCIAL MARKETING COMPANY (SMC)



VISION

SMC's vision is to be a world-class social enterprise recognized for its contribution to the advancement of social marketing thoughts, principles and practices that aim to better the health and wellbeing of women, children, families and the society.



MISSION

In partnership with the government, development partners and the private sector, SMC's overall mission is to improve the health and wellbeing of women, children and families through social marketing of products and services in family planning, maternal and child health, nutrition and other socially beneficial areas.



PHILOSOPHY

Profit must primarily contribute to social betterment.



CORE VALUES

- Our organizational interest is at the foremost.
- We never compromise on quality and satisfying our customers' needs.
- We challenge ourselves everyday to do better and achieve more.
- We hold dearly our values of integrity, respect and fairness for all.

COMPANY INFORMATION

Social Marketing Company (SMC)

Legal Status

Social Marketing Company (SMC) is a Not-for-profit organization established in April 1990 under Section 26 of the Companies Act, 1913 and registered with the Registrar of Joint Stock Companies and Firms vide registration no. CTO-284(3)/90 dated 19-04-1990. It later fell under the jurisdiction of Section 28 of the Companies Act 1994. In pursuance of Section 28 together with the license from Ministry of Commerce, SMC is registered as a Company with Limited Liability, excluding the word 'limited' in its name and subject to the condition that it applies its profit and other income in promoting its objects and prohibits the payment of any dividend to its member.

Registered Office

SMC Tower, Road-17 33 Banani Commercial Area Dhaka-1213, Bangladesh

Statutory Auditors

ACNABIN

Chartered Accountants

BDBL Bhaban (Level-13 & 15) 12 Kawran Bazar Commercial Area Dhaka-1215, angladesh

Tax Consultants

K.M. Hasan & Co.

87, New Eskaton Road, Dhaka-1000

M/s. Hadee Lutful & Co.

House # 77 (2nd Floor), Road # 04, Block # C Banani, Dhaka, 1213

Main Bankers

Pubali Bank Limited

Banani Branch

Dutch-Bangla Bank Limited

Banani Branch

Standard Chartered Bank

Gulshan Branch

Brac Bank

Banani Branch

Uttara Bank Limited

Gulshan Branch

Legal Advisor

H& H Company

56-57, Motijheel Commercial Area Shareef Mansion (2nd Floor) Dhaka-1000. Bangladesh

Website

www.smc-bd.org

Social Media Platforms

www.facebook.com/smcnonprofit https://www.youtube.com/@smcbdvideo

LinkedIn

www.linkedin.com/company/socialmarketingcompany



OUR FOOT PRINT

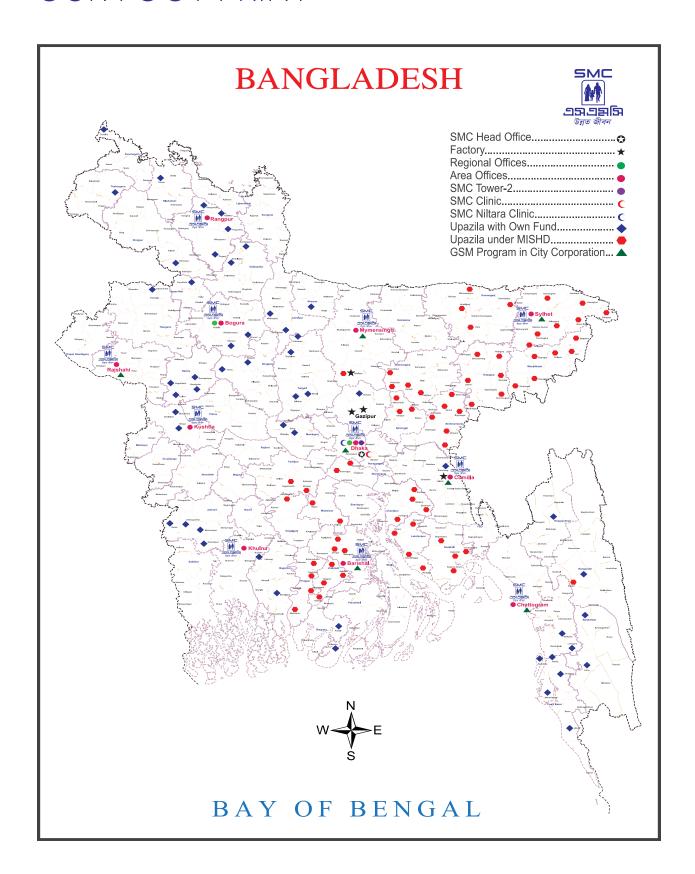


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ABBREVIATIONS/ACRONYMS

ACTB	Alliance for Combating Tuberculosis in Bangladesh
AGM	Annual General Meeting
AoA	Articles of Association
BCC	Behavior Change Communication
BDHS	Bangladesh Demographic and Health Survey
BS	Blue Star
BSEC	Bangladesh Securities and Exchange Commission
BSP	Blue Star Provider
BSTI	Bangladesh Standards and Testing Institution
CFO	Chief Financial Officer
CIFF	Children's Investment Fund Foundation
СР	Consumer Product
CPR	Contraceptive Prevalence Rate
СҮР	Couple-Years of Protection
CWH	Central Warehouse
DGDA	Directorate General of Drug Administration
DGFP	Directorate General of Family Planning
DGHS	Directorate General of Health Services
DKT International	Deep K. Tyagi International
DOTS	Directly Observed Therapy, Short-course
DQA	Data Quality Assessment
ECP	Emergency Contraceptive Pill
EDCL	Essential Drugs Company Limited
FC-LARC	Field Coordinators, Long Acting Reversible Contraceptive
FMCG	Fast-Moving Consumer Goods
FMD	Food Manufacturing Division
FRH&C	Female Reproductive Health and Contraceptives
GAIN	Global Alliance for Improved Nutrition
GDS	Group Detailing Session
GH&N	General Health and Nutrition
GM	General Manager
GMP	Growth Monitoring and Promotion
GoB	Government of Bangladesh
GPM	Gallons Per Minute
GS	Green Star
GSM	Gold Star Member
GSP	Green Star Provider
Н & Н	Health & Hygiene
HTSP	Healthy Timing and Spacing of Pregnancy
HVAC	Heating, Ventilation, and Air Conditioning

icddr,b	International Centre for Diarrheal Disease Research, Bangladesh
IFA	Iron and Folic Acid
IFRS	International Financial Reporting Standards
IPC	Inter Personal Communication
ISA	International Standards on Auditing
IUD	Intrauterine Device
IYCF	Infant and Young Child Feeding
KVA	Kilo Volt Amperes
LAPM	Long-Acting and Permanent Method
LARC	Long-Acting Reversible Contraceptive
LBW	Low Birth Weight
M&E	Monitoring and Evaluation
MD	Managing Director
MD & CEO	Managing Director & Chief Executive Officer
MISHD	Marketing Innovations for Sustainable Health Development
MMS	Multiple Micronutrient Supplements
MNP	Micronutrient Powder
MUAC	Mid-Upper Arm Circumference
MWRA	Married Women of Reproductive Age
NBR	National Board of Revenue
NGMP	Non-Graduate Medical Practitioner
NGO	Non-government Organization
ОСР	Oral Contraceptive Pill
ORS	Oral Rehydration Solution
OVC	Online Video Commercial
PC	Palli Chikitshok
PM	Permanent Method
PO-TSD	Program Officer-Training and Service Delivery
PSP	Pink Star Provider
RJSC	Registrar of Joint Stock Companies & Firms
RMG	Ready-made Garment
SDG	Sustainable Development Goal
SDK	Safe Delivery Kit
SGA	Small for Gestational Age
SGS	General Society of Surveillance
SMC	Social Marketing Company
SMC EL	SMC Enterprise Limited
ТВ	Tuberculosis
TVC	Television Commercial
USAID	United States Agency for International Development



OVERVIEW OF SOCIAL MARKETING COMPANY (SMC)

Since its inception in 1974 as a Family Planning Social Marketing project and later on in 1990 after being transformed into a not-for-profit company, SMC has been consistently contributing to improving the health and well-being of women, children, and families through social marketing of products and services in family planning, maternal and child health, their nutritional status, adolescent health & hygiene, tuberculosis referral, and other socially beneficial areas in partnership with the government, development partners and private sector. SMC and USAID have continued their partnership over the last 50 years and SMC is considered as one of the successful investments of USAID.

One of the significant contributions of SMC lies in its family planning program, with its branded contraceptives being used by approximately 50% of modern contraceptive users in Bangladesh. Of these, Oral Contraceptive Pills (OCPs) hold 54% market share, condoms account for 73%, and injectables make up 50% (as per BDHS survey of 2022). The most popular low-dose oral contraceptive pill (OCP) 'Femicon' topped the list in the OCP category with its highest number of

users. In 2022, SMC was ranked as the third-largest contraceptive social marketing organization in the world, according to DKT International (a USA-based charitable non-profit organization operating in 90 countries).

SMC as a major contributor to Bangladesh's national health and family planning program not only markets a full range of family planning products but also Oral Rehydration Saline (ORS), better known as ORSaline. SMC also markets Micronutrient Powder 'MoniMix' for children aged 5 to 12 years to support their growth and nutritional need; Multiple Micronutrient Supplements 'FullCare' to reduce low birth weight by improving the nutritional status of women during pregnancy; deworming tablets; SMC Zinc, a calcium supplement aimed at preventing eclampsia in pregnant women, adolescent health and hygiene through penetration of 'Joya' sanitary napkin. Furthermore, to bolster maternal health, SMC recently launched community-level pregnancy care services (ANC) through its Star network providers, offering services for five basic components of antenatal care

Product Portfolio of SMC

SMC categorizes three types of product portfolios. The products with huge public health importance but still need significant investment and subsidies for behavioral change of the targeted population is considered as program products. While the products which is being marketed commercially is categorized as enterprise products. SMC EL has also introduced Pharma products to ensure quality medicine at an affordable price.

Product Portfolio of Program Division:

Product Category	Brand Name
Clinical & Injectable Contraceptives	IUD Relax, implant i-plant, injectable SOMA-JECT
Public Health and Nutritional Products	Micronutrient Powder (MNP)- 'MoniMix', & 'MoniMix' Plus', Deworming tablet- Vermicid, Multiple Micronutrient Supplements- 'FullCare', SMC Zinc, Safe Delivery Kit- Safety Kit, Tube Soap- 'Easy Clean', Pregnancy Test Device- 'Quick Test', Calcium tablet- 'Forbon'.



Product Portfolio of SMC Enterprise:

Product Category	Brand Name
Contraceptives	Pill: Noret-28, Femicon, Femipil, Minicon, Ovacon Gold, MyPill, SmartPill Regular, SmartPill Lite, Norix, Norix 1, Condom: Raja, Hero, Panther, Sensation, U & ME, Xtreme, Amore, Skins
Rehydration	SMC Plus, ORSaline-N, SMC Fruity
Food & Beverage	Taste Me, Bolt, Super Kid, SMC Biscuit
Personal Care	Joya Sanitary Napkin, Smile Baby Diaper, Smile Baby Wipe, SMC Petroleum Jelly, SMC Germ Kill

The Pharma products of SMC EL can be categorized under the following therapeutic class:

Analgesics & Antipyretics, drugs for obstructive airway diseases, Antiemetics & Anti-nauseants, Antihistamined, drugs for functional Gastrointestinal disorders, drugs for Acid related disorders, NSAIDs, Vitamin & Mineral supplements, antibacterial drugs, cough and cold preparations, antimycotics, Parenteral Nutritional Supplement.

Program operation

The Company seeks to leverage its brand value, loyalty, market positioning, and reputation to build new partnerships with the private sector and collaborate with the Government of Bangladesh (GOB).

To Achieve this, SMC implements its program with extensive national coverage through its five Star networks engaging different level of providers in the private sectors. Blue Star Program – a network of 12,224 private sector non-graduate providers; the Green Star Program – a network of more than 5,449 drug sellers and the Pink Star Program – a network of 608 graduate providers, mostly Obstetricians and Gynecologists. They are offering public health products, disseminating information, and rendering services to communities throughout the country. SMC improves the skills of these

private providers through basic and periodic refresher trainings. The most recent network of SMC is Rose Star – a network of 328 Pediatricians to counsel on nutrition and growth monitoring for the children under five years. The Gold Star network is a vibrant platform of more than 3,635 women entrepreneurs at the community level.

SMC is implementing community mobilization program in 114 Upazilas to improve healthy behaviors of community people. Along with rural areas, SMC initiated to implement Gold Star model in the settings to meet the demand of the low-income population. Currently, SMC is implementing Gold Star network program in 9 peri-urban areas under Dhaka, Barishal and Sylhet City Corporation. These networks are branded by SMC to promote and offer quality public health products and services across the country.

For the past five decades, SMC has been committed to improving the health and well-being of women, children, and families through a wide range of products and services.

As you know, To achieve this, SMC has established five distinct Star networks that engage private sector healthcare providers, both graduate and non-graduate. These Star network providers—Blue Star, Green Star, Pink Star, Rose star, and Gold Star Member

The geographical coverage of program networks during the reporting period is as follows:

Program types/ networks	Number of Districts covered	Number of Upazilas covered	Number of Members FY 2023-24	Number of Members FY 2022-23
Blue Star	64	495	12,224	11,159
Green Star	64	495	5,449	4,928
Pink Star	58	-	608	552
Rose Star	26	-	328	217
Gold Star-Rural	41	114	3,402	3,048
Gold Star-Peri Urban	6	9 areas	233	184

Following are some photographs relevant to the Star Networks of SMC



SMC established two clinics in order to provide quality health care and diagnostic services at an affordable price. Two clinics are located at Dhaka Uddan, Mohammadpur (Niltara Clinic) and Darussalam, Mirpur (SMC Clinic). SMC is implementing clinic operation to create a sustainable model keeping provision of consultation, diagnostic and model pharmacy affordable to all segment of population.



















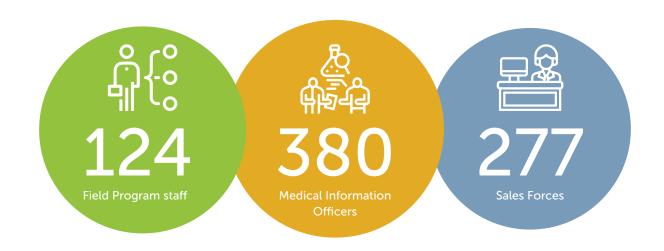
Field Operations

SMC has its own extensive sales and distribution network and field-level program operations across the country. It also has strengthened product supply mechanism through local distributors. To maintain the positive growth with a competitive advantage, the Company has increased its presence in the digital marketplace for brand promotion. With a view to maintaining alignment in line with the growth trajectory, SMC invested significantly in the manufacturing and infrastructural development.

Field forces of SMC reached 183,161 pharma outlets and 633,372 non-pharma outlets through its 12 area offices situated in different strategic location across the country.

The adolescent health program is one of the flagship

programs of SMC to raise awareness of Sexual & Reproductive Health (ASRH) knowledge and skills for adoption of healthy behaviors among themselves, their families, and peers. Recently, SMC initiated to offer basic pregnancy care services by the Star Network Providers. In addition, SMC recruited paramedics in 114 Upazilas to organize pregnant mother gathering to offer 5 basic pregnancy care services, including weight measurement, blood pressure measurement, urine test for albumin, blood test for sugar, counselling on danger signs including Multiple Micronutrient Supplements and Calcium tablet. Each year SMC is expanding its Community Mobilization Activities in new 8 Upazilas and peri-urban areas for larger impact according to its five years strategic plan.



Manufacturing Operations

The state-of-the-art Manufacturing facilities (ISO 9001:2015 certified and cGMP compliant) operate round the clock to meet the growing demand to attain higher revenue targets. These factories run with high-level automation and efficiency lines producing high-quality products. The Pharmaceutical plant is not only limited to producing ORSaline-N but also engaged in producing

Pharmaceutical products and several Consumer products in its Food Manufacturing Division (FMD) in Bhaluka, Mymensingh, Health & Hygiene production facility in Cumilla, focusing on the essential hygiene needs of the people such as sanitary napkin, baby diaper, wipes & wet tissue. Fast Moving Consumer Goods (FMCG) Food Manufacturing in Bhabanipur, Gazipur, a state-of-the-art manufacturing facility started commercial production of SMC Plus.

Plant	Location
Pharmaceuticals Factory	Bhaluka, Mymensingh
Food Manufacturing Facilities	Bhaluka, Mymensingh
Health & Hygiene Factory	Bauband, Cumilla
FMCG Factory	Bhabanipur, Gazipur









Production Floor (Capsule)



Production Floor (Baby Diaper)



Production Floor (Joya Sanitary Napkin)



Production Floor (Joya Sanitary Napkin)



Production floor FMCG

In its long journey from a project to a thriving social enterprise, SMC is now considered as one of the largest private sector partners of the Government of Bangladesh and USAID. SMC continues its onward successful journey by maintaining its role as a major contributor to the Bangladesh national health and family planning program and a significant contributor to the reproductive health, maternal health, adolescent health θ hygiene, tuberculosis, child health and nutritional services across the country. SMC is relentlessly engaging its endeavors and increasing its basket of quality public health products and services, promoting behavior change, raising awareness and creating sustainable social impact for the wellbeing of women, children and families.

OUR PERFORMANCE FY 2023-24

Key Highlights At A Glance

Sales Revenue

Tk. 38 Crore

Previous

Tk. 30 Crore

Income from SMC Clinics **Tk. 9 Crore**

Previous

Tk. 7 Crore

29% 🛕

Total expenditure

Tk. 158 Crore

Previous

Tk. 145 Crore

9% 🛕

Income from Donation

Tk. 63 Crore

Previous

Tk. 54 Crore

17%

27%

Corporate Income

Tk. 59 Crore

Previous

Tk. 52 Crore

14% 🔺

Gross Surplus Before Tax

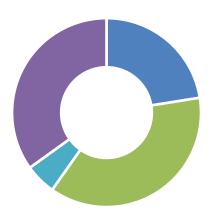
Tk. 10 Crore

Previous

Gross Deficit Before Tax

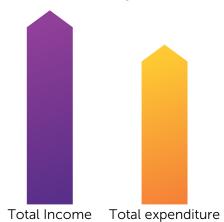
Tk. 2 Crore 600%▲

Total Income



- Sales Revenue
- Income from SMC Clinics
- Income form Donation
- Corporate Income

Income Vs Expenditure





ALIGNMENT WITH THE SUSTAINABLE DEVELOPMENT GOALS









Family Planning and Empowering Women (SDG 3 & 5)

Distributed **1.98 million Couple Years of Protection (CYP)** through contraceptives, including oral pills, condoms, IUDs, and implants. Access to Family planning empowers women by giving them control over their reproductive choices.





Maternal and Child Health, Ensuring food security helath education & awareness (SDG 2,3 & 4)

Distributed **48.61 million sachets of micronutrient powder, 11 million de-worming tablets,** and **862,106 zinc tablet blisters** to combat malnutrition.







Adolescent Health (SDG 3 and 4)

Reached **157,740 adolescents** through targeted health education sessions thereby ensuring good helath.





Nutrition (SDG 2 & 3)

Conducted growth monitoring and provided counseling on balanced diets, reducing stunting and wasting among children.





Tuberculosis Referral (SDG 2 & 3)

Screened **55,111 presumptive TB cases** through the Star Network Providers.

Malnutrition weakens the immune system, increasing susceptibility to tuberculosis.







PARTNERS

GOVERNMENT PARTNERS





DEVELOPMENT PARTNERS

KNOWLEDGE AND TRAINING PARTNERS







IMPLEMENTING PARTNERS









COLLABORATIVE PARTNERS











MAJOR MILESTONES

1974

Family Planning Social Marketing Project (FPSMP) established under a tripartite agreement among Population Services International (PSI), GOB and USAID

1975

The distribution of USAID-donated Raja condom and Maya contraceptive pill started through private sector outlets

1985

FPSMP launched Oral Rehydration Salt (ORS) to address high diarrheal deaths due to dehydration

1990

FPSMP became Social Marketing Company (SMC), a private not-for-profit organization under the Companies Act of 1913 with a voluntary Board of Directors

1997

SMC became a direct recipient of USAID funds with the departure of PSI

1998

'Blue Star Network' introduced to offer quality public health services for the community people

2000

SMC Tower (the headquarter building of SMC) inaugurated at Banani, Dhaka.

2004

ORS manufacturing facility started at Bhaluka, Mymensingh

2008

Central Warehouse inaugurated at Bhaluka, Mymensingh

'SMC Zinc' (the essential micronutrient) launched as an adjunct therapy to ORSaline

'MoniMix' (the micronutrient powder) launched to improve nutritional status of children (6 months to 5 years of age)

2012

SMC became fully sustainable recovering more than 100% of nonprogram related costs

SMC was awarded USAID-funded MIH project through a competitive bidding

2013

'Joya' Sanitary Napkin launched to ensure good hygiene of women during menstruation

'Pink Star Network' formed to provide Long-acting Reversible Contraceptive (LARC) services through graduate doctors

'Gold Star Network' formed to develop women entrepreneurs for creating demand and selling public health products.

2014

SMC Enterprise Ltd formed as a fully-owned for-profit subsidiary company of SMC

2015

Bogura Regional Office and Warehouse inaugurated

2016

The construction of hygiene manufacturing plant in Cumilla started

SMC was awarded the Marketing Innovation for Sustainable Health Development (MISHD) project by USAID

2017

- Manufacturing of hygiene products at the Cumilla plant started
- Construction of 'SMC Tower-2' at Darussalam, Mirpur, Dhaka started
- Prescription pharmaceutical products launched in its own brand name

2018

- SMC Niltara Clinic and Model Pharmacy inaugurated at Dhaka Uddyan, Mohammadpur, Dhaka
- 'Green Star Network' formed to ensure minimum primary health care services and sell public health products

2019

Production line for commercial production of capsules and MoniMix pouch started at Bhaluka Factory, Mymensingh

2020

- SMC was awarded the Multiple Micronutrient Supplements (MMS) by Children's Investment Fund Foundation (CIFF) and launched its own brand 'FullCare' tablet to address the nutritional needs of the pregnant women
- 'Vermicid' (Albendazole 400 mg) launched to reduce the burden of worms caused by soiltransmitted helminth infections
- SMC was awarded the 'Alliance for Combating Tuberculosis in Bangladesh (ACTB)' by USAID

2021

- 'MoniMix Plus' (the micronutrient powder) launched to prevent anaemia and micronutrient deficiencies in children (5 to 12 years of age).
- 'SMC Plus' (the electrolyte drink) launched to help the dehydration, fatigue and low blood pressure instantly
- The construction work of 'SMC Tower-2' completed and the operation of SMC Clinic and the Model Pharmacy started

2022

- Rose Star Network' formed to offer growth monitoring and nutrition services of children through pediatricians
- Ground breaking work of Fast-Moving Consumer Goods (FMCG) project at Bhabanipur, Gazipur started

2023

- Launched Triforce Injection (Ceftriaxone 500 mg IM, 1 g IM & 1 g IV) indicated for Respiratory Tract Infections, Skin & Soft Tissue Infections, Urinary Tract Infections, Surgical Site Infections, Meningitis, Septicemia, Typhoid Fever, etc.
- SMC starts producing Esomium & Prazomax (Anti-Ulcerant), Zifday (Vitamin & Mineral), and Fungicap (Indicating for different types of fungal infection) capsules in Bhaluka Factory.
- Introduced Calcium-enriched "Forbon" tablet to meet the calcium deficiency of children, adolescents and adults of all ages, as well as pregnant and lactating women.
- Introduced the first-ever micronutrientenriched healthy and delicious "SMC Butter Cookies" in Bangladesh.

2024

- Ground Breaking work of area office and SMC clinic project in Khulna
- Business Process
 Transformation to SAP
 ERP environment
- The construction work of FMCG Factory completed and the production of electrolyte drink 'SMC Plus' started at its own plant.



SMC BUSINESS MODEL

INPUTS PROCESSING KEY OUTPUTS Our Business Process MATERIAL ISSUES **HUMAN CAPITAL HUMAN CAPITAL** In 2023-2024, Family planning Contribution to 389 no of 93 employees Programs national health employee were onboarded programs onboarded; Distribution of where 97% on Through a 144 no of female necessary public contractual term. health products program employment (29% 70% of these were and offers interventions, in growth) for development affordable health SMC focuses on partners and 60% of employees services across areas such as remaining 30% received an family planning, the country under SMC average of 14 maternal and child Funded projects; Clinic operation hours of training health, adolescent Maintenance of health, nutrition MMS Project strong retention and tuberculosis; targeting the rate and positive reduction of low Actively marketing work culture birth weight to create demand (turnover rate of Combating core employees Implementing **Tuberculosis** @4%; community mobilization Extensive training initiative across 42 program in 2023districts 2024, @60% of employees Capacity building received average of Star Members 14 hours of by Professionals training; Children 10 employees Investment Fund sent abroad Foundation for specialize partnered international with several programs in organization strategic HR Alliance with management, USAID for financial combating planning, project Tuberculosis; implementation Monitoring and Saff development Evaluation both at expenses in Head Office and 2023-2024 Tk. Field Office 2,472,835 i.e. @0.15% of total Routine data expenses of the quality audit year. and compliance following US government policies.

INPUTS PROCES		G	KEY OUTPUTS		
Our Business Process					
FINANCIAL CAPITAL	MATERIAL ISSUS	KEY RISK	FINANCIAL CAPITAI		
Capital Fund Tk. 2,374 million Retained earnings Tk 7,236 million Donor Fund Tk. 631 million Non-current Liabilities Tk. 380 million Net Cash Operating Income TK. 1,965 million	 Geopolitical and economic trends Technology and digital transformation Customer satisfaction Governance, compliance and conduct Ethical and transparent business practices Leadership, talent development and retention Environmental, Social and Governance factors Employee health and safety, workplace diversity and inclusion Anti-corruption, anti-money laundering 	 Supply Chain and Logistics Risks Regulatory Compliance Risks Market and Demand Risks Growth Impediments for Network Providers Impacts of Climate Change Resource Constraints 	 Revenue BDT 15,981 million Operating Profit BDT 1,515 million Net Profit BDT 664 million Return on Asset 3.91% Return on Capita Fund 27.97 % Dividend by SMC EL 300 million 		

N:B: The figure shown above where taken from the consolidated financial position

Women empowerment



INPUTS PROCESSING KEY OUTPUTS Our Business Process MATERIAL ISSUS INTELLECTUAL CAPITAL INTELLECTUAL CAPITAL Innovative Product 50 years of New products Bronze Award in experience in Development innovation. the Engineering health sector; and Other Implementing SAP Technology Manufacturing Regular training ERP Integration Category by programs for Star **ICMAB** Knowledge Regular training Network providers Management & programs for Star and internal SMC was ranked Training Network providers employees as the third-largest and internal to strengthen contraceptive Global employees expertise and social marketing Recognition service delivery. organization in the world, Implementing SAP according to DKT ERP to enhance International; data-driven decision-making New products and operational such as Forbon efficiency. (calcium supplement),

Full Care (MMS

tablets), and SMC

Plus (electrolyte

drink) were introduced.

in 64 districts Strong Brand Value

Strong Tech Platform

Strong Market Position

Collaboration of FinTech

Our Business Process

SERVICE GENERATING/ MANUFACTURING CAPITAL

MATERIAL ISSUS

STRATEGIES

SERVICE GENERATING

- Five distinct star networks that engage private sector healthcare providers both graduate and nongraduate;
- Blue star, Green star, Pink star, Rose star, and Gold star Members offer public health products, disseminating information and rendering services to communities throughout the country;
- Efficient sales and distribution network;
- 12 area offices across Bangladesh serving almost 800,000 outlets through its direct sales and distributors sales representatives.

- Regulatory
 Compliance
 & Quality
 Assurance:(ISO
 9001:2015
 certified and
 comply (cGMP)
- Production Capacity Expansion
- Supply Chain Resilience
- Digital Transformation
- Sustainability & Waste Management

- Timely availability of raw materials amid foreign currency shortages
- Integration of SAP ERP
- Implementing eco-friendly production methods and waste management systems
- Advanced
 Manufacturing
 Facilities:
- Bhaluka (Mymensingh): Pharmaceuticals and ORSaline-N production.
- Cumilla: Health & Hygiene Factory producing Joya Sanitary Napkins, Smile Baby Diapers, and baby wipes
- Bhabanipur (Gazipur): FMCG Factory for SMC Plus electrolyte drinks
- Reached number of married women with health message-838,087;
- Reached number of adolescents-157,740;
- No of children received growth monitoring-535,018;
- No of TB cases-4,977



INPUTS PROCESSING KEY OUTPUTS Our Business Process MATERIAL ISSUS NATURAL CAPITAL NATURAL CAPITAL Enhance the Renewable Energy Solar Energy ISO 9001:2015 Integration use of natural Utilization Certification resources A 200 kW solar Efficient Waste Reduce Carbon panel system at Management Footprint the ORSaline and Green Supply Strengthen Pharma factory Chain Initiatives Environmental in Bhaluka, Compliance Mymensingh, Expand supplies 20% of Renewable Energy the plant's energy Use needs **Enhance Water** Effluent & Conservation Wastewater Efforts Management Sustainable Combined Product Effluent Treatment Development Plant (CETP) Installed at the FMCG facility Effluent Treatment Plant (ETP) Operational at the ORS factory Exploring biodegradable and recyclable materials to minimize plastic waste.

Our Business Process

SOCIAL AND RELATIONSHIP

MATERIAL ISSUS

STRATEGIES

SOCIAL AND RELATIONSHIP

- More than 60 crore incurred for program expenses-both donor funded and SMC funded;
- Reached married women, adolescents, children received growth monitoring, TB cases;
- Donation and contribution during crisis situation

- Public Health Awareness
- Women
 Empowerment &
 Entrepreneurship
- Emergency Response & Relief Efforts
- Conducting large-scale campaigns on maternal health, family planning, tuberculosis awareness, and adolescent education.
- Supporting over 3,500 women entrepreneurs through the Gold Star Network, enabling financial independence and community service.
- Providing essential healthcare supplies and financial aid to flood-affected communities.

- More than 183,161 pharma outlets and 633,372 non-pharma outlets engaged in product distribution.
- Awareness campaigns on family planning, child nutrition, and disease prevention.
- Reached over 1.35 million individuals through targeted engagement programs.
- SMC distributed
 ORSaline and
 drinking water to
 the day labor and
 workers across the
 Country to alleviate
 the suffering caused
 by the intense
 summer heatwave;
- As part of emergency response to tropical cyclone Remal, SMC distributed foodstaff including water purifying tablets and oral Rehydration salt among 604 flood affected rural women entrepreneurs;
- In second wave of devastating floods in Sylhet and Brahmanbaria district, SMC extended its support to 684 GSM and 37 field staff;
- All employees of SMC, SMC EL and Board Members contributed Tk. One Crore to the Chief Advisor's Relief and Welfare Fund to the flood affected people



HUMAN CAPITAL

Social Marketing Company (SMC) acknowledges that human capital is fundamental to its success. The organization is dedicated to developing a highly skilled, diverse, and motivated workforce. SMC creates a productive and engaged workforce capable of driving long-term growth and innovation by investing in employee development, promoting an inclusive workplace, and embracing digital transformation.

MATERIAL ISSUES ADDRESSED



KEY HIGHLIGHTS



STRATEGIC OBJECTIVES





Engagement





Diversity & Inclusion



Operational Efficiency

Brief Overview

SMC's human capital strategy focuses on continuous learning, innovation, and inclusivity. The company has made significant progress in talent development, process optimization, and leadership training. By utilizing technology and promoting a people-centered work environment, SMC ensures that employees stay engaged and motivated, contributing to the company's overall success.

FINANCIAL CAPITAL

MAINTAINING A SOUND FINANCIAL PROFILE

Social Marketing Company (SMC) continues to uphold financial sustainability through strategic investments, robust financial management, and a diversified revenue stream. The company maintains a prudent approach to capital allocation, ensuring longterm viability while supporting its mission-driven initiatives.

MATERIAL ISSUES ADDRESSED COST **INVESTMENT IN DIGITAL MANAGEMENT** TRANSFORMATION **REVENUE REGULATORY GROWTH COMPLIANCE**

KEY HIGHLIGHTS





STRATEGIC OBJECTIVES







Cost Optimization



Strengthening Financial Resilience



Digital Transformation

Brief Overview

SMC has demonstrated resilience in confronting economic challenges while preserving its financial stability. The company's strategic focus on financial discipline, risk management, and revenue diversification has positioned it for continued growth. By addressing critical financial issues and aligning resources with strategic priorities, SMC ensures a sustainable financial future.



Way Forward

- **Expansion of Services:** Introducing new products and expanding healthcare programs to underserved areas.
- **Investment in Infrastructure:** Strengthening production capabilities and upgrading diagnostic and clinical services.
- **Financial Strengthening Initiatives:** Enhancing investment strategies and optimizing operational costs for long-term financial health.
- **Sustainable Growth:** Continuing to generate surplus profits to reinvest in SMC's mission of improving public health outcomes.

By staying committed to its financial objectives and leveraging strategic investments, SMC is well-positioned to sustain its impact and drive future growth in Bangladesh's healthcare landscape.

More about our financial strategies and performance in the "Directors report of SMC"

INTELLECTUAL CAPITAL

Social Marketing Company (SMC) places significant emphasis on intellectual capital as a key driver of innovation and growth. Through continuous research, advanced technology adoption, and knowledge-sharing initiatives, SMC enhances its competitive edge while ensuring the availability of high-quality healthcare and consumer products.

MATERIAL ISSUES ADDRESSED



INNOVATIVE PRODUCT DEVELOPMENT

New products such as Forbon (calcium supplement), FullCare (MMS tablets), and SMC Plus (electrolyte drink) were introduced.

TECHNOLOGY INTEGRATION

Implementing SAP ERP to enhance data-driven decision-making and operational efficiency.





KNOWLEDGE MANAGEMENT & TRAINING

Regular training programs for Star Network providers and internal employees to strengthen expertise and service delivery.

GLOBAL RECOGNITION

Ranked 3rd globally in contraceptive social marketing by DKT International, reflecting SMC's commitment to global best practices.



KEY HIGHLIGHTS

PRODUCT INNOVATION:

Comprehensive contraceptive portfolio including Femicon, Raja, and SOMA-JECT.

TRAINING & CAPACITY BUILDING:

Continuous basic and refresher training and knowledge-sharing initiatives for five-star (Blue, Green, Pink, Rose, Gold) healthcare providers.

STRATEGIC OBJECTIVES



Enhance Product Portfolio.



Leverage Technology.



Strengthen Knowledge Management



Expand Global Presence



Foster Research & Development

Brief Overview

SMC's intellectual capital strategy focuses on innovation, knowledge-sharing, and digital transformation. The company's commitment to R&D, employee training, and technological advancements reinforces its leadership in the social marketing sector. By adopting new technologies and consistently enhancing its product offerings, SMC is well-positioned to maintain its influence in Bangladesh's healthcare and consumer markets.

Leveraging its intellectual capital, SMC continues to make significant contributions to public health while ensuring sustainable growth and operational excellence.

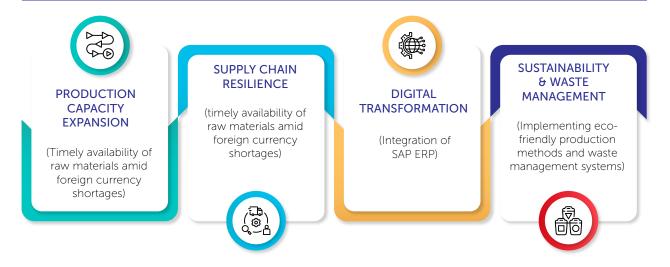


SERVICE GENERATING/ MANUFACTURING CAPITAL

Social Marketing Company (SMC) has established its fully owned subsidiary company SMC Enterprise Limited (SMC EL), having high-quality manufacturing facilities (ORS factory, Health & Hygiene Factory and FMCG factory). With state-of-the-art production facilities and a robust distribution network, SMC EL consistently delivers essential health products nationwide. The company remains committed to upholding global quality, efficiency, and sustainability standards.

MATERIAL ISSUES ADDRESSED

Regulatory Compliance & Quality Assurance (ISO 9001:2015 certified and comply (cGMP)



KEY HIGHLIGHTS

Advanced Manufacturing Facilities

- Bhaluka (Mymensingh): Pharmaceuticals and ORSaline-N production.
- Cumilla: Health & Hygiene Factory producing Joya Sanitary Napkins, Smile Baby Diapers, and baby wipes.
- Bhabanipur (Gazipur): FMCG Factory for SMC Plus electrolyte drinks

Distribution Network

Serves 183,161 pharma outlets and 633,372 non-pharma outlets

Technology Integration

SAP ERP implemented to enhance operational efficiency

Employment Generation

Over 1600 people

OVERVIEW AND STRATEGY

- Increase Production Efficiency: Enhance automation and streamline processes to increase productivity.
- Increase Capacity: Heighten investments in technology and infrastructure to satisfy growing demand.
- Encourage Sustainable Manufacturing: Adopt energy-efficient equipment and waste minimization strategies.
- Enhance Market Penetration: Fortify the distribution network and broaden reach in rural and underserved regions.
- Allocate Resources to Research & Development: Investigate new product lines and improve existing formulations to sustain a competitive advantage.

KEY MANUFACTURING STRENGTHS

- State-of-the-art facilities: Fully automated production lines guarantee high quality
- Strong Distribution Network: A wide presence throughout Bangladesh ensures product accessibility.
- Quality Assurance & Compliance: Strict compliance with international manufacturing standards.
- Technology-Driven Operations: Initiatives for digital transformation enabling real-time monitoring and analytics.
- Scalability & Growth Potential: Ability to meet increasing consumer demand through ongoing expansion.

By leveraging its manufacturing strengths and strategic initiatives, SMC is well-positioned to continue delivering high-quality, affordable healthcare and consumer products, contributing to the well-being of the people of Bangladesh.



NATURAL CAPITAL

Social Marketing Company (SMC) is committed to environmental sustainability through responsible resource management, eco-friendly manufacturing, and the adoption of renewable energy. By integrating sustainability principles throughout its operations, SMC seeks to minimise its environmental impact while contributing to a greener Bangladesh.

MATERIAL ISSUES ADDRESSED



KEY HIGHLIGHTS

- Solar Energy Utilization
- Efficient Waste Management
- Green Supply Chain Initiatives
- ISO 9001:2015 Certification

- Expand Renewable Energy Use
- Enhance Water Conservation Efforts
- Reduce Carbon Footprint
- Sustainable Product Development
- Strengthen Environmental Compliance

Brief Overview

SMC's approach to natural capital focuses on reducing environmental impact while maintaining operational efficiency. The company's investments in renewable energy, waste management, and sustainable production practices reinforce its commitment to long-term sustainability. By integrating eco-friendly initiatives into its operations, SMC continues to support Bangladesh's green development agenda.

Through these initiatives, SMC remains dedicated to enhancing its environmental stewardship, ensuring a balance between business growth and ecological sustainability.

SOCIAL AND RELATIONSHIP CAPITAL

Social Marketing Company (SMC) fosters community well-being through its extensive social programs, partnerships, and healthcare initiatives. By leveraging its vast network, SMC ensures access to essential healthcare, family planning, and nutrition services, ultimately improving the lives of millions across Bangladesh.

MATERIAL ISSUES ADDRESSED



PUBLIC HEALTH AWARENESS

Conducting large-scale campaigns on maternal health, family planning, tuberculosis awareness, and adolescent education.

WOMEN EMPOWERMENT & ENTREPRENEURSHIP

Supporting over 3,500 women entrepreneurs through the Gold Star Network, enabling financial independence and community service.





EMERGENCY RESPONSE & RELIEF EFFORTS

Providing essential healthcare supplies and financial aid to floodaffected communities.

KEY HIGHLIGHTS

EXTENSIVE HEALTHCARE NETWORK:

More than 183,161 pharma outlets and 633,372 non-pharma outlets engaged in product distribution.

COMMUNITY MOBILIZATION PROGRAMS:

Awareness campaigns on family planning, child nutrition, and disease prevention.

Reached over 1.35 million individuals through targeted engagement programs.

STRATEGIC OBJECTIVES



Expand Healthcare Access



Enhance Public Health Awareness



Strengthen Women Empowerment Initiatives



Leverage Strategic Partnerships

Brief Overview

SMC's commitment to social capital is evident in its robust community engagement, extensive healthcare initiatives, and empowerment programmes. By fostering strategic partnerships, launching public health campaigns, and embracing digital transformation, SMC ensures sustainable development and improved well-being for the people of Bangladesh. Through its proactive and inclusive approach, SMC continues to lead social health and community development, guaranteeing long-term sustainability and impact.



COMPARATIVE FINANCIAL PERFORMANCE OF PRECEDING FIVE YEARS

(Taka in crore)

Particulars	FY2023-24	FY2022-23	FY2021-22	FY2020-21	FY2019-20
	Taka	Taka	Taka	Taka	Taka
I. Income-Corporate	84.98	65.17	50.56	49.08	40.10
Sales Revenue	27.06	14.95	14.25	10.71	8.67
Income on FDR	12.30	10.08	10.12	24.05	17.84
Rental Income	13.04	12.35	10.28	8.89	9.71
Dividend	30.00	26.00	13.65	5.00	3.50
Others	2.58	1.80	2.26	0.43	0.38
II. Income-Program	83.47	77.77	69.21	43.62	38.25
Sales Revenue	10.87	15.24	16.25	9.80	9.45
Grants	63.06	53.89	47.56	30.97	26.51
Income from Clinics	9.08	7.24	5.40	2.84	2.28
Others	0.46	1.39	-	-	-
A. Total Income (I + II)	168.45	142.94	119.77	92.70	78.35
III. Expenditure- Corporate	61.73	45.82	42.55	40.30	38.01
Salary	19.26	20.02	15.50	14.57	14.18
Travel	2.44	1.35	1.25	1.18	1.04
General Operating Expenses	10.50	6.79	8.95	8.52	9.37
Commodity & Packahing	24.48	12.77	11.91	9.64	7.41
Others including depreciation	5.04	4.89	4.95	6.38	6.00
IV. Expenditure- Program	96.35	99.38	75.62	43.60	34.22
Salary	13.68	13.04	10.93	5.56	5.52
Travel	2.49	2.77	2.04	1.02	1.23
General Operating Expenses	5.90	10.37	10.82	4.00	3.17
Commodity & Packahing	5.36	5.24	3.54	2.54	2.06
Program Expenses	60.30	54.82	37.07	22.44	18.89
Advertising expenses	7.65	12.50	10.27	7.56	3.04
Others	0.96	0.64	0.94	0.47	0.31
B. Total Expenditure (III+ IV)	158.08	145.20	118.17	83.90	72.23
Net surplus/(deficit) before tax (A-B)	10.37	(2.26)	1.60	8.80	6.12

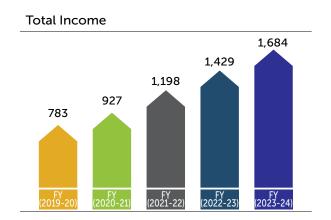
HIGHLIGHTS ON FINANCIAL POSITION AS ON 30 JUNE

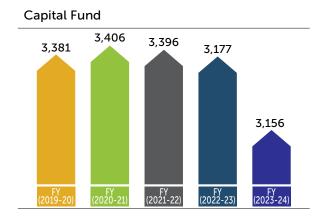
(Taka in crore)

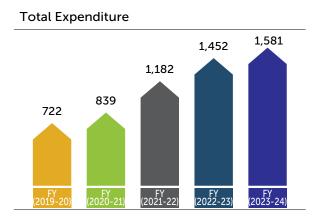
Particulars	FY2023-24	FY2022-23	FY2021-22	FY2020-21	FY2019-20
	Taka	Taka	Taka	Taka	Taka
Capital Fund	315.56	317.68	339.63	340.56	338.09
Current liabilities	153.44	116.42	89.22	91.34	86.98
Liabilities	469.00	434.11	428.85	431.90	425.07
Non-current assets	153.60	156.31	158.62	160.77	131.51
Current assets	315.40	277.80	270.23	271.13	293.56
Assets	469.00	434.11	428.85	431.90	425.07

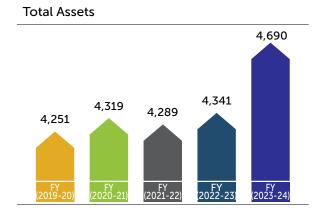
TREND ANALYSIS

(Taka in million)







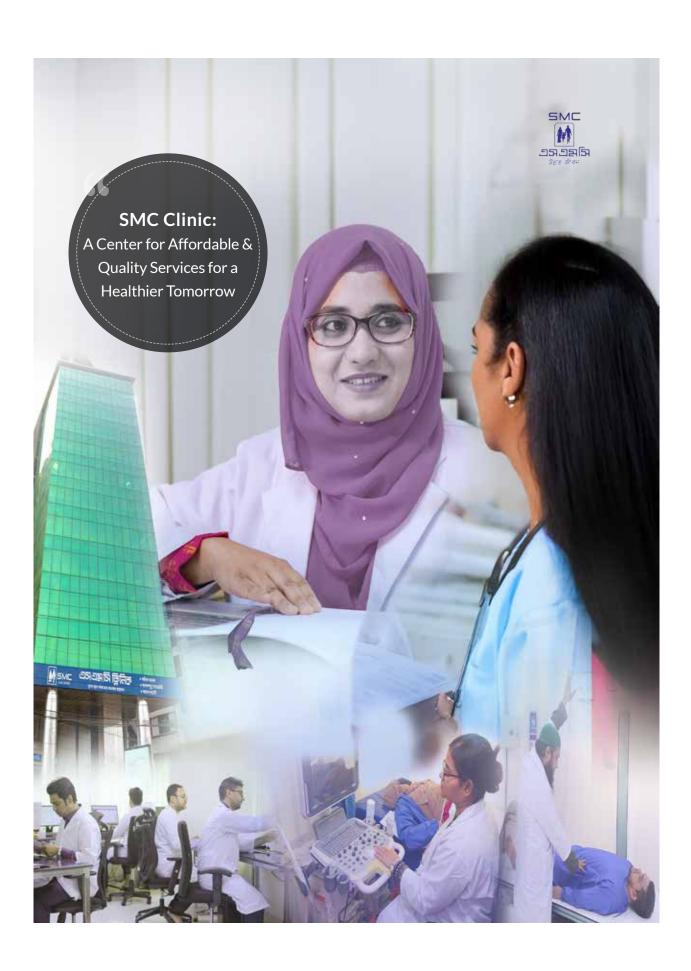


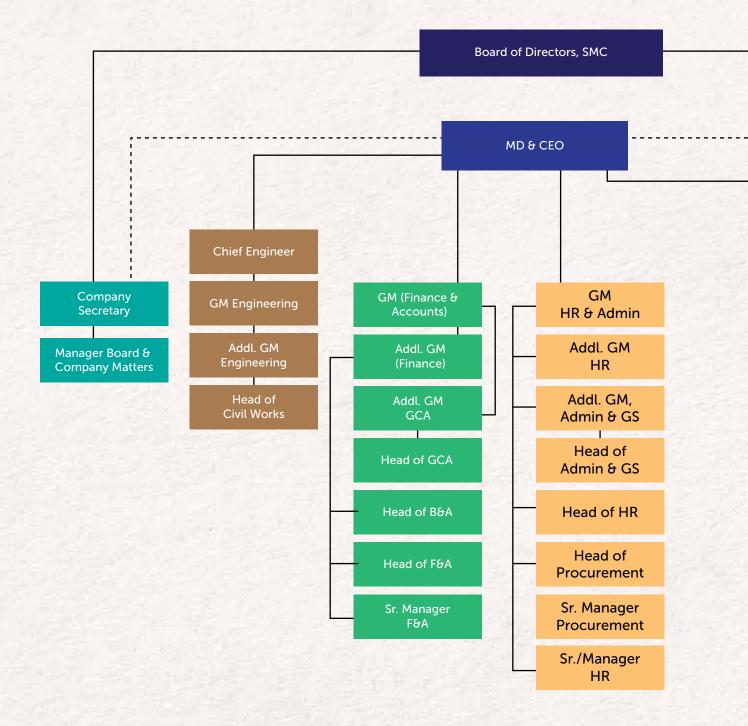


PREGNANCY CARE SERVICES OFFERED BY PARAMEDICS









Glossary:

B&A- Budget & Accounts.

FI- Field Implementation

LARC- Long Acting Reversible Contraceptive.

PHNM- Program & Health Network Marketing.

BSP- Blue Star Program.

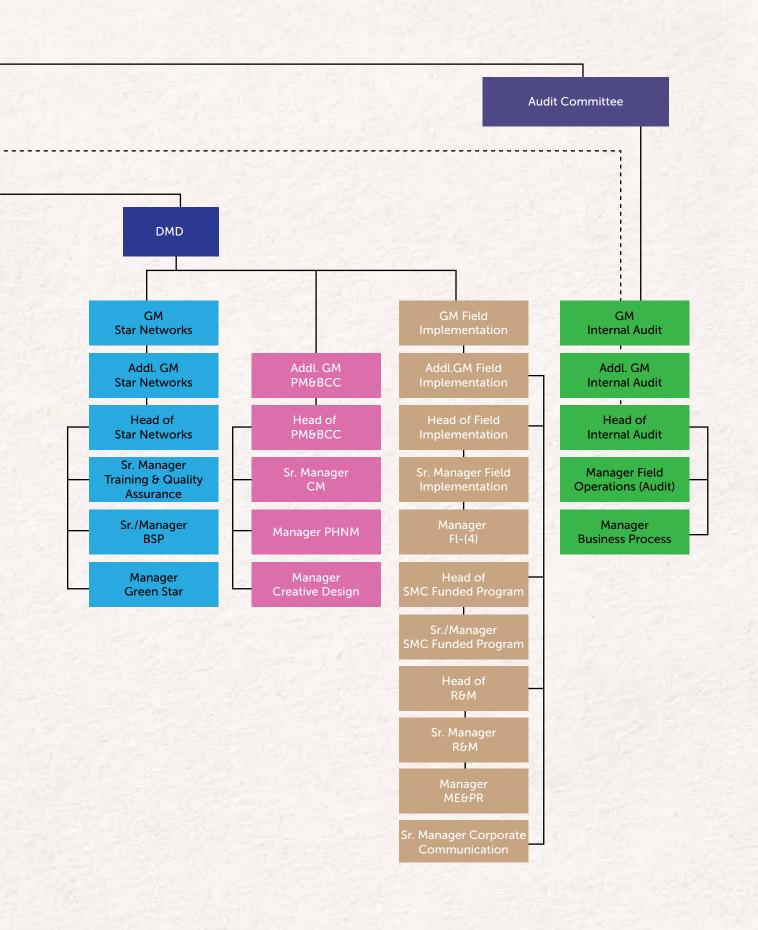
CM- Community Mobilization.

GCA: Grants, Compliance & Administration.

HR- Human Resources.

 $\label{eq:ME&PR-Monitoring, Evaluation and Program\ Research.}$

 ${\tt PM&BCC-Program\ Marketing\ and\ Behaviour\ Change\ Communication}.$





KEY PERFORMANCE INDICATOR

The ratio analysis has been conducted based on the Consolidated Financial Statements because SMC, as a standalone entity, functions as a not-for-profit organization. Unlike its subsidiary, SMC Enterprise Ltd., which operates as a manufacturing and commercial enterprise, SMC's financial structure does not emphasize profitability-driven metrics. As a result, key financial ratios such as gross profit margin, net profit margin, return on capital employed, and earnings-based indicators do not provide meaningful insights when assessed in isolation for SMC.

However, when analyzed at a consolidated level, including SMC Enterprise Ltd., the financial statements offer a more comprehensive evaluation of overall performance, sustainability, and efficiency. The inclusion of SMC Enterprise Ltd. ensures that profitability, return on investment, and other key financial indicators reflect the group's actual financial health, making the consolidated statements a more suitable basis for assessment.

Particulars	FY 2023-24	FY 2022-23
Gross profit ratio	32.4%	33.72%
Net profit ratio	4.15%	4.97%
Return on capital employed	15.17%	15.75%
EBITDA (Taka)	2,059,269,040	1,789,774,019
Return of average asset	4.29%	5.28%
Return on Investment	6.65%	7.67%
Current ratio	1.58	2.09
Quick ratio/ Acid Test Ratio	1.07	1.42
Operating cash flow to sales	13.77%	4.61%
Liquid asset ratio	0.63	0.29
Operating Cash Flow/Share (Taka)	564.04	170.65
Return on Total Asset	3.91%	5.15%
Earning Per Share (Taka)	170	286
Dividend Payout Ratio	30.39%	27%

COMPANY MEMBERS



Mr. Waliul Islam

Former Secretary to the Ministry of Planning (Statistics Division); Ministry of Communication (Roads & Railways); Ministry of Shipping; Former Director General of the Bangladesh Bureau of Statistics; Former Managing Director, Bangladesh Shipping Corporation (BSC); Former Independent Director, Dhaka Stock Exchange Ltd.



Mr. Muhammed Ali

Former Secretary, Ministry of Health and Family Welfare; Ministry of Land; Ministry of Power, Energy and Mineral Resources; Ministry of Communication (Jamuna Bridge Division); Ministry of Civil Aviation & Tourism; Former Chairman, Sonali Bank Ltd and Janata Bank Ltd.



Mr. Md. Siddique Ullah

Engineering Advisor, Bangladesh Medical Studies and Research Institute (BMSRI); Co-Chairman, EC, BMSRI; Former Chief Engineer, Public Works Department (PWD), Government of Bangladesh.



Ms. Rokeya Quader

Chairperson, Desh Germents Limited; Member, BGMEA; Former Member, Bangladesh Bar Council; Former Vice President of Women's Entrepreneurs Association and Bangladesh Employer's Federation.





Mr. Siddigur Rahman Choudhury

Former Secretary, Finance Division, Ministry of Finance; Ministry of Commerce; Ministry of Food & Disaster Management; Former Chairman of Agrani Bank, Sonali Bank (UK) and Shadharan Bima Corporation; Currently a freelance consultant in the field of Public Financial Management, Aid Effectiveness and review of Health Sector Development Program.



Mr. Aftab ul Islam FCA

Chairman, IOE (Bangladesh) Limited; Chairman, Impact PR; Principal Partner, Islam Aftab Kamrul & Co.; Director (Board of Directors) Bangladesh Bank; Independent Director, British American Tobacco Bangladesh; Chairman, Asia Pacific General Insurance Company Limited; Director, Federation of Bangladesh Chamber of Commerce and Industry (FBCCI); Former President of Dhaka Chamber of Commerce and Industry (DCCI) and American Chamber of Commerce in Bangladesh (AmCham); Former Country Manager, NCR Bangladesh.



Dr. Jahir Uddin Ahmed

Former Director General, Family Planning Association of Bangladesh (FPAB); Former Director, Directorate General of Family Planning (MOH&FW); Former Chairman, Midwifery & Nursing (DMN) Department, JPGSPH, BRAC University; Adjunct Faculty, MPH, Department of Public Health, AIUB.



Ms. Rupali Haque Chowdhury

Managing Director, Berger Paints Bangladesh Ltd.; Managing Director, Jenson & Nicholson (Bangladesh) Ltd.; Director, Surjer Hashi Network; Independent Director, Linde Bangladesh; Independent Director, Evercare Group; Chairman, Prothom Alo Trust; Independent Director, Bata Shoe Company Limited (Bangladesh); Advisory Board Member, UNICEF; Vice Chairman, Bangladesh Economic Zone Investors Association; Trustee of the Board, Bangladesh Business and Disability Network.



Dr. Yasmin Hemayet Ahmed

Former Vice President and Senior Regional Director of Marie Stopes International, UK; Former Country Director of Marie Stopes Clinic Society, Bangladesh; Currently a freelance consultant.



Mr. Faruque Ahmed

Former Executive Director, BRAC International; Former Senior Operations Officer of HNP (Health, Nutrition and Population), The World Bank; Former Member of GAVI Board (Geneva); Working Group Member of Bangladesh Health Watch; Advisor to Kumidini welfare Trust; Board Member, BRAC Foundation, Chairperson and Member of the Board of Trustees of Rangpur Dinajpur Rural Service (RDRS).



Mr. Muhammed Farhad Hussain FCA

Managing Partner, Hussain Farhad & Co., Chartered Accountants; Director, Prime Bank Securities Ltd. & Bay Asset Management Ltd.; Former President, The Institute of Chartered Accountants of Bangladesh (ICAB); Former Director, Walton Hi-Tech Industries Ltd., Prime Bank Ltd., Agrani Bank Ltd., SadharanBima Corporation, Dhaka Stock Exchange Ltd. & Confederation of Asian and Pacific Accountants (CAPA), Malaysia; Former Advisor, South Asian Federation of Accountants (SAFA), New Delhi, India.



Mr. Muhammad A. (Rumee) Ali

Chairman of the ICC Bangladesh Banking Commission, Vice Charman, Bangladesh International Arbitration Centre (BIAC); Former Chairman, AB Bank Ltd.; Member of the Board of Advisor, Banglalink Digital Communications Ltd.; Former Deputy Governor, Bangladesh Bank; Former Chairman of bKash Limited; Former Chairman, Finova Ltd.; Former Chairman, BRAC Bank Ltd.





Mr. Syed Monjurul Islam

Director, Bangladesh Clinical Trials Limited (BCTL); Ex-Deputy Director & COO, icddr,b; Former Secretary, Ministry of Health and Family Welfare & Ministry of Shipping; Former Joint Secretary, Finance Division, Ministry of Finance.



Professor Ahmed Mushtaque Raza Chowdhury, Ph.D

Professor of Clinical Population and Family Health, Columbia University; Former Vice Chairman of BRAC; Former MacArthur Fellow, Harvard University; Former Senior Advisor, The Rockefeller Foundation.



Professor (Dr.) Sameena Chowdhury

Former President, Obstetrical & Gynecological Society of Bangladesh (OGSB); Former Prefessor, Obstetrical & Gynecology, Dhaka Medical College (DMC); Former Senior Technical Expert & Advisor in Midwifery Department, BRAC University; Former Professor of Obstetrics & Gynecology, Institute of Child and Mother Health (ICMH).



Professor (Dr.) Farhana Dewan

Professor & Head, Department of Obstetrics and Gynecology, Ibn Sina Medical College Hospital; President, Obstetrical and Gynecological Society of Bangladesh (OGSB); Former Vice President and Secretary General, OGSB; Former Secretary, OGSB Hospital & IRCH.



Mr. Ranjit Kumar Chakraborty

National Consultant, Public Expenditure and Financial Accountability Assessment (PEFA), World Bank; Former Additional Secretary (Budget and Treasury & Debt Management) Finance Division, Government of Bangladesh; Former Board of Directors of Agrani Bank Limited, Sonali Bank Limited, Bangladesh Services Limited, and Bangladesh Petroleum Corporation, Represented the Ministry of Finance; National Consultant, Democratic Governance Cluster, UNDP.



Dr. Faustina Pereira

Advocate, Supreme Court of Bangladesh; Director of Human Rights and Legal Aid Services at BRAC; Senior Regional Director (Asia), Center for Reproductive Rights; Senior Fellow, Center for peace & Justice, BRAC University; Professor (adjunct faculty), International Refugee Law, University of Asia Pacific.



Dr. Salehuddin Ahmed

Hon'ble Adviser, Ministry of Finance, Government of the People's Republic of Bangladesh; Former Governor, Bangladesh Bank (Central Bank); Professor, Business School, BRAC University; Part-time Faculty Member, North South University (NSU) and Dhaka University; Former Professor, School of Business, North South University (NSU); Former Managing Director, Palli Karma-Sahayak Foundation (PKSF); Former Consultant, ADB, APDC, ESCAP, FAO, ILO, UNCRD, UNDP, UNESCO and World Bank; Former Director General of Bangladesh Academy for Rural Development (BARD), Cumilla.



Mr. Syed Nasim Manzur

Chairman, Landmark Footwear Ltd. and Managing Director Apex Footwear Limited; Director, Metropolitan Chamber of Commerce and Industry (MCCI); Director, Apex Tannery Ltd., Apex Pharma Ltd., Grey Advertising Bangladesh Ltd., Apex Enterprises Ltd., Pioneer Insurance Company Ltd., International Publications Ltd., Progeny Technologies Ltd.; Member, Board of Trustee, BRAC University; Executive Member, FRIENDSHIP (an internationally acclaimed Non-Government Organization).





Dr. Md. Khairul Islam

Regional Director, South Asia Region, WaterAid, UK; Former Country Director, WaterAid Bangladesh; Former Country Director, ORBIS International Bangladesh; Former Regional Program Support Manager, Plan International, Region of Eastern and Southern Africa (RESA)



Mr. Riaz Ahmad Jaber

Engineering Advisor, National Heart Foundation of Bangladesh, Mirpur; Former Additional Chief Engineer, Roads & Highways Department of the Government of Bangladesh; Former Project Director, Technical Assistant for Sub-Regional Road Transport Project Preparatory Facility-II (SRTPPF-II) and Road Transport Connectivity Improvement Project Preparatory Facility (RTCIPPF).

BOARD OF DIRECTORS SMC



MR. WALIUL ISLAM Chairman of the Board of Directors

Mr. Waliul Islam is a retired civil servant of the People's Republic of Bangladesh. He served in the position of Secretary to the Ministry of Planning (Statistics Division) and also as the Director General of Bangladesh Bureau of Statistics. He was also the Secretary of the Ministry of Communication and Ministry of Shipping of the Government of Bangladesh. He was a Deputy Secretary in the General Administration Division of the first Government of the People's Republic of Bangladesh at Mujibnagar in 1971. He was the first Deputy Commissioner appointed by the Government of Bangladesh and ioined Jashore District on December 9, 1971.

Upon his retirement in 1999, he worked as a freelance consultant. Amongst others, he served as Statistical Advisor, Post Primary Education Census 1999 under Ministry of Education; UNICEF Bangladesh as a Team Leader, Program Coordination Cell, Health & Population Sector Program, Ministry of Health & Family Welfare; Senior Policy Adviser, NGO Service Delivery Program under Research Triangle Institute International, USA; Asian Development Bank as Staff Consultant, Urban Health; and Lead Consultant for the preparation of Health Care Financing Strategy for Bangladesh under Abt Associates Inc., USA.



MR. MUHAMMED ALI

Director

Mr. Muhammed Ali joined the erstwhile Civil Service of Pakistan (CSP) in 1964 and served in various important positions in the then East Pakistan and in Bangladesh over a span of 34 years from 1964 to 1998. He served in the positions of Secretary to the Ministry of Civil Aviation and Tourism; Ministry of Land; Ministry of Power, Energy and Mineral Resources; Ministry of Communication (Jamuna Bridge Division) and Ministry of Health and Family Welfare of the Government of Bangladesh. He was also the Chief Advisor and Head, Management Change Unit (MCU), Ministry of Health and Family Welfare, Government of Bangladesh.

Mr. Ali is also the former Chairman of Sonali Bank Ltd. and Janata Bank Ltd. He also served as a member of the Board of Directors of icddr'b and as a member of Dhaka University Syndicate. He has almost 50 years of experience in various sectors of public service like administration, management, health, environment, education and social welfare. He visited 36 countries across the globe and participated in a number of seminars, workshops and negotiations at the World bank, ADB, IDB, UNFPA and other international organizations. Mr. Ali also acted as a Senior Consultant in projects primarily in the health & population sector funded by the World bank, ADB and JICA.

Mr. Ali has been associated with SMC as a member of the Board of Directors since his retirement from government service and acted as its Chairman during 2013 to 2017. Currently, he is the Chairman of Surjer Hashi Network, a company operating 361 health and family planning clinics across the country funded by USAID and as a Member of Social Development Foundation (SDF) an organization promoting rural development, women's empowerment and employment etc. funded by the World Bank and Government of Bangladesh.





DR. YASMIN H. AHMED

Director

Dr. Yasmin H. Ahmed is a former Vice President and Senior Regional Director of Marie Stopes International UK and also a former Country Director of Marie Stopes Clinic Society. In her role as the Senior Regional Director, she has overseen and facilitated exponential growth in some of the country programs in her region including Pakistan, Yemen, Vietnam and Bangladesh. An accomplished communicator and effective facilitator, she has a deep understanding of reproductive health issues in the region, especially making high quality services accessible to the poor.

Dr. Yasmin gave up full time employment in August 2012 and since then, has been engaged in freelance consulting in the area of health/health management. Her consultancy engagements have included strategic planning, evaluations, project development and facilitation of policy dialogues, both nationally and internationally. Currently, she is a freelance consultant.



MR. SIDDIQUR RAHMAN CHOUDHURY Director

Mr. Siddiqur Rahman Choudhury is a former civil servant who retired in 2007 after serving the Government of Bangladesh for more than 30 years. As a civil servant, Mr. Choudhury held many senior positions in the Ministry of Finance and the Bangladesh Audit Department. He also held the positions of Secretary, Ministry of Commerce, Food & Disaster Management and immediately before retirement, he was Finance Secretary, Government of Bangladesh. During his tenure in the government and also after retirement, Mr. Choudhury was in the Board of a number of government owned corporations, companies and financial institutions. He was the Chairman of Agrani Bank, Sonali Bank (UK) Ltd. and Shadharan Bima Corporation. He was a member of the Board of Bangladesh Bank, Sonali Bank, House Building Finance Corporation, IDCOL, Biman Bangladesh Airlines, SABINCO, Jamuna Oil Company and Eastern Refinery Limited.

Mr. Choudhury represented Bangladesh in many international conferences and seminars including annual meetings of the Board of Governors of the World Bank and IMF, Commonwealth and SAARC Finance Ministers' Conferences.

After retirement, he has been working as a freelance consultant and was involved in a number of consultancy assignments in the field of Public Financial Management, Aid Effectiveness and review of Health Sector Development Program.



DR. JAHIR UDDIN AHMED

Director

Dr. Jahir Uddin Ahmed, MBBS, M.Sc. in CHDC, LSH&TM, London University, London has joined in the Government service; starting as District Technical Officer/ Principal, FWVTI, Cumilla from April 2, 1977 and retiring as Director Planning and Director Logistics and Supply of the Directorate General of Family Planning, MoH&FW.

Dr. Ahmed was the ADG (3 years) and DG (2 years) of FPAB (IPPF) from September 2005 to September 2010. He also worked as consultant in several national and international organizations like WHO, Engender Health, GHI, USAID, Abt. Associates Incorporate, SHOPS, NIPORT, UNFPA, PSSMRTD, icddr,b, READ, Ecorysn Europa (ASIE/2005017-585-EC), GHI-Bridge 3 USAID, MaMoni (SCF) Final Evaluation USAID etc. He was the Adjunct Professor of MPRHGD course of East West University from 2009 to 2013.

Dr. Ahmed joined Department of Midwifery and Nursing (DMN), BRAC University as the Chairman of the Department on 15 January 2015 and completed his contract service on January 14, 2017 as the Head of the Midwifery Education Program, BRAC University. Currently he is the Director of SMC and SMC EL.

As the Adjunct Faculty of MPH course at American International University - Bangladesh (AIUB) since 2010, Dr. Ahmed has been teaching Epidemiology of Infectious Diseases, Adolescent Reproductive Health, Reproductive Health and Health Care Project Planning and Financing. Dr. Ahmed was involved with SMC in the different program development since his joining in 198



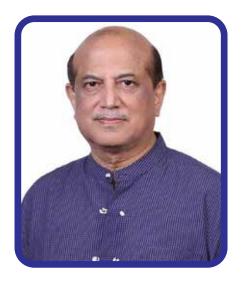
PROF. (DR.) FARHANA DEWAN

Director

Prof. (Dr.) Farhana Dewan is the Professor & Head, Department of Obstetrics and Gynecology, Ibn Sina Medical College Hospital. She is also serving as the President Elect. Obstetrical and Gynecological Society of Bangladesh (OGSB). She is a Former Vice President and Secretary General of OGSB and Former Secretary of OGSB Hospital & IRCH. She also worked as the Head of Department of Obstetrics and Gynecology of Shaheed Suhrawardy Medical College and Hospital.

Dr. Dewan participated in various training programs and attended a large number of National & International Conferences. She also worked as a master trainer on Emergency Obstereic Care (EOC), National Fistula Centre, DMCH, Competency Based Training (CSBA)- Trained by JHPIEGO, Community skilled Birth Attendant (SBA), HIV/AIDS Training, Obstetric Emergency Skill Course Training etc. She worked as a Reviewer of different curriculum on EOC, CSBA, HIV, AIDS, and Infection Prevention. She is the author of more than 45 national and 5 international publications.





PROFESSOR AHMED MUSHTAQUE RAZA CHOWDHURY, PhD, Director

Professor Ahmed Mushtaque Raza Chowdhury, PhD, has spent over 40 years in research, education and practice, with specializations in public health, primary education, poverty reduction and environment. Until recently, he was the Vice Chair of BRAC, the world's largest NGO serving the poor and women in Bangladesh and eleven other countries of Africa and Asia. He is a Professor at Columbia University's Mailman School of Public Health. In the past, he also worked for Harvard University as MacArthur Fellow and the Rockefeller Foundation as Senior Adviser and acting Managing Director.

Having published nearly 200 articles and several books, Chowdhury is a well-respected global expert. He has contributed to the founding of many sustainable institutions including the Research and Evaluation Division (BRAC), the James P. Grant School of Public Health (BRAC University), institutionalization of Mekong Basin Disease Surveillance (Southeast Asia) and the Department of Public Health and Informatics (Bangabandhu Sheikh Mujib Medical University, Dhaka).

He has served on boards/committees of several national and international organizations/initiatives including the South Asia Centre at London School of Economics, Food and Agriculture Organization (FAO), Scaling Up Nutrition (SUN) movement, International Food Policy Research Institute (IFPRI), Citizens Platform for Implementation of SDGs in Bangladesh, Asian Action Alliance for Human Resources for Health (AAAH) and Last Mile Health (USA).



MR. RANJIT KUMAR CHAKRABORTY Director

Mr. Ranjit Kumar Chakraborty was Additional Secretary (Budget and Treasury & Debt Management) Finance Division from 2010-2014 and Additional Controller General of Accounts (2002-2003) and Additional Deputy Comptroller and Auditor General of Accounts in 2002. He held many important positions in the domain of public finance. He was uniquely placed at the forefront of public financial management reforms in Bangladesh.

He worked as the Project Director of two flagship reform projects of Finance Division of the Government of Bangladesh namely: Financial Management Reform Program (FMRP) from 2006-2009 and Project Director, DMTBF Project under Strengthening Financial Accountability Project from 2009-2010. He also worked as Director (Finance) of Bangladesh Biman Corporation and was Deputy Economic Adviser, Finance Division, Ministry of Finance. Mr. Chakraborty is also the former Director of Agrani Bank Limited (2006-2012) and Sonali Bank Limited (2012-2015).

After retirement, he has been working as a National Consultant of World Bank - National Consultant- Public Expenditure and Financial Accountability Assessment (PEFA) and UNDP - Democratic Governance Cluster. He is also serving as a DT Global - Training and Coordination Expert for OCAG under Technical Assistance to Support Implementation of the Bangladesh PFM Reform Strategic Plan funded by the European Union.



MR. MUHAMMAD A (RUMEE) ALI Director

Mr. Muhammad A (Rumee) Ali is the Chairman of the ICC Bangladesh Banking Commission, Vice Chairman of Bangladesh International Arbitration Centre, Friendship Bangladesh (Not for profit NGO), Member of the Board of Banglalink Digital Communications Ltd, SMC (Social Marketing Company) and a member of the Board of Trustees of International Centre for Study of BengalArt.

He started his career with ANZ Grindlays Bank (Bangladesh) in 1975 after completing his Masters in Economics from Dhaka University. In 1997, he was the first Bangladeshi to be appointed as the CEO of the Bank's Bangladesh operations. After acquisition of this bank by Standard Chartered Group in 2000, he was selected to be the first CEO of the combined operations of these two banks as Standard Chartered Bank. In November, 2002 he joined Bangladesh Bank as Deputy Governor and was responsible for driving the regulatory reforms in the country's banking sector, especially in the Risk Management and Corporate Governance areas. He, very successfully, worked as a central banker for four years.

Mr. Ali served as Managing Director, Enterprises & Investments at BRAC. During this period, he was Chairman of BRAC Bank Ltd. and founder Chairman of bKash Limited the first mobile financial system in Bangladesh.

In the past he served on the boards of Alliance for Bangladesh workers Safety (USA), Global Alliance for Banking on Values and Performance Based Funds Initiative of IFC/World Bank Washington, PKSF, Bangladesh. In addition, he has participated in many international fora as key note speaker and panelist.



MR. TOSLIM UDDIN KHAN

Director (Ex-Officio)

Mr. Toslim Uddin Khan was appointed as the Managing Director & CEO of SMC on January 1, 2023 and became the Ex-Officio Director of SMC by virtue of his position. He has an illustrious career in the health and family planning sector of Bangladesh for over 33 years where he has a thorough understanding of the overall program dynamics of the country. A graduate of the University of Dhaka, he completed his Masters in Social Welfare as well as MBA in Marketing from the same university and he also obtained Masters in Family Planning Program Management from the University of Exeter in the United Kingdom. During his long and illustrious career with SMC since 2022 culminating in the position of Deputy Managing Director, he contributed significantly towards improving the health and family planning situation of the country. As the Chief of Program Operations, he was the responsible for implementing different donor funded health programs and projects across the country mainly funded by the United States Agency for international Development (USAID).

Under his strategic guidance and dynamic leadership, SMC is successfully implementing Blue Star, Green Star, Pink Star, Gold Star, Rose Star network, sustainable clinic operations, life cycle approach of nutrition, maternal health, tuberculosis and adolescent health & hygiene program.

Mr. Khan has written a number of technical papers and scholarly articles on various public health issues which were well accepted in international conferences/seminars. His paper on community mobilization activities in the World Social Marketing Conference held in Australia in 2015 was awarded as the best paper in the Conference. He is a renowned public health speaker on reproductive health, family planning, nutrition, child and adolescent health and has a through understanding of the overall dynamic programs of the country.



SENIOR MANAGEMENT TEAM OF SMC



Mr. Toslim Uddin Khan Managing Director & CEO Social Marketing Company



Mr. Masum Ahmed Jaigirdar Chief Engineer Social Marketing Company



Mr. Syed Mohammad Zubeyr Ali Company Secretary Social Marketing Company & SMC Enterprise Ltd



Mr. Tapan Bala FCMA, FCA Chief Financial Officer Social Marketing Company



Mr. Md. Nazir Aziz Chowdhury General Manager, HR & Admin Social Marketing Company



Mr. Md. Moshiur Rahman General Manager Field Implementation Social Marketing Company



Dr. Salah Uddin Ahmed Additional General Manager Star Networks Social Marketing Company



Mr. Md. Jashim Uddin FCA Additional General Manager Grants, Compliance & Administration Social Marketing Company



Mr. Md. Kawchar Alam Chowdhury Additional General Manager Admin & General Services Social Marketing Company



Mr. Mohammad Mohiuddin Ahmed Additional General Manager of PM & Behavior Change Communication Social Marketing Company



Mr. Md. Feroz Iftekher FCA Additional General Manager Internal Audit Social Marketing Company & SMC Enterprise Ltd.



Mr. Md. Hasibul Moin Chowdhury Head of Budget & Accounts Social Marketing Company



Mr. A.S.M. Shahidul Islam Team Leader, MMS Project Social Marketing Company



Mr. Md. Akhter Weysal Head of Finance & Accounts Social Marketing Company



Mr. Shohel Aman Chowdhury
Head of Procurement
Social Marketing Company



Mr. Md. Rezaul Hoque Head of Field Implementation Social Marketing Company



Mr. Md. Rafiqul islam Head of SMC Funded Program Social Marketing Company



Dr. Mahmudul Hassan Khan Head of ACTB Project Social Marketing Company

STRATEGIC OVERVIEW



NOTICE OF THE 36TH ANNUAL GENERAL MEETING OF THE SOCIAL MARKETING COMPANY

Notice is hereby given that the 36th Annual General Meeting of Social Marketing Company (SMC) will be held on Sunday, December 29, 2024 at 11:30 AM at the Head Office, 13th Floor, SMC Tower, 33 Banani Commercial Area, Road-17, Dhaka-1213 and through online digital platform, https://teams.microsoft.com/meetingOptions/?organizerId=7dde0c5f-3240-4630-ab2fd482d46bfcc8&tenantId=fbb5fccd-399d-44f7-926ae4e7f1d2649a&threadId=19_meeting_YTAzNTQ1ZjctNGRkMi00ZTM3LTgxMDUtMTQxM2ZiMTkzYzg5@thread.v2&messageId=0&language=en-US Meeting ID: 485 691 549 236, Passcode: 39R6bg3P to transact the following agenda:

AGENDA

- 1. To receive, consider and adopt the Directors' Report of the Company for the year ended June 30, 2024.
- 2. To receive, consider and adopt the Audited Financial Statements as of and for the year ended June 30, 2024, together with the Reports of the Auditors.
- 3. To appoint the Statutory Auditors for the Financial Year 2024-25 and to fix their remuneration.
- 4. To elect and re-elect the Directors of the company.
- 5. To approve the induction of Company Members

All the honorable members of the company are requested to make it convenient to attend the meeting on time. By order of the Board,

Syed Mohammad Zubeyr Ali, FCMA

Company Secretary

S. of July th

December 03, 2024







Dear Company Members,

On behalf of the Board of Directors of Social Marketing Company (SMC), I am pleased to share our Directors' Report and the Audited Financial Statements for the fiscal year ending June 30, 2024. This year has been challenging and transformative, marked by significant achievements that once again reflected our commitment to improving public health management in Bangladesh.

Throughout the year, SMC demonstrated remarkable agility and resilience amid rising inflation, political uncertainty, and global economic tensions. Our dedicated team has worked tirelessly to achieve consistent growth and meet the program targets.

A key highlight was the swift response to the national shortage of injectable contraceptives. By mobilizing the resources effectively, we ensured a steady supply of SOMA-JECT injectables to meet the increased demand, showcasing the commitment to addressing urgent public health needs.

Our initiatives to expand program networks and services have yielded impressive results. Essentially, the success of the social marketing programs is attributed to its efficient sales force, strong distribution channels, and vibrant Star Networks of private-sector providers. Through our Star Network programs, we have reached more families and improved health outcomes.

Our commitment to women's health is exemplified by the launch of 'Forbon', a calcium supplement aimed at preventing eclampsia in pregnant women, 'FullCare', a Multiple Micronutrient Supplement (MMS) aimed at reducing low birth weight by improving the nutritional status of women during pregnancy are aligned with our broader mission to enhance maternal and child health. Furthermore, to bolster maternal health, very recently SMC has launched community-level pregnancy care services (ANC) through its star network providers offering services of five basic components of antenatal care.

Community-level campaigns remain a cornerstone of our outreach, engaging hundreds of thousands of women folk, and adolescents in health awareness sessions that promote healthier practices nationwide.

I am glad to share that the two SMC clinics, Niltara and SMC Clinic, have witnessed an increased in service recipients and client numbers. They offer affordable healthcare services to low and middle-income population segments.

SMC is also focused on reinforcing the health network providers and enhancing service delivery. The partnership with USAID in the fight against tuberculosis further strengthens the commitment to tracking the health challenges.

Further to note, the Company has made emergency responses to flood-affected people of Sylhet, Chittagong, Barishal, and Khulna regions and distributed foodstuff with cash support, ORS, and water purifying tablets.

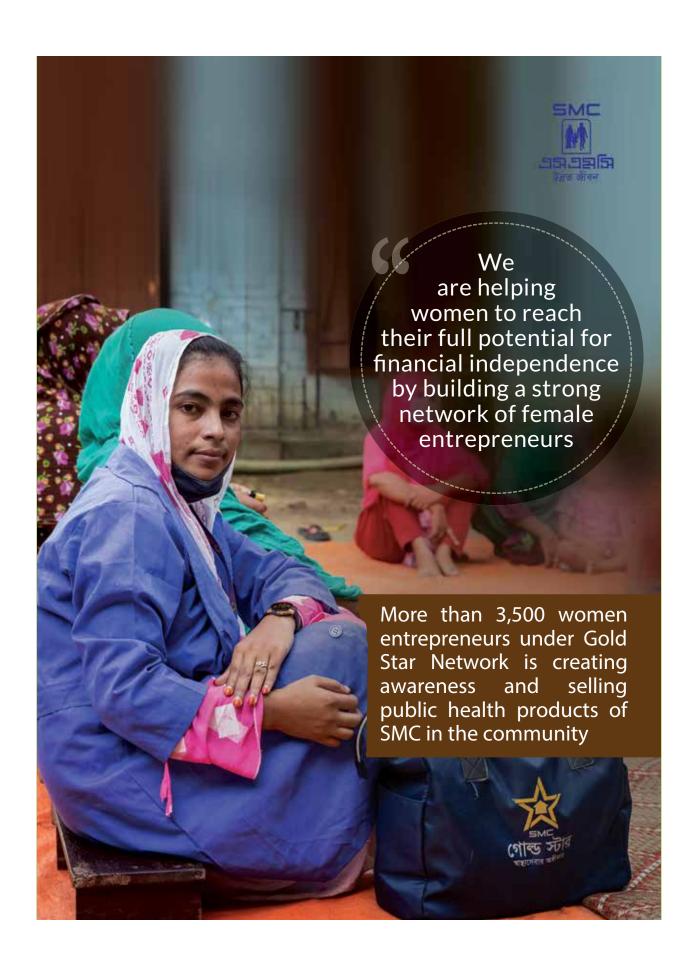
Financially, SMC remains robust despite the prevailing economic situation. Our subsidiary, SMC Enterprise Ltd, continues to show steady growth and significantly contributes to national progress and development.

As we look ahead to FY 2024-25, SMC is well-positioned for further growth and innovation. We will continue to expand our Star Networks and introduce new initiatives to enhance public health outcomes across Bangladesh. In this process, SMC is going to start building awareness against non-communicable diseases such hypertension, diabetes, chronic respiratory disease, cancer, and so on.

With this end in view, we would like to extend our heartfelt gratitude to the employees, partners, and stakeholders. Your unwavering dedication has been crucial to our success. Together, we will build on our achievements and work toward a healthier future for all, and with continued collaboration, SMC will achieve even greater success in the years to come.

Waliul Islam

Chairman, Board of Directors Social Marketing Company



MANAGING DIRECTOR & CEO'S STATEMENT

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OUR GOAL IS CLEAR: TO IMPROVE THE HEALTH AND WELL-BEING OF THE COMMUNITIES WE SERVE BY PROVIDING AFFORDABLE, HIGH-QUALITY HEALTHCARE PRODUCTS AND SERVICES THROUGH FOSTERING PARTNERSHIPS, EMBRACING INNOVATION, AND MAINTAINING OUR UNWAVERING COMMITMENT TO PUBLIC HEALTH

Toslim Uddin Khan

Managing Director & CEO







Dear Valued Stakeholders,

I am happy to note that the Company has shown resilience and adaptability during the period under review (FY 2023-2024), despite witnessing numerous socio-economic challenges. During the reporting period, your Company has made significant progress in delivering quality healthcare to the community, expanding our reach, and enhancing health outcomes for millions across Bangladesh.

In the backdrop of a complex economic landscape marked by inflation and global uncertainties, as I said earlier, SMC maintained a strong operational performance through a strategic focus on sustainable growth and innovation. A major highlight was the expansion of our Star Network, which added over 2,000 new healthcare providers across the board, that is, our Blue Star, Green Star, Pink Star, Gold Star and Rose Star programs. This expansion has significantly increased access to quality healthcare and family planning services, especially in underserved areas.

SMC's contributions to national family planning initiatives had a profound impact this year. We distributed 7.67 million vials of injectable contraceptives, representing a 53% increase from the previous year. Our leadership in providing essential family planning products is central to our mission, ensuring that millions have access to affordable and effective options.

Our goal is clear: to improve the health and well-being of the communities we serve by providing affordable, high-quality healthcare products and services. We will achieve this through fostering partnerships, embracing innovation, and maintaining our unwavering commitment to public health.

Around 30 million couples are eligible in the country for taking contraceptives. Owing to the shortage of injectable contraceptives prevailing in the public sector since mid-January 2024 leading to sharp demand for SOMA-JECT. SMC therefore made an emergency response and addressed the challenge efficiently by ensuring a smooth supply of the product using its funds (38%) and USAID funds (62%).

In the realm of nutrition, we achieved notable milestones. Sales of MoniMix, our micronutrient powder for combating child malnutrition, rose by 8% which accounted for 48.61 million sachets sold during the reporting period. Meanwhile, the annual FullCare (MMS tablets) sales trend was quite satisfactory with consistent growth over the subsequent years. During

FY 2023-2024, 2.69 million blisters of FullCare (multiple micronutrient supplements) tablets were sold, which showed an increase of 33% over the previous fiscal year. These initiatives not only boosted the MMS market but also laid the groundwork for including MMS in the national health program. Besides, we launched Forbon, a 500 mg calcium supplement aimed at preventing eclampsia and promoting healthy pregnancies, which was well-received. In FY 2023-2024, SMC sold 549,406 blisters of Forbon tablets.

As a part of our programmatic activities with regards to women empowerment, SMC expanded its Gold Star model to new regions, further strengthening our presence in underserved areas. Our 3,480 Gold Star Members has been actively engaged in and generated revenue of Tk. 45 crore by selling SMC products, representing a 30% increase from the previous year.

Our collaboration with USAID's Alliance for Combating Tuberculosis in Bangladesh has been a standout achievement. Through our Star Network providers, we identified over 55,000 presumptive TB cases, with nearly 5,000 were diagnosed as TB cases and were under treatment.

Our SMC Niltara Clinic and SMC Clinic in Mirpur also saw substantial growth of service recipients, with Niltara Clinic reporting a 28% increase in clients and SMC Clinic in Mirpur experiencing a remarkable 51% growth. These figures reflect the trust that patients place in our clinics for affordable, high-quality care. A recent customer satisfaction survey revealed that 98% of patients were satisfied with doctor consultations, 95% with lab services, and 94% with pharmacy offerings, reaffirming our commitment to delivering the best possible care.

As a part of the emergency response, SMC distributed foodstuffs to the flood-affected areas to 684 GSMs in the Sylhet region in June 2024 and spent Tk. 53.70 lac utilizing USAID Program Income funds. Distributed foodstuffs to 604 GSM and 120 staff of the Community Mobilization program in Chattogram, Barishal, and Khulna regions struck by Cyclone Remal in May 2024, spending Tk. 19.58 lac utilizing USAID Program Income funds.

The business transformation through successful implementation of the SAP ERP environment and other business automation tools has streamlined processes, improved data accuracy, and enhanced decision-making, positioning SMC to better serve our beneficiaries and stakeholders.

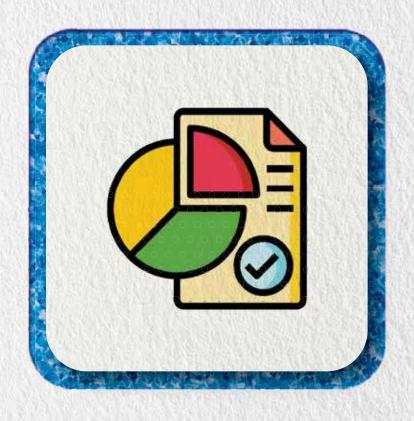
SMC is committed to expanding its impact through strategic investments in our programs and services. These initiatives, alongside our ongoing work in adolescent health, maternal and child care, and their nutritional status, highlight SMC's capacity to tackle diverse public health challenges through innovation and collaboration.

In the coming year, we plan to enhance our clinic offerings by establishing new units, including a dental care facility, and upgrading diagnostic capabilities at our SMC Niltara Clinic and SMC Clinic. We also aim to extend our Star Networks by adding approximately 1,000 new Blue Star, 500 Green Star, 50 Pink Star, 198 Gold Star, and 75 Rose Star providers nationwide. Six new Upazilas will be added by SMC with its own funds against the existing 114 rural Upazilas (MISHD funded – 68, SMC – 46).

This achievement would not have been possible without the hard work of our employees, the guidance of our Board of Directors, and the strong support of our partners. I sincerely thank everyone who has contributed to SMC's success this year. Together, we are shaping a healthier, more equitable future for Bangladesh, and I look forward to continuing this journey with all of you.

Managing Director & CEO Social Marketing Company (SMC)

DIRECTORS' REPORT SMC



DIRECTORS' REPORT OF SMC

Dear Company Members,

As we reflect on the past year, I am proud to share the significant strides Social Marketing Company (SMC) has made in advancing our mission to improve public health and family welfare in the country for the financial year ending on June 30, 2024. By adopting social marketing strategies and community engagement initiatives, the Company successfully increased access to essential health products and services. I, on behalf of the Board of Directors of the Company, therefore, am delighted to be able to present the Directors' Report, along with the Audited Financial Statements of the Company for the FY 2023-2024, and the Auditor's Report thereon, for your consideration and adoption. This report presents a summary of SMC's performance, showcases its accomplishments, and examines how strategic initiatives align with our goals during the reporting period.

As in the previous year, SMC has once again demonstrated exceptional agility and resilience. Upon evaluating its performance during the reporting period, I am pleased to share with the Members of the Company that SMC has performed outstandingly, not only surpassing its targeted goals but also exceeding them with remarkable ease, as outlined in its strategy document.

In the face of economic challenges, the Company consistently achieved top-line growth and met program objectives, which reflects our strong track record. This success is due to the hard work and commitment of all SMC employees and Management, whose efforts have been crucial to our accomplishments in FY 2023-24. We genuinely appreciate their dedication.

I am also happy to note that SMC responded immediately to an emergency shortage of injectable contraceptives in the market that began in mid-January 2024, leading to a significant increase in demand for SOMA-JECT. We effectively addressed this challenge by ensuring a steady supply of injectable contraceptives from local sources, utilizing our funds. During the period April to June 2024, SMC sold a total of 2.47 million vials of SOMA-JECT, marking a remarkable 100% increase compared to the same quarter of the last year. Out of all the injectables sold, 38% were acquired through SMC funds, while USAID supported 62%.

Key Highlights of Program Activities

For the past five decades, SMC has been committed to improving the health and well-being of women, children, and families through a wide range of products and services.

As you know, the Company seeks to leverage its brand value, loyalty, market positioning, and reputation to build new partnerships with the private sector and collaborate with the Government of Bangladesh (GOB). To achieve this, SMC has established five distinct Star networks that engage private sector healthcare providers, both graduate and non-graduate. These Star network providers—Blue Star, Green Star, Pink Star, Rose star, and Gold Star Member offer public health products, disseminating information, and rendering services to communities throughout the country.

The geographical coverage of program networks during the reporting period is as follows:

Program types/ networks	Number of Districts covered	Number of Upazilas covered	Number of Members FY 2023-24	Number of Members FY 2022-23
Blue Star	64	495	12,224	11,159
Green Star	64	495	5,449	4,928
Pink Star	58	-	608	552
Rose Star	26	-	328	217
Gold Star-Rural	41	114	3,402	3,048
Gold Star-Peri Urban	6	9 areas	233	184



Some of the key program achievements in FY 2022-2023 and FY-2023-2024 are tabulated herein under:

Indicators	FY 2023-2024 (July -June)	FY 2022-2023 (July -June)
Reached Married Women of Reproductive age with health messages	838,087	747,790
Reached adolescents with health messages	157,740	144,288
Average Annual Sales of Gold Star Members (in taka)	124,104	107,605
Number of Children received Growth Monitoring and Promotion Services by the Blue Star Providers	535,018	105,078
Number of TB Cases identified by the Blue Star Providers	4,977	4,178
A number of private sector providers received Basic and refresher training	8,548	8,125
Injectables sold (million vials) – Soma Ject	7.67	5.0
Multiple Micronutrient Supplements "FullCare" sold (million blisters)	2.7	2.0
MoniMix sold (million sachets)	48.61	45
Calcium supplement tablet 'Forbon' sold (blisters)	549,406	-

Further, SMC has an efficient sales and distribution network nationwide and successfully distributed its products to 162,079 pharmacies and 634,706 non-pharmacies in FY 2023-24.

The Company focuses on four core competencies for program implementation: enhancing the capacity of private-sector healthcare providers, fostering behavior change communication, engaging in community mobilization, conducting adolescent health sessions, as well as supporting the development of women entrepreneurs.

Key highlights of the annual performance during the period under review were:

- The Company adopted a variety of marketing strategies to create demand for 12 public health program products. During the reporting period, SMC sold 7.67 million vials of injectables (53% growth over the last year), 48.61 million sachets of MoniMix (8% growth), 2.7 million blisters of FullCare (33% growth), 11 million tablets of Vermicid (28% growth) and 862,106 blisters of Zinc tablet (1% growth).
- The Company has launched the marketing of a 500 mg calcium supplement tablet under the brand name Forbon, aimed at preventing eclampsia and treating calcium deficiency in pregnant women.
- The Company has expanded its replication of the Gold Star model into eight rural upazilas and one peri-urban upazila in Rangamati, Cumilla, Panchagarh, Nilpahamari, Barguna, Sherpur, Patuakhali, Thakurgaon, and Rajshahi district.
- The Company conducted extensive communitylevel campaigns to raise awareness and change

behavior towards healthy practices through courtyard meetings, interpersonal communication, and school health sessions. A total of 838,087 Married Women of Reproductive Age (MWRA) attended the courtyard meetings and 157,740 adolescents attended health sessions during this period with specific adolescent health messages.

- Till the end of FY 2023-24, SMC transformed 3,635 potential rural and urban women into entrepreneurs (Gold Star Member GSM). Gold Star Members are involved in disseminating health messages and selling priority health products at their doorsteps. During this period, a total of 3,635 GSMs has been actively engaged and they sold products worth Tk. 455 million. Sales revenue earned by the GSMs generated 31% more in the reporting year compared to the previous year.
- In FY 2023-24, SMC expanded its network providers with an expanded service package. The network members expanded by adding 1,636 Blue Star, 812 Green Star, 77 Pink Star and 111 Rose Star providers through basic training. Blue Star providers increased from 11,159 to 12,224, Green Star providers from 4,923 to 5,449 and Pink Star providers from 552 to 608 during the reporting year. SMC also expanded GSMs by adding 248 in the reporting year. As part of a continuous process, SMC promoted these networks through comprehensive demand-creation activities using both local and mass media.
- The Multiple Micronutrient Supplements (MMS) project aims to reduce the rate of low-birth-weight babies by improving maternal and child nutrition. Accordingly, SMC introduced MMS first in the globe, branded as 'FullCare'. During this period, SMC sold about 27 million FullCare tablets.

- In collaboration with the Obstetrical and Gynecological Society of Bangladesh (OGSB), SMC signed a Memorandum of Understanding (MOU) to organize orientation sessions on integrating FullCare and Calcium 'Forbon' into ANC services. These sessions are being held across 19 OGSB branches nationwide. In addition, SMC organized scientific seminars at district and upazila-level health facilities to engage graduate doctors and other healthcare providers in promoting FullCare and Forbon as part of routine ANC services.
- As a consortium member of USAID's Alliance for Combating Tuberculosis in Bangladesh (ACTB), SMC is working to fight against TB. The trained

- Star Network providers of SMC identified 55,111 TB presumptive among the screened patients or clients during this period. Of them, 4,977 were diagnosed as TB cases were under treatment.
- During the reporting year, client flow increased 28% at Niltara and 51% at SMC Clinic compared to last year. Similarly, income increased 21% at Niltara Clinic, which is 80% of its operating expenditure. On the other hand, income increased by 58% at SMC Clinic, which is also 59% of its operating expenditure.

The details about program activities, their contributions, components, and programs are discussed in a separate chapter, "SMC Program Activities," in page 85 of the Directors' Report.

Research Insights

SMC's Research team supports marketing and program initiatives by conducting various surveys and research studies from time to time and providing in-depth information to continue the programs effectively and efficiently. The research and monitoring department of the Company undertook the following study to assess and understand the outcome of program activities.



Financial Results

Consolidated Financial Statements

The consolidated financial statements have been prepared as per applicable International Financial Reporting Standards (IFRS)/International Accounting Standards (IAS) and reflect the financial position and financial performance of the company. The consolidated

gross revenue of SMC during the period was Tk. 1,794 crore with a consolidated net profit after tax of Tk. 66 crore. The net sales growth arrived at 10% and net profit after tax decreased by 8% compared to the last year.

The drop in net profit after tax was due to the shortfall of targeted revenue, the subsidiary company's failure to achieve net profit after tax, and the consolidation effect of dividend income.

Key Financial Highlights of Consolidated Financial Statements:

(Tk. in crore)

Particulars	FY 2023-24 (July to June)	FY 2022-23 (July to June)	Growth (%)
Net Revenue	1,598	1,445	10
Gross profit	518	487	6
Net Profit After Tax	66	72	(8)
Capital Fund	237	269	(12)
Retained Earnings	724	630	15



Standalone Financial Statements

The standalone revenue of SMC from the sale of program products reached Tk. 38 crore for the period ended June 30, 2024. The Statement of Income and Expenditure for the year ended on 30.06.2024 has shown a net deficit

after tax of Tk. 2 crore. To meet the market demand for injectables, in addition to USAID's contribution, SMC distributed injectables from their own resources, resulting in a 61% growth in sales revenue from injectables, which reduced the net deficit after tax.

Key Financial Highlights Standalone Financial Statements:

(Tk. in crore)

Particulars	FY 2023-24 (July to June)	FY 2022-23 (July to June)	Growth (%)
Sales Revenue	38	30	27
Income from Donation	63	54	17
Income from SMC Clinics	9	7	29
Corporate Income	59	52	14
Total Income	168	143	18
Total expenditure	(158)	(145)	9
Gross (Deficit)/ Surplus Before Tax	10	(2)	600
Net Deficit after Tax	(2)	(14)	86

Subsidiary Operations (SMC Enterprise Limited)

SMC formed a fully-owned subsidiary, SMC Enterprise Limited (SMC EL), a 'for-profit subsidiary' to run separate profitable operations from non-profit activities. A private Company limited by shares, SMC EL was incorporated in October 2014. SMC holds 99.99% ordinary shares,

whereas only two ordinary shares are owned by two members of the Board. In compliance with the Corporate Governance Code of BSEC, the Company ensured the following points across its subsidiary:





Provisions relating to the composition of the Board of the Subsidiary Company;

Affairs of the Subsidiary Company have been reviewed at Board meetings of the Holding Company; Financial statements of the Subsidiary Company are reviewed by the joint Audit Committee of the Subsidiary and Holding Company;

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During the period, SMC EL earned net sales revenue of Tk 1,560 crore, a 10% growth compared to last year. However, the Company could not achieve the targeted revenue and profit due to a shortfall in the revenue, an increase in cost of goods sold and exchange fluctuations. The Gross profit was Tk 504 crore with 7% growth, and profit after tax arrived at Tk 99 crore with a de-growth of 12%.

In FY 2023-24, the SMC Pharmaceutical business generated gross sales revenue of Tk. 129 crore, with a growth of 23% compared to the last year.

Over the years, the Company has consistently made significant contributions to the national exchequer through direct and indirect taxes. During the period under review, the Company contributed Tk. 292 crore to the government exchequer in the form of duties, VAT, Tax and others, which was 40% higher than that of the previous year.

Retirement and Election of Directors

As per clause 45 of the Articles of Association of the Company, one-third of the Directors shall retire from office. The Directors to retire every year shall be those who have been the longest in the office since their last election. A retiring Director shall be eligible for re-election. No person shall, however, be eligible for an election as a Director for more than two consecutive terms.

In accordance with the mentioned clause, three Directors must retire (one-third of the nine Directors).

Professor (Dr.) Farhana Dewan, re-elected as a Director in the 34th AGM on January 23, 2023, will retire in the 36th AGM, as her tenure since her last election has been the longest among the Directors.

Dr. Jahir Uddin Ahmed, elected as a Director in the 33rd AGM on March 28, 2022, will also retire in the 36th AGM and is eligible for re-election.

The three other Directors namely Mr. Siddiqur Rahman Choudhury, Mr. Muhammad A. (Rumee) Ali, and Mr. Ranjit Kumar Chakraborty—were elected in the 34th AGM on January 23, 2023. They are set to retire in the 36th AGM, as they have served the longest since their last election. All three are eligible for re-election. If they cannot agree among themselves on who will retire, the decision will be made by a lottery where only one of them will retire, and the other two directors will remain. The retiring director is eligible for re-election.

Appointment of Statutory Auditors

Pursuant to clause 49 of the Articles of Association and the provisions of section 210-213 of the Companies Act 1994, the Statutory Auditor of the Company, M/s. ACNABIN, Chartered Accountants, shall retire in the 36th AGM and, being eligible, offer themselves for reappointment.

The Board of Directors of the Company in its 234th Board Meeting held on November 19, 2024 recommended their re-appointment for the year 2024-2025 with an audit fee of Tk. 3,63,825/- exclusive of VAT and to continue till the next AGM of the Company. The existing audit fee was Tk. 3,30,750/- exclusive of VAT. The company's statutory auditors have provided audit reports on its financial statements for the year ending 30 June 2024, which form part of the annual report. There is no qualification, reservation, adverse remark, comments, observations or disclaimer given by the Statutory Auditors in their reports.

Governance

SMC firmly believes that good corporate governance stems from the application of best management practices, strict compliance with laws, and adherence to the highest standards of transparency and ethical business conduct. SMC recognizes that effective governance processes provide transparency regarding corporate policies and strategies while enabling management to refine decision-making processes. This strengthens internal control systems and helps build positive relationships with all stakeholders.

The Board of Directors is deeply involved in developing and measuring the company's long-term strategy, performance, culture, and values and is fully aligned with the company's goals and objectives. Incorporating diverse external perspectives and fostering robust, open debate about significant business issues adds discipline and rigor to major decisions.

As part of our commitment to good governance, transparency, and accountability, SMC has established several Board Committees, including an Audit

Committee, a Management Committee, an Internal Audit and Compliance department, and various working-level committees. The inclusion of these committees significantly strengthens our governance mechanisms. The Audit Committee, a key pillar, ensures financial oversight and compliance. Its role encompasses risk assessment and financial reporting integrity, serving as a safeguard to reinforce the reliability of the company's financial disclosures. The Committee comprises five members and is accountable to the Board, with clearly articulated duties and responsibilities outlined in the Audit Committee Charter.

Moreover, the Internal Audit & Compliance team acts as an independent evaluator, reviewing internal controls and processes. Governed by a Board-approved Internal Audit manual, this function identifies potential areas for improvement and reinforces the company's commitment to operational excellence and risk mitigation.

SMC embraces a diverse control environment, which further fortifies governance. This includes internal controls, information systems, and compliance frameworks. The integration of these elements forms a multifaceted defense, safeguarding against operational lapses and promoting a culture of continuous improvement. This dedication to upholding the highest standards of governance ensures stakeholders' trust and the company's long-term sustainability.

Details of our corporate governance practices are discussed in the 'Corporate Governance Report' section in page 115 of this Report.

Engineering and Construction Services:

This division of SMC is rendering commendable services in the field of infrastructural development for both SMC and its subsidiary (SMC EL). The major highlights during the reporting period are given below:

FMCG project, Bhabanipur:

The construction of Bangladesh's first ready-to-drink beverage plant has been successfully completed on schedule, including all finishing work. The facility consists of a six-story production building, with each floor covering 30,000 square feet. Equipped with modern amenities, the plant features advanced fire detection and protection systems, variable refrigerant flow (VRF) systems, as well as cargo and passenger lifts, all installed on time.

On the ground floor, a state-of-the-art Tetra Pak high-speed filling machine has been installed, alongside the processing unit. The plant is now fully prepared for commercial production.





Filling machine

The central warehouse, with a height of 56 feet and a total area of 29,000 square feet, has also been completed. To ensure smooth operations, a nine-tier modern pallet racking system has been installed within the warehouse.



Warehouse Racking system

A six-story administrative building, with 5,000 square feet per floor, has been completed. A three-story substation building, each floor spanning 2,000 square feet was also completed. A natural water body has also been created next to the admin building.



Admin Building

The utility building, a four-story structure with 4,000 square feet per floor, has been completed as well. Key systems installed and commissioned include one purified water system, three compressed air systems, two steam condensing systems, and a chilled and tower water system. A 2,500kVA substation and a 2,000kVA generator system have been set up to ensure uninterrupted power supply. Furthermore, a 200kW solar panel system has been successfully installed and commissioned.

Lastly, construction of the effluent treatment plant (ETP) is complete, and mechanical work is currently ongoing.

SMC Clinic cum Diagnostic Center and Khulna Area Office at Khulna:

The SMC EL Board has approved constructing two major projects within the SMC EL premises in Khulna: a 9-story SMC Clinic and Diagnostic Center, and a 9-story SMC Khulna Area Office. The groundbreaking ceremony for both projects took place on March 9, 2024. To date, a total of 257 precast piles have been successfully driven, and foundation and basement works are currently underway. The first phase of construction, which includes work up to the 4th floor, is expected to be completed by December 2025.



3D View

Human Resource Management

The Human Resource Division of SMC focuses on talent development and inclusivity, thereby bringing operational efficiency. SMC recruited 93 employees during the period, most of whom were in contractual roles funded by development partners. The company maintained a turnover rate for permanent staff below the global average, reflecting strong retention. Gender diversity remained a key focus, with 29% female representation, highlighting SMC's commitment to fostering an inclusive environment that encourages innovation.

Employee development was emphasized through various training programs, with 60% of the workforce engaging in an average of 14 training hours. These programs included both internal sessions and

international training opportunities aimed at bringing global best practices to the company. The adoption of SAP technology helped streamline operations and enhance data sharing across departments, improving productivity and decision-making.

SMC also reinforced a culture of recognition through its "Award of Excellence" and Long-Service Awards, recognizing employee commitment and loyalty. The company introduced a strategic succession planning initiative to develop future leaders internally, ensuring long-term organizational continuity and growth. SMC's HR strategies aim to integrate technology further, promote diversity, and build a robust workforce capable of driving the company's success in the years to come.

Details of our Human Resource Management are discussed in the in page 105 of this Report.

Information and Communication Technology

The ICT division at SMC and its subsidiary have played a pivotal role in driving business process automation by consistently introducing innovative technologies and solutions. Key initiatives during the period under review include the successful launch of the SAP ERP system, streamlining operations across SMC, and the implementation of the Microsoft 365 suite, enhancing collaboration and productivity.

On November 1, 2023, SMC and SMC Enterprise Ltd reached a significant milestone with the successful "Go Live" of the SAP S/4 HANA project. This achievement marks

a pivotal moment in our digital transformation journey.

Additionally, the division deployed an electronic tendering system, modernizing procurement processes to ensure transparency and efficiency in tender management. It also developed specialized software for the Gold Star Member project to improve member management and service delivery.

Furthermore, an electronic reporting system was created for the Rose Star project, part of the Gold Star Member initiative, enabling accurate and timely reporting. To ensure effective system adoption, the division conducted comprehensive training sessions on various platforms, including e-Sales, e-DMS, Clinic, Pharmacy, ACTB, the Healthcare module, and the Employee Lunch Management System.

Outlook for FY 2024-25 and beyond

As we look toward the future, we reaffirm our dedication to building healthier, happier, and more prosperous families. Our vision extends beyond the present, embracing the boundless opportunities ahead. Guided by our core mission, SMC remains committed to advancing public health through innovative and impactful programs that align with our strategic goals. In FY 2024-2025, we aim to enhance existing programs while introducing new initiatives to drive meaningful change.

Key Initiatives for FY 2024–2025

Expansion of the Gold Star Program Growth of the Star Network Extend coverage to a peri-Add approximately 1,000 urban area within Cumilla Blue Star, 500 Green Star, 75 Pink Star, 100 Rose Star, and City Corporation. 210 Gold Star providers. **Enhanced Clinic Services Community Mobilization Expansion** Establish a dental unit Integrate six additional in the SMC Clinic. upazilas into the current 114 under the Community Upgrade Mobilization Program, ultrasonography (USG) supported by both MISHD services at Niltara (68 upazilas) and SMC (46 Clinic.



Beyond these expansions, SMC will:

Integrate Pregnancy Care Enhancements: Incorporate Multiple Micronutrient Supplements (FullCare) and Calcium tablets (Forbon) into antenatal care (ANC) services provided by paramedics in Gold Star upazilas and Blue Star networks.

Raise Awareness of Non-Communicable Diseases (NCDs): Initiate awareness campaigns addressing hypertension and diabetes, with plans to gradually expand into other NCD areas.

Strengthen Diagnostic and Clinical Services: Establish new facilities, such as a dental care unit, and enhance diagnostic capabilities at both the SMC Clinic and Niltara Clinic.

Challenges and Risks:

While we are confident in our ability to achieve these goals, several challenges remain:

Climate Change Impacts: Natural disasters such as floods have disrupted programmatic activities, particularly in disaster-prone areas.

Supply Chain Concerns: Ensuring a consistent supply of public health products remains a challenge, with some factors beyond our control.

Resource Constraints: Limited resources restrict our ability to reach underserved areas effectively.

Despite these challenges, SMC remains steadfast in its commitment to advancing public health outcomes and improving the quality of life for communities across Bangladesh.

Appreciation

The board extends its heartfelt appreciation to the dedicated employees and the Management team for their outstanding performance, even in the face of challenging circumstances. Their unwavering commitment has been instrumental in driving the company's success and achieving its objectives.

The Board also expresses deep gratitude to our valued stakeholders and regulatory authorities for their continuous support and guidance throughout the year.

By fostering collaboration and maintaining this strong partnership, we are confident that we can continue to create lasting positive change, enhance the well-being of families, and pave the way toward a brighter, healthier future for all.



Waliul IslamChairman of the Board of Directors
Social Marketing Company

সোশ্যাল মার্কেটিং কোম্পানী (এসএমসি) পরিচালকবৃন্দের প্রতিবেদন ২০২৩-২৪ অর্থবছর

প্রিয় কোম্পানীর সদস্যবৃদ্দ

আমি অত্যন্ত আনন্দের সাথে জানাতে চাই যে, গত বছরের সাফল্যের ধারবাহিকতায় সোশ্যাল মার্কেটিং কোম্পানী (এসএমসি) ২০২৩-২৪ অর্থবছরে দেশের সর্বন্তরের জনসাধারনের স্বাস্থ্য ও পরিবারের সার্বিক কল্যাণ ও জীবনমান উন্নয়নের পাশাপাশি প্রতিষ্ঠানের লক্ষ্যমাত্রা এবং উত্তোরত্তর প্রবৃদ্ধি বজায় রাখার ক্ষেত্রে উল্লেখযোগ্য অবদান রেখেছে। এসএমসি ২০২৪ সালের ৩০ জুন সমাপ্ত অর্থবছরে সামাজিক বিপণন কৌশল এবং কমিউনিটি পর্যায়ে ব্যাপক কর্মসূচী গ্রহণের মাধ্যমে প্রয়োজনীয় জনস্বাস্থ্য পণ্য ও সেবার সহজপ্রাপ্যতা উল্লেখযোগ্যভাবে বৃদ্ধি করতে সক্ষম হয়েছে। কোম্পানীর পরিচালনা পর্ষদের পক্ষ থেকে আমি সোশ্যাল মার্কেটিং কোম্পানীর ২০২৩-২৪ অর্থবছরের নিরীক্ষকের প্রতিবেদনসহ নিরীক্ষিত আর্থিক বিবরণী এবং পরিচালকের প্রতিবেদন আপনাদের বিবেচনা এবং গ্রহণের জন্য উপস্থাপন করছি। কোম্পানীর অভীষ্ট লক্ষ্যের সাথে সামঞ্জস্যতা রেখে কার্যদক্ষতা, সামগ্রিক কর্মকান্ড, সাফল্যসমূহ এবং কৌশলগত উদ্যোগ এই প্রতিবেদনে তুলে ধরা হয়েছে।

বিগত বছরের ন্যায় এবছরও এসএমসি অসামান্য দক্ষতা ও ছিতিছাপকতার পরিচয় দিয়েছে। অর্থনৈতিক প্রতিকূলতা সত্ত্বেও কোম্পানী ধারাবাহিকভাবে উর্ধমুখী এবং নিমুমুখী প্রবৃদ্ধির পাশাপাশি বিভিন্ন কর্মসূচীর লক্ষ্যসমূহ অর্জন করেছে যা আমাদের সফলতার মাধ্যমেই প্রতিফলিত হয়েছে । এই সাফল্যের কৃতিত্ব এসএমসির সকল কর্মী এবং ব্যবস্থাপনা কতৃপক্ষের কঠোর পরিশ্রম, প্রচেষ্টো ও অঙ্গীকারের জন্যই সস্ভবপর হয়েছে। যাদের নিরলস প্রচেষ্টায়, ২০২৩-২৪ অর্থবছরের প্রবৃদ্ধি ও সাফল্য অর্জনে গুরুত্বপূর্ণ অবদান রেখেছে, আমরা তাদের প্রতি কৃতজ্ঞতা ও আন্তরিক অভিনন্দন জ্ঞাপন করছি।

২০২৪ সালের জানুয়ারি মাসের মাঝামাঝি সময়ে সরকারি খাতে ইনজেন্টেবল গর্ভনিরোধকের ঘাটতি দেখা দিলে এসএমসি দ্রুতগতিতে প্রয়োজনীয় ব্যবস্থা গ্রহণ করে সোমা-জেন্ট্র (স্বল্পমেয়াদি জন্মবিরতিকরণ ইনজেকশন) এর সরবরাহ বৃদ্ধি করে। ফলে ইনজেন্টেবল গর্ভনিরোধকের প্রবৃদ্ধি উল্লেখযোগ্য হারে বৃদ্ধি পায়। নিজস্ব অর্থায়নে স্থানীয় উৎস থেকে ইনজেন্টেবল গর্ভনিরোধকের ধারাবাহিক সরবরাহ নিশ্চিত করে আমরা এই প্রতিকূল পরিস্থিতি মোকাবেলা করেছি। ২০২৪ সালের এপ্রিল থেকে জুন মাসের মধ্যে এসএমসি মোট ২৪.৭ লাখ ভায়াল সোমা-জেন্ট্র বিক্রিকরেছে, যা গত বছরের তুলনায় ১০০% প্রবৃদ্ধি অর্জন করে। বিক্রয়কৃত ইনজেন্ট্রেবলগুলোর মধ্যে এসএমসির নিজস্ব অর্থায়নে ৩৮% এবং ইউএসআইডি-এর আর্থিক সহায়তায় ৬২% ক্রয় করা হয়েছে।

কর্মসূচীর সামগ্রিক কার্যক্রম

বিগত পাঁচ দশক ধরে এসএমসি নারী, শিশু এবং পরিবারের স্বাস্থ্য ও সার্বিক উন্নতির লক্ষ্যে বিভিন্ন ধরনের জনস্বাস্থ্য পণ্য ও সেবা প্রদান করে আসছে। আপনারা জানেন যে কোম্পানী বেসরকারি খাত এবং বাংলাদেশ সরকারের সাথে অংশীদারিত্ব ও সহযোগিতার মাধ্যমে ব্র্যান্ডের পরিচিতি, ব্র্যান্ডের বিশ্বন্ততা এবং বাজারে সুনাম ও নেতৃস্থানীয় অবস্থান ধরে রাখতে আগ্রহী। এই লক্ষ্যে এসএমসি পাঁচটি স্বতন্ত্র স্টার নেটওয়ার্ক প্রতিষ্ঠা করেছে যা গ্র্যাজুয়েট এবং নন- গ্র্যাজুয়েট স্বাস্থার সেবাদানদারীদের সমন্বয়ে গঠিত। এই স্টার নেটওয়ার্কের আওতাধীন সেবাদানকারীগণ ব্র্বন্টার, গ্রীন স্টার, পিঙ্ক স্টার, রোজ স্টার এবং গোল্ড স্টার নামে পরিচিত যারা দেশব্যাপী কমিউনিটি পর্যায়ে জনস্বাস্থ্য পণ্য, স্বাস্থ্য সম্পর্কিত সচেতনতামূলক বার্তা এবং সেবা প্রদান করে থাকেন। এই বিস্তৃত নেটওয়ার্কের ভৌগোলিক অবস্থান এবং বিবরণ নিচের ছকে বর্ণনা করা হয়েছে:

প্রোগ্রামের ধরণ/ নেটওয়ার্ক	নেটওয়ার্কের আওতাধীন জেলার সংখ্যা	নেটওয়ার্কভূক্ত উপজেলার সংখ্যা	সদস্য সংখ্যা অর্থবছর ২০২৩- ২৪	সদস্য সংখ্যা অর্থবছর ২০২২- ২৩
ব্রু-স্টার	৬8	8৯৫	১ ২,২২8	৯১, ১৫৯
গ্রীন স্টার	৬8	8৯৫	৫,88৯	8,৯২৮
পিঙ্ক স্টার	৫ ৮	-	৬০৮	৫৫২
রোজ স্টার	২৬	-	৩২৮	২১৭
গোল্ড স্টার-গ্রামীণ	82	>> 8	৩,8০২	૭,૦8৮
গোল্ড স্টার-নগর এলাকা	৬	৯ (এলাকা)	২৩৩	\$48



এছাড়াও, এসএমসি সারা দেশে একটি শক্তিশালী বিক্রয় ও বিতরণ নেটওয়ার্ক গড়ে তুলেছে এবং ২০২৩-২৪ অর্থবছরে ১,৬২,০৭৯টি ফার্মেসি এবং ৬,৩৪,৭০৬টি নন-ফার্মেসি আউটলেটগুলোতে তাদের পণ্য সফলভাবে বিতরণ করেছে।

কোম্পানী প্রোগ্রাম কর্মসূচী বাস্তবায়নের লক্ষ্যে চারটি মূল দক্ষতার উপর জোর দেয় যথা: বেসরকারি খাতের স্বাস্থ্যসেবা প্রদানকারীদের দক্ষতা বৃদ্ধি, আচরণগত পরিবর্তনের মাধ্যমে ষাস্থ্যকর অভ্যাস গ্রহণ ও অনুশীলনে উৎসাহিত করা, কমিউনিটি পর্যায়ে সংহতি বজায় রাখা, কিশোর-কিশোরীদের স্বাস্থ্য বিষয়ক অধিবেশন পরিচালনার পাশাপাশি নারী উদ্যোক্তাদের আর্থিক উন্নয়নে সহায়তা প্রদান করা।

২০২২-২০২৩ এবং ২০২৩-২০২৪ অর্থবছরের উল্লেখযোগ্য স্বাস্থ্য কর্মসূচীর বিবরণ ও সাফল্য নিচে সারণি আকারে উপস্থাপন করা হয়েছে:

#	যোগাযোগের মাধ্যম	অর্থবছর-২০২১-২০২২	অর্থবছর -২০২২-২০২৩
"	דערור אויטורטוויורט	(জুলাই-জুন)	(জুলাই-জুন)
>	প্রজনন বয়সী বিবাহিত মহিলাদের মাঝে স্বাস্থ্য বার্তা প্রচার	৭৪৭ ,৭৯০	bob ,0b9
২	কিশোর-কিশোরীদের কাছে স্বাস্থ্য বার্তা পৌঁছে দেয়া	\$ 88, \$ bb	\$ &9,980
9	গোল্ড স্টার মেম্বারদের বার্ষিক গড় বিক্রয় (টাকায়)	३ ०१,७०४	\$28,\$08
8	ব্রু-স্টার সেবাপ্রদানকারী কর্তৃক শিশুদের শারীরিক বৃদ্ধি পর্যবেক্ষণ এবং প্রচার সেবা প্রাপ্তির সংখ্যা	३ ०৫ ,०१৮	४८०, ७७५
¢	রু-স্টার সেবাপ্রদানকারী কর্তৃক চিহ্নিত যক্ষ্মা রোগীর সংখ্যা	8,১৭৮	৪,৯৭৭
৬	বেসরকারী পর্যায়ে মৌলিক এবং রিফ্রেশার প্রশিক্ষণপ্রাপ্ত সেবাপ্রদানকারীর সংখ্যা	৮,১২৫	b ,68b
٩	সোমা-জেক্ট ইনজেকশন বিক্রয় (মিলিয়ন ভায়াল)	¢.0	9.৬9
ъ	মাল্টিপল মাইক্রোনিউট্রিয়েন্ট সাপ্লিমেন্ট "ফুল কেয়ার" বিক্রয় (মিলিয়ন ভায়াল)	ર.૦	ર.૧
৯	মনিমিক্স বিক্রয় (মিলিয়ন স্যাশে)	8¢	8৮.৬১
> 0	ক্যালসিয়াম সমৃদ্ধ ট্যাবলেট ফরবোন বিক্রয় (ব্লিস্টার)	-	৫৪৯,৪০৬

পর্যালোচনাধীন সময়কালে বার্ষিক কার্যক্রমের উল্লেখযোগ্য উদ্যোগ/কর্মসূচীঃ

- কোম্পানী ১২টি জনস্বাস্থ্য পণ্যের চাহিদা সৃষ্টির লক্ষ্যে বিভিন্ন ধরনের বিপণন কৌশল গ্রহণ করেছে। প্রতিবেদনকালীন সময়ে, এসএমসি ৭৬.৭ লাখ ইনজেক্টেবল ভায়াল (প্রবৃদ্ধির হার গত বছরের তুলনায় (৫৩%), ৪৮.৬১ মিলিয়ন প্যাকেট মণিমিক্স (৮% প্রবৃদ্ধি), ২.৭ মিলিয়ন ব্লিস্টার ফুলকেয়ার (৩৩% প্রবৃদ্ধি), ১১ মিলিয়ন ট্যাবলেট ভারমিসিড (প্রবৃদ্ধি ২৮%) এবং ৮৬২,১০৬ ব্লিস্টার জিংক ট্যাবলেট (প্রবৃদ্ধির হার ১%) বিক্রি করেছে।
- কোম্পানী "ফরবোন" ব্র্যান্ডের অধীনে ৫০০ মি.গ্রা.
 ক্যালসিয়াম সাপ্লিমেন্ট ট্যাবলেটের বিপণন শুরু করেছে,
 যা গর্ভবতী নারীদের ইকলাম্পসিয়া প্রতিরোধ এবং
 ক্যালসিয়ামের ঘাটতি পুরণে খুবই কার্যকর।
- এসএমসি রাঙামাটি, কুমিল্লা, পঞ্চগড়, নীলফামারী, বরগুনা, শেরপুর, পটুয়াখালী, ঠাকুরগাঁও এবং রাজশাহী জেলার আওতাধীন আটটি গ্রামীণ এবং একটি নগর

উপজেলায় গোল্ড স্টার মডেলের সম্প্রসারণ করেছে।

- কোম্পানী স্বাস্থ্য বিষয়ে সচেতনতা বৃদ্ধি, স্বাস্থ্যকর অভ্যাস
 গ্রহণ ও অনুশীলনে আচরণগত পরিবর্তন আনয়নের লক্ষ্যে
 উঠান বৈঠক, আন্তঃব্যক্তিক যোগাযোগ এবং স্কুল অধিবেশন
 পরিচালণার মাধ্যমে কমিউনিটি পর্যায়ের ব্যাপক কার্যক্রম
 পরিচালনা করেছে। প্রতিবেদন কালীন সময়ে ৮৩৮,০৮৭
 জস প্রজনন বয়সি বিবাহিত নারী (MWRA) উঠান বৈঠকে
 অংশগ্রহন করেন এবং স্বাস্থ্য সেশন পরিচালনার মাধ্যমে
 ১৫৭,৭৪০ জন কিশোর-কিশোরীর মধ্যে বয়ঃসদ্ধিকালীন
 স্বাস্থ্যবার্তা প্রচার করা হয়।
- ২০২৩-২৪ অর্থবছরের শেষ অবধি, এসএমসি ৩,৬৩৫
 জন সম্ভাবনাময় গ্রামীণ ও নগর এলাকার নারীদের
 উদ্যোজায় (গোল্ড স্টার মেম্বার জিএসএম) রূপান্তরিত
 করেছে। গোল্ড স্টার মেম্বারগণ স্বাস্থ্য বার্তা প্রচার এবং
 জনস্বাস্থ্য পণ্যসামগ্রী সাধারণ মানুষের দোরগোড়ায় পোঁছে
 দিতে নিয়োজিত। প্রতিবেদনকালীন সময়ে, মোট ৩,৬৩৫
 জন জিএসএম সক্রিয়ভাবে গোল্ড স্টার নেটওয়ার্কে নিযুক্ত

ছিলেন এবং তাঁরা ৪৫.৫ কোটি টাকা মূল্যের পণ্য বিক্রি করেন। ২০২৩-২৪ অর্থবছরে জিএসএম কর্তৃক অর্জিত বিক্রয় রাজস্ব বিগত বছরের তুলনায় ৩১% বৃদ্ধি পেয়েছে।

- ২০২৩-২৪ অর্থবছরে এসএমসি তার নেটওয়ার্ক সেবা প্রদানকারীদের সংখ্যা বৃদ্ধির পাশাপাশি সেবার পরিধিও সম্প্রসারিত করেছে। মৌলিক প্রশিক্ষণের মাধ্যমে ১,৬৩৬ জন ব্র-স্টার, ৮১২ জন খ্রীন স্টার, ৭৭ জন পিঙ্ক স্টার এবং ১১১ জন রোজ স্টার সেবা প্রদানকারী নিয়োগের মাধ্যমে নেটওয়ার্কের সদস্য সংখ্যা বৃদ্ধি করেছে। প্রতিবেদনকালীন বছরে ব্রু-স্টার সেবাদানকারীর সংখ্যা ১১,১৫৯ জন থেকে ১২,২২৪ জন, গ্রিন স্টার সেবাদানকারীর সংখ্যা ৪,৯২৩ জন থেকে ৫,৪৪৯ জন এবং পিঙ্ক স্টার সেবাদানকারীর সংখ্যা ৫৫২ জন থেকে ৬০৮ জনে উন্নীত হয়েছে। এছাড়াও, এই অর্থবছরে ২৪৮ জন নতুন গোল্ড স্টার মেম্বার (জিএসএম) যুক্ত করা হয়েছে। এসএমিস ব্যাপক চাহিদা সৃষ্টির লক্ষ্যে স্থানীয় এবং গণমাধ্যম উভয় প্রক্রিয়ায় যোগাযোগ কার্যক্রম পরিচালনার মাধ্যমে নেটওয়ার্ক সম্প্রসারণের প্রচেষ্টা চালিয়ে যাচেছ।
- মাল্টিপল মাইক্রোনিউট্রিয়েন্ট সাপ্লিমেন্টস (এমএমএস)
 প্রকল্প গর্ভবতী মা ও গর্ভন্থ শিশুর পুষ্টির অবস্থা উন্নয়নের
 মাধ্যমে কম ওজনসম্পন্ন শিশু জন্মের হার ব্রাস করার
 লক্ষ্য নিয়ে কাজ করছে। তদনুসারে, এসএমসি বিশ্বে
 প্রথমবারের মতো ফুলকেয়ার ব্র্যান্ড নামে এমএমএস চালু
 করেছে। প্রতিবেদনকালীন সময়ে এসএমসি প্রায় ২.৭
 কোটি ফুলকেয়ার ট্যাবলেট বিক্রি করেছে।
- বাংলাদেশের অবস্টেট্রকাল এ্যান্ড গাইনোকোজিকাল সোসাইটি (OGSB)-এর সাথে এসএমসি একটি সমঝোতা স্মারক (MOU) স্বাক্ষর করেছে যার মাধ্যমে প্রসবপূর্ব সেবায় এমএমএস 'ফুলকেয়ার' এবং ক্যালসিয়াম ট্যাবলেট 'ফরবোন' একত্রীকরণের লক্ষ্যে ওরিয়েন্টেশন সেশনের আয়োজন করা হয়। এই সেশনগুলো সারা দেশে ওজিএসবি-এর ১৯টি শাখায় অনুষ্ঠিত হচ্ছে। এছাড়াও, এসএমসি জেলা ও উপজেলা পর্যায়ের স্বায়্থ্যসেবা কেন্দ্রে বৈজ্ঞানিক সেমিনারের আয়োজন করে যেখানে গ্র্যাজুয়েট ডাক্তার এবং স্বায়্থ্যসেবা প্রদানকারীদের নিয়মিত প্রসবপূর্ব সেবার অংশ হিসেবে ফুলকেয়ার এবং ফরবোন প্রচারের জন্য যুক্ত করা হয়েছে।
- এসএমিস, ইউএসএআইডি-এর "অ্যালায়েস ফর কমব্যাটিং টিউবারকিউলোসিস ইন বাংলাদেশ (এসিটিবি)" এর কনসোর্টিয়াম সদস্য হিসেবে যক্ষার বিরুদ্ধে কাজ করে যাচছে। প্রতিবেদনকালীন সময়ে এসএমিস'র প্রশিক্ষিত স্টার নেটওয়ার্ক সেবা প্রদানকারীগণ সন্দেহজনক যক্ষা রোগীদের মধ্যে ৫৫,১১১ জন সম্ভাব্য যক্ষা রোগী শনাক্ত

করেছেন। তাদের মধ্যে ৪,৯৭৭ জনকে যক্ষা রোগী হিসেবে চিহ্নিত করে নিকটস্থ স্বাস্থ্যসেবা কেন্দ্রে রেপার করা হয় এবং তারা চিকিৎসাধীন আছেন।

 প্রতিবেদনের বছরে, নীলতারা ক্লিনিকে রোগীর সংখ্যা গত বছরের তুলনায় ২৮% এবং এসএমসি ক্লিনিকে ৫১% বৃদ্ধি প্রেছে। একইভাবে, নীলতারা ক্লিনিকের আয় ২১% বৃদ্ধি পেয়েছে, যা মোট পরিচালন ব্যয়ের বিপরীতে ৮০% পুনরুদ্ধার হয়েছে। অন্যদিকে, এসএমসি ক্লিনিকের আয় বৃদ্ধি পেয়েছে ৫৮%, যা মোট পরিচালন ব্যয়ের বিপরীতে ৫৯% পুনরুদ্ধার হয়েছে।

বার্ষিক প্রতিবেদনের ৮৫ পৃষ্ঠার পরিশিষ্ট - ১-এ "এসএমসি প্রোগ্রাম কার্যক্রম" শীর্ষক একটি পৃথক অধ্যায়ে প্রোগ্রামের সার্বিক কার্যক্রম, অবদান, উল্লেখযোগ্য দিকসমূহ এবং কর্মসূচী সম্পর্কে বিশ্বদ আলোচনা করা হয়েছে।

গবেষণা অন্তর্দৃষ্টি

এসএমসি'র গবেষণা দল বিভিন্ন জরিপ এবং গবেষণা প্রকল্প বাস্তবায়নের মাধ্যমে বিপণন ও প্রোগ্রাম কর্মসূচীর সঠিক বাস্তবায়নে সহায়তা করে এবং কার্যক্রমগুলো কার্যকর ও দক্ষভাবে পরিচালনার জন্য যথাযথ তথ্য সরবরাহ করে থাকেন। প্রতিবেদনের বছরে, কোম্পানীর গবেষণা ও পর্যবেক্ষণ বিভাগ প্রোগ্রামের কার্যক্রমের ফলাফল মূল্যায়ন ও প্রভাব অনুধাবনের জন্য নিম্নলিখিত গবেষণা প্রকল্প পরিচালনা করেছে।

- সোমা-জেক্ট ইনজেক্টেবল গর্ভনিরোধক সম্পর্কে গ্রাহক ও প্রদানকারীদের অভিমত সম্পর্কে গ্রেষণা
- কমিউনিটি মোবিলাইজেশন কার্যক্রমের মূল্যায়ন
- ওআরএস-এর সার্বিক পরিস্থিতি বিশ্লেষণ
- মা সমাবেশের কার্যকারিতা মূল্যায়ন
- এসএমসি ক্লিনিক এবং নীলতারা ক্লিনিক সম্পর্কে গ্রাহকদের অভিমত সম্পর্কে গ্রেষণা।

বার্ষিক প্রতিবেদনের ১০৩ পৃষ্ঠায় "গবেষণা অন্তর্দৃষ্টি" শীর্ষক একটি পৃথক অধ্যায়ে পরিশিষ্ট-২ গবেষণা কার্যক্রম সম্পর্কে বিন্তারিত আলোচনা করা হয়েছে।

আর্থিক ফলাফল

সমন্বিত আর্থিক বিবর্ণী

ইন্টারন্যাশনাল ফিনান্সিয়াল রিপোর্টিং স্ট্যান্ডার্ডস (IFRS)/ আন্তর্জাতিক অ্যাকাউন্টিং স্ট্যান্ডার্ডস (IAS) -এর নীতিমালা অনুযায়ী সমন্বিত আর্থিক বিবরণী প্রস্তুত করা হয়েছে। বিবরণীতে



কোম্পানীর আর্থিক অবস্থান এবং কার্যক্রম প্রতিফলিত হয়েছে। প্রতিবেদনকালীন সময়ে এসএমসি'র সমন্বিত মোট রাজন্ব ছিল ১,৭৯৪ কোটি টাকা এবং কর পরবর্তী সমন্বিত নিট মুনাফা ছিল ৬৬ কোটি টাকা। নিট বিক্রয় প্রবৃদ্ধি ছিল ১০% এবং কর পরবর্তী নিট মুনাফা গত বছরের তুলনায় ৮% ব্রাস পেয়েছে। কর

পরবর্তী নিট মুনাফার এই ব্রাসের কারণ ছিল প্রোগ্রামের কার্যক্রম সম্প্রসারণ, বর্ধিত প্রোগ্রাম কর্মসূচীর প্রচারমূলক কার্যক্রম (সঞ্চিত প্রোগ্রাম আয়ের ব্যবহার), সদ্য প্রণীত আয়কর আইনের প্রভাব এবং লভ্যাংশ আয়ের সমন্বিত প্রভাব।

সমন্বিত আর্থিক বিবরণীর প্রধান আর্থিক সূচকসমূহঃ

(কোটি টাকায়)

বিবরণ	অর্থবছর ২০২২-২৩ (জুলাই-জুন)	অর্থবছর ২০২৩-২৪ (জুলাই-জুন)	প্ৰবৃদ্ধি (%)
নীট রাজম্ব	১,৫৯৮	\$,88€	3 0
মোট লাভ		8৮৭	৬
ট্যাক্ম পরবর্তী নিট মুনাফা	৬৬	92	(b)
মূলধন তহবিল	২৩৭	২৬৯	(>>)
পুঞ্জীভূত মুনাফা	928	৬৩০	3 ¢

স্বতন্ত্র আর্থিক বিবরণী

৩০ জুন, ২০২৪ তারিখে শেষ হওয়া অর্থবছরে প্রোগ্রাম পণ্যসামগ্রীর বিক্রয় থেকে এসএমসি'র স্বতন্ত্র রাজস্ব ৩৮ কোটি টাকায় পৌঁছেছে। সমাপ্ত বছরের আয় এবং ব্যয় বিবরণীতে কর পরবর্তী নিট ঘাটতি ছিল ২ কোটি। ইনজেকটেবলের বাজার চাহিদা পূরণের জন্য, ইউএসএআইডি-এর আর্থিক সহযোগিতা এবং এসএমসি'র নিজস্ব অর্থায়নে ইনজেকটেবল গর্ভনিরোধকের সরবরাহের ফলে ইনজেকটেবলের বিক্রয় রাজস্ব ৬১% বৃদ্ধি পেয়েছে যা কর পরবর্তী নিট ঘাটতি কমিয়ে দিয়েছে।

স্বতন্ত্র আর্থিক বিবরণীর প্রধান আর্থিক সূচকসমূহঃ

বিবরণ	অর্থবছর ২০২২-২৩ (জুলাই-জুন)	অর্থবছর ২০২৩-২৪ (জুলাই-জুন)	প্রবৃদ্ধি (%)
বিক্রয় রাজস্ব	৩৮	೨೦	২৭
অনুদানপ্রাপ্ত আয়	৬৩	¢ 8	۶۹
এসএমসি ক্লিনিক থেকে প্রাপ্ত আয়	৯	٩	২৯
কর্পোরেট আয়	৫ ৯	৫২	7 8
মোট আয়	১৬৮	\$80	7 b
মোট ব্যয়	(%%)	(\$8¢)	৯
মোট (ঘাটতি) / কর পূর্ববর্তী উদ্বৃত	> 0	(২)	७ ००
কর পরবর্তী নিট ঘাটতি	(২)	(84)	৮৬

সাবসিডিয়ারি অপারেশনস (এসএমসি এন্টারপ্রাইজ লিমিটেড)

২০১৪ সালে এসএমসি অলাভজনক কার্যক্রমগুলো থেকে লাভজনক কার্যক্রমগুলোকে পৃথক করার লক্ষ্যে একটি সম্পূর্ণ মালিকানাধীন সাবসিডিয়ারি প্রতিষ্ঠান এসএমসি এন্টারপ্রাইজ লিমিটেড (এসএমসি ইএল) গঠন করে। শেয়ার দ্বারা সীমিত প্রাইভেট লিমিটেড কোম্পানী হিসেবে এসএমসি ইএল অক্টোবর ২০১৪-এ নিবন্ধিত হয়। এসএমসি'র ৯৯.৯৯% সাধারণ শেয়ার

রয়েছে এবং শুধুমাত্র দুটি সাধারণ শেয়ার বোর্ডের দুই সদস্যের মালিকানাধীন। বাংলাদেশ সিকিউরিটিজ এন্ড এক্সচেঞ্জ কমিশন (বিএসইসি)-এর কর্পোরেট সুশাসন কোড অনুসারে কোম্পানী'র সাবসিডিয়ারি প্রতিষ্ঠানের ন্দিলিখিত বিষয়সমূহ নিশ্চিত করেছে:

- সাবসিডিয়ারি কোম্পানীর বোর্ড গঠন সম্পর্কিত বিধানাবলী;
- হোল্ডিং কোম্পানীর বোর্ড সভায় সাবসিডিয়ারি প্রতিষ্ঠানের কার্যক্রম পর্যালোচনা করা হয়;

 সাবসিডিয়ারি প্রতিষ্ঠানের আর্থিক বিবরণীসমূহ সাবসিডিয়ারি এবং হোল্ডিং কোম্পানীর যৌথ নিরীক্ষা কমিটি দারা পর্যালোচনা করা হয়।

এই সময়ে, এসএমসি ইএল নিট বিক্রয় রাজম্ব অর্জন করে ১,৫৬০ কোটি টাকা, যা গত বছরের তুলনায় ১০% বৃদ্ধি পেয়েছে। তবে. কোম্পানী লক্ষ্যমাত্রা অনুযায়ী রাজস্ব এবং লাভ অর্জন করতে পারেনি । লক্ষ্যমাত্রা অর্জন না হওয়ার কারনগুলো ছিল রাজম্বের ঘাটতি, পণ্যের খরচ বৃদ্ধি এবং মুদ্রা সঞ্চালনের প্রভাবে। কোম্পানীর মোট লাভ ছিল ৫০৪ কোটি টাকা, যা গত বছরের তুলনায় ৭% বৃদ্ধি পেয়েছে, এবং কর পরবর্তী লাভ ছিল ৯৯ কোটি টাকা, যা গত বছরের তুলনায় ১২% হ্রাস পেয়েছে।

২০২৩-২৪ অর্থবছরে. এসএমসি ফার্মাসিউটিক্যাল ব্যবসায় মোট ১২৯ কোটি টাকা বিক্রয় রাজস্ব অর্জন করেছে, যা গত বছরের তুলনায় ২৩% বৃদ্ধি পেয়েছে।

বছরের পর বছর, কোম্পানী প্রত্যক্ষ এবং পরোক্ষ করের মাধ্যমে জাতীয় কোষাগারে উল্লেখযোগ্য অবদান রেখে চলেছে। পর্যালোচনাকালীন সময়ে, শুল্ক, ভ্যাট, কর এবং অন্যান্য মাধ্যমে উক্ত কোম্পানী সরকারী কোষাগারে ২৯২ কোটি টাকা প্রদান করেছে যা গত বছরের তুলনায় ৪০% বেশি।

পরিচালকগণের অবসর গ্রহণ এবং পুনঃর্নির্বাচন

আর্টিকেলস অব অ্যাসোসিয়েশনের ৪৫ ধারা অনুযায়ী পরিচালকমন্ডলীর এক-তৃতীয়াংশ পদ থেকে অবসর গ্রহণ করবেন। যেসকল পরিচালক সর্বশেষ নির্বাচনের পর থেকে সবচেয়ে দীর্ঘ সময় ধরে দায়িত্ব পালন করছেন, তারাই প্রতি বছর অবসর গ্রহণ করবেন। অবসর গ্রহণকারী পরিচালক পুনর্নির্বাচনের জন্য যোগ্য হবেন। তবে, কোনো ব্যক্তি টানা দুই মেয়াদের বেশি পরিচালক হিসেবে নির্বাচনের জন্য যোগ্য হবেন না।

উক্ত ধারা অনুযায়ী নয়জন পরিচালকের মধ্যে তিনজন (এক-তৃ তীয়াংশ) অবসর গ্রহণ করবেন।

অধ্যাপক (ড.) ফারহানা দেওয়ান ২০২৩ সালের ২৩ জানুয়ারিতে অনুষ্ঠিত কোম্পানীর ৩৪তম বার্ষিক সাধারণ সভায় পরিচালক হিসেবে পুনর্নির্বাচিত হন এবং ৩৬তম বার্ষিক সাধারণ সভায় অবসর গ্রহণ করবেন কারণ তার সর্বশেষ নির্বাচনের পর থেকে কাজের মেয়াদ অন্যদের তুলনায় বেশি হয়েছে।

ড. জহির উদ্দিন আহমেদ, যিনি ২০২২ সালের ২৮ মার্চ অনুষ্ঠিত ৩৩তম বার্ষিক সাধারণ সভায় পরিচালক হিসেবে নির্বাচিত হন, ৩৬তম বার্ষিক সাধারণ সভায় অবসর গ্রহণ করবেন এবং পুনর্নির্বাচনের জন্য যোগ্য থাকবেন।

অন্য তিনজন পরিচালকবৃন্দ যথা, জনাব সিদ্দিকুর রহমান চৌধুরী, জনাব মুহাম্মদ এ. (রুমি) আলী এবং জনাব রণজিৎ কুমার চক্রবর্তী, যাঁরা ২০২৩ সালের ২৩ জানুয়ারিতে অনুষ্ঠিত কোম্পানীর ৩৪তম বার্ষিক সাধারণ সভায় পরিচালক হিসেবে নির্বাচিত হন, তাদের মধ্যে থেকে একজন ৩৬তম বার্ষিক সাধারণ সভায় অবসর গ্রহণ করবেন কারণ তাদের সর্বশেষ নির্বাচনের পর থেকে দায়িত্ব পালনের মেয়াদ বেশি হয়েছে। যদি তাদের মধ্যে কে অবসরে যাবেন সেই বিষয়ে একমত হতে না পারেন তবে লটারির মাধ্যমে অবসর গ্রহণকারী নির্ধারণ করা হবে। অবসরগ্রহণকারী পরিচালক পুনঃনির্বাচনের জন্য যোগ্য হবেন।

সংবিধিবদ্ধ নিরীক্ষক নিয়োগ

আর্টিকেলস অব অ্যাসোসিয়েশনের ৪৯ ধারা এবং কোম্পানী আইন ১৯৯৪ এর ২১০-২১৩ ধারা অনুসারে, কোম্পানীর সংবিধিবদ্ধ নিরীক্ষক মেসার্স একনাবিন চার্টার্ড একাউন্ট্যান্টস ৩৬তম বার্ষিক সাধারণ সভায় অবসর গ্রহণ করবেন এবং পুনঃনিয়োগের জন্য যোগ্যতা অনুযায়ী তাদের প্রস্তাব পেশ করবে । কোম্পানীর পরিচালনা পর্ষদ ১৯ নভেম্বর, ২০২৪ তারিখে অনুষ্ঠিত কোম্পানীর ২৩৪তম বোর্ড সভায় ২০২৪-২৫ অর্থবছরের জন্য নিরীক্ষা ফি (ভ্যাট ব্যতীত) ৩৬৩.৮২৫/- টাকায়মেসার্স একনাবিন চার্টার্ড একাউন্ট্যান্টস পুনঃনিয়োগের সুপারিশ করেন। গত অর্থবছরে অডিট ফি ছিলো ৩৩০.৭৫০ টাকা। উক্ত নিরীক্ষকগণ পরবর্তী বার্ষিক সভা পর্যন্ত তাদের কার্যক্রম চালিয়ে যাবে। কোম্পানীর সংবিধিবদ্ধ নিরীক্ষকগণ ৩০ জুন ২০২৪ তারিখে শেষ হওয়া অর্থবছরের আর্থিক বিবরণীর উপর একটি নিরীক্ষা প্রতিবেদন প্রদান করেছেন যা বার্ষিক প্রতিবেদনে উপস্থাপন করা হয়েছে।

উক্ত প্রতিবেদনে সংবিধিবদ্ধ নিরীক্ষকগণের কোন আপত্তি, দ্বিধা, বিরূপ মন্তব্য, পর্যবেক্ষণ বা অশ্বীকৃতি ছিল না।

প্রাতিষ্ঠানিক সুশাসন

এসএমসি দৃঢ়ভাবে বিশ্বাস করে যে পরিমার্জিত প্রতিষ্ঠানিক সুশাসনের ভিত্তি সেরা ব্যবস্থাপনার প্রয়োগ ও অনুশীলন , আইন ও নীতিমালা কঠোরভাবে মেনে চলা এবং সর্বোচ্চ মানদন্ড ও স্বচ্ছতা বজায় রাখার পাশাপাশি নৈতিক ব্যবসায়িক নীতি অনুসরণের মাধ্যমে প্রতিষ্ঠিত হয়। এসএমসি আরও বিশ্বাস করে যে কার্যকর প্রাতিষ্ঠানিক সুশাসন, কর্পোরেট নীতি ও কৌশল সম্পর্কে স্বচ্ছতা প্রদান এবং ব্যবস্থাপনা কর্তৃপক্ষকে সঠিক সিদ্ধান্ত গ্রহণে সহায়তা করে থাকে। এটি অভ্যন্তরীণ নিয়ন্ত্রণ ব্যবস্থা জোরদার করে এবং সকল স্টেকহোল্ডারের সাথে ইতিবাচক সম্পর্ক গড়ে তুলতে সহায়তা করে। বোর্ডের পরিচালকবৃন্দ দীর্ঘমেয়াদী কৌশল, কর্মদক্ষতা, সংস্কৃতি এবং মূল্যবোধের বিকাশ ও মূল্যায়নে নিবিড়ভাবে সম্প্রক্ত যা কোম্পানীর লক্ষ্য ও উদ্দেশ্যের সাথে সম্পূর্ণভাবে সামঞ্জস্যপূর্ণ।

ব্যবসায়িক নানান কর্মকান্ডে বিভিন্ন বাহ্যিক দৃষ্টিভঙ্গি এবং উন্মুক্ত আলাপচারিতা মূল্যবান এবং বৈচিত্রপূর্ণ সমাধান দিয়ে থাকে যা কোম্পানীর গুরুত্বপূর্ণ ব্যবসায়িক কার্যক্রম ও জটিলতা বিষয়ে সঠিক ও যথায়থ সিদ্ধান্ত গ্রহণে সহায়তা করে।



ন্যায্য ও ন্যায়সঙ্গত শাসনব্যবস্থা, ষচ্ছতা এবং জবাবদিহিতার প্রতি প্রতিশ্রুতির অংশ হিসেবে, এসএমসি'র রয়েছে বোর্ড উপ-কমিটি, নিরীক্ষা কমিটি, ম্যানেজমেন্ট কমিটি, অভ্যন্তরীণ নিরীক্ষা ও কমপ্রায়েঙ্গ বিভাগ সহ বিবিধ কার্যকরি কমিটি। এই কমিটিগুলোর সংযোজন আমাদের সুশাসন

ব্যবস্থাকে আরো শক্তিশালী করেছে। নিরীক্ষা কমিটি হলো সংস্থার একটি মূল স্তম্ভ যা আর্থিক রক্ষণাবেক্ষণ, তত্ত্বাবধান এবং কমপ্লায়েন্স নিশ্চিত করে। নিরীক্ষা কমিটির ভূমিকা হলো ঝুঁকি মূল্যায়ণ, আর্থিক প্রতিবেদনের যথার্থতা নিশ্চিত করা এবং কোম্পানীর আর্থিক বিবরণীর নির্ভরযোগ্যতাকে শক্তিশালী করা ও সুরক্ষিত রাখা। কমিটিতে পাঁচজন সদস্য রয়েছে। নিরীক্ষা কমিটি বোর্ডের কাছে দায়বদ্ধ, এবং কমিটির দায়িত্ব ও কর্তব্যসমূহ লিখিতভাবে নিরীক্ষা কমিটির সনদে বোর্ড কর্তৃক সুপষ্টভাবে বর্ণিত হয়েছে।

অন্যদিকে, অভ্যন্তরীণ নিরীক্ষা ও কমপ্লায়েন্স বিভাগের সদস্যগণ স্বাধীনভাবে অভ্যন্তরীণ নিয়ন্ত্রণ এবং ব্যবস্থাপনা প্রক্রিয়া পর্যালোচনা করে থাকে। বোর্ড-অনুমোদিত অভ্যন্তরীণ অডিট ম্যানুয়াল দ্বারা পরিচালিত এই বিভাগটির সকল কার্যক্রমই অডিট চার্টার দ্বারা নিয়ন্ত্রিত হয়ে থাকে। এই বিভাগটি শুধুমাত্র উন্নয়নের সম্ভাব্য ক্ষেত্রগুলোকেই চিহ্নিত করে না, বরং কাজের উৎকর্ষতা এবং ঝাঁকি নিয়ন্ত্রনে কোম্পানীর প্রতিশ্রুতিকে আরো জোরদার করে।

এসএমসি বিবিধ নিয়ন্ত্রণ পদ্ধতি গ্রহণ ও বাস্তবায়ন করে থাকে যা সুশাসন ব্যবস্থাকে আরও সুদৃঢ় করে। এর মধ্যে রয়েছে অভ্যন্তরীণ নিয়ন্ত্রণ ব্যবস্থা, তথ্য ব্যবস্থা এবং কমপ্রায়েস কাঠামো। এইসকল উপাদানগুলোর সমন্বয়ে একটি বহুমুখী প্রতিরক্ষা পদ্ধতি গঠিত হয় যা অপারেশনাল ক্রুটিগুলো প্রতিরোধ করে ধারাবাহিক উন্নয়নের সংস্কৃতিকে বিকশিত করে। কর্পোরেট সুশাসনের সর্বোচ্চমান বজায় রাখার এই প্রতিশ্রুতি স্টেকহোল্ডারদের আস্থা এবং কোম্পানীর দীর্ঘমেয়াদী স্থায়িত্ব নিশ্চিত করে।

বার্ষিক প্রতিবেদনের ১১৫ পৃষ্ঠার পরিশিষ্ট-৩-এ 'প্রাতিষ্ঠানিক সুশাসন প্রতিবেদন' শীর্ষক একটি পৃথক অধ্যায়ে বিস্তারিত আলোচনা করা হয়েছে।

নির্মাণ ও প্রকৌশল বিভাগ:

কোম্পানীর নির্মাণ ও প্রকৌশল বিভাগ এসএমসি এবং এর সাবসিডিয়ারি প্রতিষ্ঠান (এসএমসি ইএল) উভয়ের জন্য অবকাঠামোগত উন্নয়ন ক্ষেত্রে প্রশংসনীয় সেবা প্রদান করছে। প্রতিবেদনকালে প্রধান উলেখযোগ্য বিষয়সমূহ নীচে দেওয়া হলো:

এফএমসিজি প্রকল্প, ভবানিপুর:

গাজীপুর জেলার ভবানীপুরে অবস্থিত বাংলাদেশের প্রথম ইনস্ট্যান্ট ইলেক্ট্রোলাইট ড্রিংক কারখানার অবকাঠামোগত উন্নয়ন সহ নির্মাণ কাজ সফলভাবে সম্পন্ন হয়েছে। ৩০,০০০ বর্গফুট এলাকা বিশিষ্ট ছয়তলা ভবন নিয়ে এই কারখানাটি গঠিত। আধুনিক সুযোগ-সুবিধায় সজ্জিত এই ভবনে রয়েছে অগ্নি সনাক্তকরণ এবং সুরক্ষা ব্যবস্থা, ভেরিয়েবল রেফ্রিজারেন্ট ফ্লো (ভিআরএফ) সিস্টেমের পাশাপাশি কার্গো এবং যাত্রীবাহী লিফট যা নির্ধারিত সময়ে সম্পন্ন করা হয়েছে।

ভবনের নিচতলায়, প্রক্রিয়াকরণ ইউনিটের পাশাপাশি একটি অত্যাধুনিক টেট্রা প্যাক হাই-শিপড ফিলিং মেশিন স্থাপন করা হয়েছে। কারখানাটি এখন বাণিজ্যিকভাবে উৎপাদনের জন্য পুরোপুরি প্রস্তুত।



ফিলিং মেশিন

ভবনে ২৯,০০০ বর্গফুট বিশিষ্ট ৫৬ ফুট উচ্চতার একটি কেন্দ্রীয় মজুদাগার স্থাপন করা হয়েছে। সুষ্ঠুভাবে অপারেশনাল কার্যক্রম নিশ্চিত করতে গুদামের মধ্যে একটি নয় স্তরের আধুনিক প্যালেট র্যাকিং সিস্টেম স্থাপন করা হয়েছে।



ওয়্যারহাউজ র্যাকিং সিস্টেম



এডমিন বিল্ডিং

উপরন্তু, ৫,০০০ বর্গফুট বিশিষ্ট একটি ছয়তলা প্রশাসনিক ভবন এবং ২,০০০ বর্গফুট বিশিষ্ট একটি তিনতলা সাবস্টেশন ভবনের নির্মাণ কাজ সম্পন্ন হয়েছে। প্রশাসনিক ভবনের পাশে একটি প্রাকৃতিক জলাশয়ও তৈরি করা হয়েছে।

8,000 বর্গফুট এলাকা জুড়ে চারতলা বিশিষ্ট একটি ইউটিলিটি ভবনের নির্মাণ কাজ শেষ হয়েছে। ভবনের মূল সুবিধাদির মধ্যে রয়েছে একটি পানি বিশুদ্ধকরণ পদ্ধতি, তিনটি কমপ্রেসড এয়ার সিস্টেম, দুটি স্টিম কন্ডেনসিং সিস্টেম এবং একটি চিলার ও কুলিং ওয়াটার টাওয়ার সিস্টেম। অপর্যাপ্ত শক্তি সরবরাহ নিশ্চিত করতে, একটি ২,৫০০ কেভিএ সাবস্টেশন এবং একটি ২,০০০ কেভিএ জেনারেটর সিস্টেম স্থাপন করা হয়েছে। এছাড়াও একটি ২০০ কিলোওয়াট সোলার প্যানেল সিস্টেম সফলভাবে স্থাপন করা হয়েছে।

পরিশেষে, বর্জ্য শোধনাগার (ETP)-এর নির্মাণ কাজ সম্পন্ন হয়েছে এবং যান্ত্রিক কাজগুলো চলমান রয়েছে।

এসএমসি ক্লিনিক ও ডায়াগনস্টিক সেন্টার এবং খুলনা এরিয়া অফিস, খুলনাঃ

এসএমসি ইএল বোর্ডের অনুমোদনে খুলনার সদর উপজেলার গল্লামারিতে নয়তলা ভবনে এসএমসি ক্লিনিক ও ডায়াগনস্টিক সেন্টার এবং খুলনা এরিয়া অফিসের নির্মাণ কাজ শুরু করেছে। ভিত্তি প্রস্তুর স্থাপন অনুষ্ঠানটি ২০২৪ সালের মার্চ মাসের ৯ তারিখে



থ্রিডি ভিট

অনুষ্ঠিত হয়। মোট ২৫৭টি প্রিকাস্ট পাইল ড্রাইভিং এর কাজ সম্পন্ন হয়েছে। ভবনের ফাউন্ডেশন এবং বেসমেন্ট এর কাজ চলমান রয়েছে। ২০২৫ সালের ডিসেম্বর মাসে নির্মাণ কাজের প্রথম ধাপে চারতলা পর্যন্ত সম্পন্ন হবে বলে আশা করা যাচেছ।

মানবসম্পদ ব্যবস্থাপনা

এসএমসির মানবসম্পদ বিভাগ প্রতিভা, উন্নয়ন, অন্তর্ভুক্তি এবং কর্মদক্ষতা বৃদ্ধির ওপর গুরুত্বারোপ করে। প্রতিবেদনকালীন সময়ে এসএমসি ৯৩ জন কর্মী নিয়োগ করেছে, যাদের বেশিরভাগই উন্নয়ন অংশীদারদের অর্থায়নে চুক্তিভিত্তিক হিসেবে কর্মরত। প্রতিষ্ঠানটি স্থায়ী কর্মীদের জন্য গ্রোবাল গড়ের নিচে টার্নওভার হার বজায় রেখেছে, যা দক্ষ কর্মীদের ধরে রাখতে সহায়তা করছে। এসএমসি জেন্ডার সমতা বজায় রাখা এবং নারীবান্ধব কাজের পরিবেশ সৃষ্টির উপর জোর দিয়েছে। এই অর্থবছরে কোম্পানীর মোট কর্মচারীদের মধ্যে মহিলাদের প্রতিনিধিত্ব ছিল ২৯% যা প্রতিষ্ঠানের সকল ক্ষেত্রে নারীদের অন্তর্ভুক্তিকরণের মাধ্যমে একটি উদ্ধাবনী ও সৃজনশীল পরিবেশ গড়ে তুলতে এসএমিসির দৃঢ় প্রতিশ্রুতিরই ইন্ধিত বহন করে।

এমএমসি বিভিন্ন প্রশিক্ষণ কর্মসূচি পরিচালনার মাধ্যমে কর্মীদের দক্ষতা উন্নয়নে বিশেষ গুরুত্ব দিয়েছে। ২০২৩-২৪ অর্থবছরে ৬০% কর্মী গড়ে ১৪ ঘণ্টা প্রশিক্ষণ সেশনে অংশগ্রহণ করেন। এই প্রশিক্ষণ কর্মসূচিগুলোর মধ্যে অভ্যন্তরীণ সেশন এবং আন্তর্জাতিক প্রশিক্ষণের সুযোগ ছিল যার লক্ষ্য কোম্পানীতে বিশ্বের সেরা ও দক্ষ অনুশীলনের চর্চায় কর্মীদের উৎসাহিত করা । এসএপি প্রযুক্তির সংযোজন মানবসম্পদ বিভাগের সার্বিক কার্যক্রম এবং তথ্য আদান-প্রদান প্রক্রিয়াকে আরো সহজতর করেছে, যা উৎপাদনশীলতা এবং গুরুত্বপূর্ণ বিষয়ে দ্রুত সিদ্ধান্ত গ্রহণে সহায়তা করছে।

এসএমসি কর্মীদের তাদের উৎসর্গ, নিষ্ঠা, কর্মদক্ষতা এবং কোম্পানীর প্রতি আনুগত্যের কৃতজ্ঞতাম্বরূপ "অ্যাওয়ার্ড অব এক্সিলেস" এবং লং-সার্ভিস অ্যাওয়ার্ডের মাধ্যমে সম্মাননা প্রদান করে। কোম্পানী দীর্ঘমেয়াদী প্রতিষ্ঠানিক ধারাবাহিকতা এবং প্রবৃদ্ধি নিশ্চিত করার লক্ষ্যে অভ্যন্তরীণভাবে ভবিষ্যতের নেতৃত্বের বিকাশে যোগ্য কর্মীদের বিকাশিত করতে একটি কৌশলগত উত্তরাধিকার পরিকল্পনার উদ্যোগ চালু করেছে। এসএমসি'র মানব সম্পদ বিভাগের লক্ষ্য হলো আধুনিক প্রযুক্তিগুলিকে একীভূত করা, উদ্ভাবনী কৌশল ও বৈচিত্রকে উৎসাহিত করা এবং প্রতিষ্ঠানের দীর্ঘমেয়াদী প্রবৃদ্ধি ও সফলতার জন্য একটি শক্তিশালী কর্মশক্তি গডে তোলা।

আমাদের মানবসম্পদ ব্যবস্থাপনা সম্পর্কে এই প্রতিবেদনের ১০৫ পৃষ্ঠার পরিশিষ্ট-৪ এ বিশদভাবে আলোচনা করা হয়েছে।



তথ্য ও যোগাযোগ প্রযুক্তি (আইসিটি) বিভাগ

আইসিটি বিভাগ সর্বদা উদ্ভাবন, আধুনিক প্রযুক্তি এবং কার্যকর সমাধানের মাধ্যমে এসএমসি এবং এর সাবসিডিয়ারি প্রতিষ্ঠানের ব্যবসায়িক কার্যক্রম স্বয়ংক্রিয়করণে গুরুত্বপূর্ণ ভূমিকা পালন করেছে। পর্যালোচনাকালীন সময়ে প্রধান উদ্যোগগুলির মধ্যে রয়েছে এসএপি-ইআরপি সিস্টেমের সফল উদ্বোধন যা এসএমসি'র সকল কার্যক্রম দ্রুত, সহজ এবং দক্ষতার সাথে পরিচালনা করতে সহায়তা করছে এবং আরেকটি সফল উদ্যোগের মধ্যে রয়েছে একটি ক্লাউড-ভিত্তিক প্র্যাটফর্ম মাইক্রোসফ্ট ৩৬৫ (এমএস ৩৬৫) এর বাস্তবায়ন যা উপযোগিতা, যোগাযোগ এবং উৎপাদনশীলতা বৃদ্ধিতে গুরুত্বপূর্ণ ভূমিকা রাখছে।

২০২৩ সালের নভেম্বর মাসের ১ তারিখে এসএমসি এবং এসএমসি এন্টারপ্রাইজ লিমিটেড সফলভাবে "গো লাইভ" সেশনের মাধ্যমে এসএপি এস/৪ হানা প্রকল্পের সফল বান্তবায়ন করেছে। এই সাফল্য আমাদের ডিজিটাল রূপান্তরের যাত্রায় একটি গুরুত্বপূর্ণ মাইলফলক হয়ে থাকবে।

এছাড়াও, বিভাগটি একটি ইলেকট্রনিক টেন্ডারিং সিস্টেম বান্তবায়ন করেছে, যা টেন্ডার ব্যবস্থাপনায় স্বচ্ছতা এবং দক্ষতা নিশ্চিত করতে ক্রয় প্রক্রিয়াকে আধুনিকীকরণ করতে সয়াহতা করবে। এটি গোল্ড স্টার নেটওয়ার্কের আওতাধীন জিএসএমদের জন্য বিশেষভাবে তৈরী একটি সফটওয়্যার বান্তবায়নের মাধ্যমে সদস্য ব্যবস্থাপনা এবং সেবা প্রদান কার্যক্রমকে আরো কার্যকর ও উন্নত করেছে।

উপরম্ভ , রোজ স্টার নেটওয়ার্কের আওতাধীন রোজ স্টার সদস্যদের জন্য একটি ইলেকট্রনিক রিপোর্টিং সিস্টেম তৈরি করা হয়েছে যা সঠিক এবং সময়মত রিপোর্টিং কার্যক্রম সম্পন্ন করতে সহায়তা করছে। কোম্পানীর সকল কার্যক্রম যথাযথ ও সঠিকভাবে বান্তবায়ন করতে আইসিটি বিভাগ বিভিন্ন ব্যবসায়িক ক্ষেত্রে নিয়োজিত কর্মীদের জন্য ব্যাপক প্রশিক্ষণ সেশন পরিচালনা করেছে, যার মধ্যে ই-সেলস, ই-ডিএমএস, ক্লিনিক, ফার্মেসি, এসিটি, হেলথকেয়ার মডিউল এবং এমপুয়ী লাঞ্চ ম্যানেজমেন্ট সিস্টেম অন্তর্ভুক্ত।

২০২৪-২৫ অর্থবছরের কর্ম পরিকল্পনা

ভবিষ্যতে স্বাস্থ্যকর, সুখী এবং সমৃদ্ধ পরিবার গঠনে আমরা আমাদের নিরলস প্রচেষ্টা ও প্রতিশ্রুতি অব্যাহত রাখতে অঙ্গীকারবদ্ধ। আমাদের নতুন উদ্যম ও প্রয়াসে অভিষ্ঠ লক্ষ্যকে সামনে রেখে নতুন সম্ভাবনা, সুযোগ এবং কৌশলসমূহ কাজে লাগিয়ে সমৃদ্ধি ও সাফল্যের নতুন দিগন্তে অগ্রসর হতে হবে। এসএমসি সর্বদা তার লক্ষ্য ও উদ্দেশ্যর সাথে সঙ্গতি রেখে বিভিন্ন উদ্ভাবনী উদ্যোগ ও কর্মসূচি বাস্তবায়নের মাধ্যমে জনগণের স্বাস্থ্য ও জীবনমান উন্নয়নের উপর অগ্রাধিকার দিয়ে চলেছে। আমরা

জনম্বাস্থ্যের উন্নয়নে বিভিন্ন সৃজনশীল ও গুরুত্বপূর্ণ প্রোগ্রাম কর্মসূচি বাস্তবায়ন করছি। ব্যবস্থাপনা কর্তৃপক্ষ ২০২৪-২০২৫ অর্থবছরে নিম্নলিখিত উদ্যোগগুলি যুক্ত করার পরিকল্পনা করেছে, যা বিদ্যমান প্রোগ্রাম কার্যক্রমগুলোকে আরো উন্নত করতে সহায়তা করবে।

২০২৪-২০২৫ অর্থবছরের জন্য প্রধান উদ্যোগসমূহ:

- গোল্ড স্টার কর্মসূচির সম্প্রসারণ: কুমিল্লা সিটি করপোরেশনের নগর এলাকায় একটি নগর এলাকায় গোল্ড স্টার কর্মসূচীর সম্প্রসারণ
- স্টার নেটওয়ার্ক-এর সম্প্রসারণ: প্রায় ১,০০০জন ব্রু-স্টার, ৫০০জন গ্রীন স্টার, ৭৫জন পিঙ্ক স্টার, ১০০জন রোজ স্টার এবং ২১০জন গোল্ড স্টার সদস্য অন্তর্ভুক্ত করা
- ক্লিনিক সেবার সম্প্রসারণ:
- এসএমসি ক্লিনিকে ডেন্টাল ইউনিট স্থাপন
- নিলতারা ক্লিনিকে আলট্রাসোনোগ্রাফি (ইউএসজি) সেবার আধুনিকায়ন
- কমিউনিটি মোবিলাইজেশন কর্মসূচির সম্প্রসারণ: কমিউনিটি মোবিলাইজেশন প্রোগ্রামের আওতায় বিদ্যমান ১১৪টি গ্রামীণ উপজেলায় ছাড়াও আরো ছয়টি নতুন উপজেলা (এমআইএসএইচডি-এর অর্থায়নে ৬৮টি, এবং এসএমিসি'র নিজম্ব অর্থায়নে ৪৬টি) অন্তর্ভুক্ত করা।

উপরোক্ত সম্প্রসারণ পরিকল্পনার পাশাপাশি, এসএমসি ন্যিলিখিত উদ্যোগগুলোও বাস্তবায়ন করবে:

- প্রসবপূর্ব সেবার সম্প্রসারণ: গোল্ড স্টার এবং ব্রু-স্টার নেটওয়ার্কের আওতায় প্যারামেডিক কর্তৃক প্রদত্ত প্রসবপূর্ব সেবায় মাল্টিপল মাইক্রোনিউট্রিয়েন্ট সাপ্লিমেন্ট (ফুলকেয়ার) এবং ক্যালসিয়াম ট্যাবলেট (ফরবোন) অন্তর্ভুক্ত করা।
- অসংক্রোমক রোগসমূহ (এনসিডি) সম্পর্কে সচেতনতা বৃদ্ধিঃ
 হাইপারটেনশন এবং ডায়াবেটিস সম্পর্কিত সচেতনতামূলক
 ক্যাম্পেইন শুরু করা, এবং ধীরে ধীরে অন্যান্য এলাকায়ও
 এনসিডি সেবা সম্প্রসারিত করার পরিকল্পনা।
- ডায়াগনস্টিক এবং ক্লিনিকাল সেবার উন্নয়ন: নতুন সেবাসমূহ
 অন্তর্ভূক্ত করা যেমন এসএমসি ক্লিনিক এবং নিলতারা ক্লিনিকে
 ডেন্টাল কেয়ার ইউনিট স্থাপন এবং ডায়াগনস্টিক সেবার
 আধুনিকায়ন

চ্যালেঞ্জ এবং ঝুঁকি:

আমরা কর্মদক্ষতা ও নিরলস প্রচেষ্টার মাধ্যমে লক্ষ্যমাত্রা অর্জনে সক্ষম হলেও আমাদের বেশ কিছু প্রতিকূলতা এবং প্রতিবন্ধকতার সম্মুখীন হতে হয়েছে:

- জলবায়ৢ পরিবর্তনের প্রভাব: প্রাকৃতিক দুর্যোগ যেমন বন্যা প্রোগ্রাম কর্মসূচীর বিঘ্ন সৃষ্টি করে বিশেষত দুর্যোগপ্রবণ এলাকায়।
- পণ্য সরবরাহে সংকট: আরেকটি বড় ধরনের চ্যালেঞ্জ ছিল জনস্বাস্থ্য পণ্যসামগ্রীর সুষ্ঠু সরবরাহ নিশ্চিত করা যেখানে কিছু বিষয় আমাদের নিয়ন্ত্রণের বাইরে ছিল।
- সম্পদের সীমাবদ্ধতা: সম্পদের সীমাবদ্ধতার কারণে প্রোগ্রামের আওতাভূক্ত এলাকা ব্যতীত অন্যান্য এলাকায় আমাদের পণ্যের সরবরাহে ঘাটতি ছিল।

এসকল প্রতিকূলতা সত্ত্বেও এসএমসি বাংলাদেশের সকল শ্রেনীর জনসাধারণের সুস্বাস্থ্য ও জীবনযাত্রার মান উন্নোয়নে তার অঙ্গীকারে অটুট আছে।

কৃতজ্ঞতা জ্ঞাপন

কোम्পानीत পরিচালনা পর্ষদ নিবেদিত কর্মচারী এবং ব্যবস্থাপনা দলের প্রতি কৃতজ্ঞতা প্রকাশ করছে যারা প্রতিকূল পরিস্থিতিতেও নিরলস প্রচেষ্টা, অসামান্য কর্মদক্ষতার মাধ্যমে উল্লেখযোগ্য সাফল্য অর্জন করেছে। তাদের অবিচলিত প্রতিশ্রুতি ও নিষ্ঠা কোম্পানীর সফলতা এবং লক্ষ্য অর্জনে অগ্রণী ভূমিকা পালন করেছে।

বোর্ড আমাদের মূল্যবান স্টেকহোন্ডার এবং নিয়ন্ত্রক কর্তৃপক্ষের প্রতি গভীর কৃতজ্ঞতা প্রকাশ করছে, যারা বছরব্যাপী আমাদের নিরবচ্ছিন্ন সমর্থন এবং সঠিক দিক-নির্দেশনা প্রদান করেছেন।

একটি শক্তিশালী অংশীদারিত্ব বজায় রাখার পাশাপাশি পারষ্পরিক যোগাযোগ ও সহযোগিতার পরিবেশ সৃষ্টি করে আগামী প্রজন্মের জন্য সুখী ও সমৃদ্ধশীল পরিবার গঠন তথা সামাজিক কল্যাণের লক্ষ্যে একটি সুন্দর ও স্বাস্থ্যকর পরিবেশ গড়ে তুলতে আমরা দৃঢ়ভাবে আশাবাদী এবং আত্মবিশ্বাসী।

কোম্পানীর পরিচালনা পরিষদের পক্ষ থেকে,

চেয়ারম্যান, বোর্ড অব ডিরেক্টরস সোশ্যাল মার্কেটিং কোম্পানী

SMC PROGRAM ACTIVITIES













SMC PROGRAM ACTIVITIES

Contribution of SMC to the National Health Program

Since inception Social Marketing Company (SMC) has been working with the goal of improving the health status of women, children, and families in Bangladesh through affordable products and services. Over the years, SMC has become one of the key contributors to the national health and family planning programs.

One of the significant contributions is in family planning program, with its branded contraceptives being used by approximately 50% of modern contraceptive users in Bangladesh. Of these, Oral Contraceptive Pills (OCPs) hold 54.2% market share, condoms account for 73.3%, and injectables make up 49.9%. In 2022, SMC was ranked as the third-largest contraceptive social marketing organization in the world, according to DKT International².

SMC is also significantly contributing to improving child health status in the country. In 2008, SMC introduced Zinc to treat child diarrhea as an adjunct therapy with ORS. According to BDHS 2022, 43% of children with diarrhea were treated with Zinc and ORS (Oral Rehydration Salts). In eighties, diarrhea was the major cause of child death which now has reduced significantly due to use of ORS. SMC operates the biggest ORS manufacturing facility in the country, having a market share of 90%. Additionally, SMC branded micronutrient powder 'MoniMix' for children under five years shows a consistent growth over the last ten years with sales rising from 12.45 million sachets to 48.61 million.

MNP Sales Trend Over Last 10 years (in million sachets)



¹ Bangladesh Demographic and Health Survey 2022

² DKT International is a non-profit organization that publish the contribution of CYPs of different global family planning programs



SMC put its programmatic efforts to ensure adolescent health and hygiene through penetration of 'Joya' sanitary napkin among the rural population. By now, SMC 'Joya' has become the most popular brand in Bangladesh holding 51.5%³ of the market share. A study finding shows that about 86.4% of adolescent girls in SMC program areas use sanitary napkins compared to 78.0% in non-program areas during their last menstruation⁴.

SMC is playing an important role in the national tuberculosis (TB) program. This year the Star network providers of SMC helped to detect 5,511 TB cases. In 2017, 67% of TB cases were detected, which has increased by 50% compared to 2014⁵. In 2023-24, Blue Star Providers referred 253,789 people for TB testing.

In recent years, SMC introduced Multiple Micronutrient Supplements (MMS) 'FullCare' to reduce low birth weight babies by improving the nutritional status of women during pregnancy. SMC sold more than 60 million FullCare tablets by June 2024 since its launching in 2021. This project not only boosted the MMS market but also laid the groundwork for including MMS in the national health program.

Program Activities by Components

The main objective of SMC program is to create a positive impact on the health of women, children, and families by improving their access to and demand for essential public health products and services. This is accomplished by using social marketing strategies in collaboration with the private sector. Through a range of program interventions, SMC focuses on areas such as family planning, maternal and child health, adolescent health, nutrition, and tuberculosis.

To ensure effective implementation, SMC distributes necessary public health products and offers affordable health services across the country while also promoting healthier behaviors and practices through behavior change communication. SMC emphasizes the importance of training for both graduate and non-graduate medical service providers in the private sector, equipping them with the skills required to deliver high-quality healthcare services. By combining these efforts, SMC plays a crucial role in enhancing public health outcomes in Bangladesh.

Product Portfolio of Program Division

SMC is actively marketing public health products to create demand, focusing on their health impact. Currently, the program distributes twelve public health products across the country. Of these, three contraceptives SOMA-JECT (partially donated), Relax, and i-plant are donated by USAID, while FullCare is funded by the Children's Investment Fund Foundation (CIFF). The remaining products are purchased using SMC funds. Recently, SMC introduced calcium tablet 'Forbon' to address calcium deficiency and support the development of a healthy fetal skeleton and to lessen the risk of eclampsia by reducing hypertensive disorder during pregnancy.

In order to increase demand for the products, SMC uses a variety of marketing strategies, including advertisements and promotional activities through electronic, print, and outdoor media, along with below-the-line methods. Special attention is given to digital and social media to boost demand for these products. With all its efforts, all program products have shown positive results in the reporting period.

SMC Injectable sales trend over 10 years (in million vials)



³ Retail Audit Report of SMC

⁴ Assessment of Adolescent Health Program, SMC, 2024

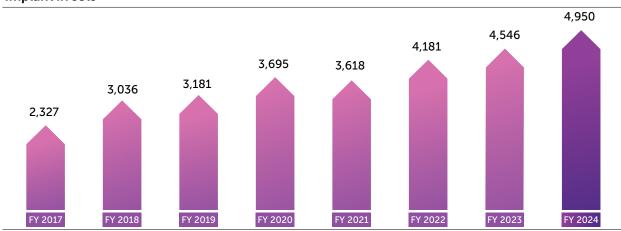
TB Prevalence Report 2017

Considering the vital role of SMC in strengthening the national health and family planning program since its inception. In collaboration with the Directorate General of Family Planning (DGFP), SMC administers contraceptive injectables through its Star network providers, which are the only source in the private sector. During the reporting period, SMC distributed 7.67 million vials of injectable contraceptives through its Star networks (Blue Star, Green Star, and Pink Star) and NGO partners, achieving a 53% increase in sales compared to last year. It may be noted that there was a shortage

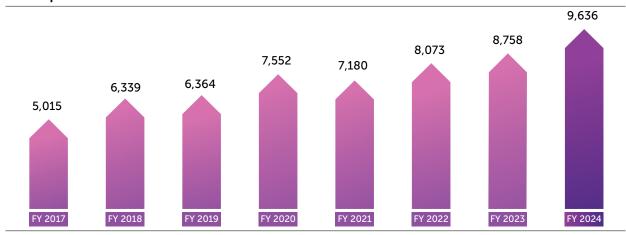
of injectable supply in the government program and as a result many injectable users of government sources shifted to SMC Star network to get their contraceptive. To meet the emergency requirement of injectable, SMC had to procure it using its own fund in addition to product donation by the USAID. The graph shows the injectable contraceptive sales trend over the past ten years, highlighting a remarkable 405% growth. Additionally, SMC is the only private organization in Bangladesh offering Long-acting Reversible Contraceptives (LARCs) through its Pink Star providers.

The following graphs show the last eight years' achievement of IUD and Implant:

Implant in sets



IUD in pieces





The table below shows the sales achievements of the donated contraceptives during this period.

Table 1: Sales achievement of contraceptives

Donated products	Sales target of FY 2023-2024	Achievement in FY 2023-2024	Achievement against target (%)	Achievement of FY 2022- 2023	Growth against last year's achievement (%)
Soma-Ject Injectables (Vials)	5,408,480	7,669,390	142%	4,999,932	53%
Relax IUD (pieces)	9,449	9,636	102%	8,758	10%
I plant Implant (sets)	4,818	4,950	103%	4,546	9%
Couple-Years of Protection (CYP) ⁶	1,413,894	1,980,483	140%	1,307,545	51%

In Bangladesh, many children and adolescent girls suffer from malnutrition. Lacking important vitamins and minerals makes children more vulnerable to infections which can cause long-lasting problems, such as poor physical and mental development, difficulties in learning, lower productivity, and more health issues. SMC introduced micronutrients for different segments of population as a part of the life cycle approach of nutrition.

To reduce Iron Deficiency Anemia (IDA) in children under five, SMC introduced MoniMix, a special micronutrient powder. SMC also launched MoniMix Plus for children aged 5 to 12 years to support their growth and nutritional

needs. For pregnant women, SMC offers 'FullCare' a supplement for pregnant women that provides multiple vitamins and minerals to improve nutrition and reduce the chances of low birth weight in babies.

Since 2008, SMC has also been marketing 'SMC Zinc' dispersible tablets, which are used alongside ORS to treat child diarrhea. 'Vermicid' a de-worming tablet, helps to prevent infections from worms that live in the soil. SMC also promotes tube soap 'Easy Clean' which is easy to carry during travelling to encourage hand washing among the school going children and teenagers to improve hygiene practices.

The following table shows sales achievement of nutrition products:

Table 2: Sales Status of Nutrition Products of SMC

Products	Sales target of FY 2023-2024	Achievement in FY 2023-2024	Achievement against target (%)	Achievement of FY 2022-2023	Growth against last year's achievement (%)
MoniMix-MNP (sachets)	44,661,421	43,112,508	97%	39,965,931	8%
MoniMix Plus-MNP (sachets)	5,390,220	5,498,790	102%	4,892,490	12%
FullCare-MMS (blisters)	2,257,065	2,694,255	119%	2,033,199	33%
SMC Zinc (blisters)	884,979	862,106	97%	853,482	1%
Vermicid-anthelminthic (pieces)	9,873,843	11,085,422	112%	8,669,625	28%
Easy Clean Soap (packets)	100,000	70,068 ⁷	42%	62,295	12%

While more women are opting for institutional deliveries, about 35% of births still occur at home⁸. To address this, SMC promotes institutional deliveries and offers the Safe Delivery Kit (SDK) to ensure clean and safe delivery if it occurs at household level. SMC markets SDK and Pregnancy Test Device (PTD) under

the brand names 'Safety Kit' and 'Quick Test'. Moreover, Gold Star Members also distribute PTD in communities, helping women confirm pregnancies and encouraging them to seek antenatal care at healthcare facilities. The following table shows the sales achievement of Safety Kit and Quick Test against the annual targets.

⁶ CYP: One CYP is calculated as 15 cycles of OCP or 120 pieces of condoms or 4 vials of injectable or 20 doses of ECP. For 10 years IUD, one insertion is calculated as 4.6 CYPs and for 5 years Implant, one insertion is calculated as 3.8 CYPs. This CYP indicator is used by USAID, UNFPA and other international organizations.

⁷ SMC was facing supply shortage of Easy Clean soap since it was imported by the vendors. Moreover, it was not convenient for marketing. SMC has now developed Easy Clean in Tube format and response of the users are encouraging.

⁸ Bangladesh Demographic and Health Survey 2022

Table 3: Sales Achievement of Maternal and Reproductive Health Products

Products	Sales target of FY 2023-2024	Achievement in FY 2023-2024	Achievement against target (%)	Achievement of FY 2022-2023	Growth against last year's achievement (%)
Safety Kit - Safe Delivery Kit (packets)	56,042	45,286	81%	54,795	-17%9
Quick Test-Pregnancy Test Device (pieces)	148,306	151,602	102%	129,510	17%

Community Mobilization Activities

SMC is implementing Community Mobilization initiative across 114 upazilas in 42 districts to improve the healthy behaviors of the community people. SMC conducts extensive campaigns designed to raise awareness and drive behavior change through courtyard meetings, interpersonal communication, and school health sessions through its four implementing partners.

The primary target groups of community mobilization activity include married women of reproductive age (MWRA), caregivers of under five years children, adolescents, newlyweds, and key community influencers. In FY 2023-24, SMC successfully reached 1.35 million individuals by delivering essential health messages through sessions, one-on-one interpersonal communications (IPC), adolescent health sessions, and courtyard meetings.

Key health messages addressed during courtyard meetings with MWRAs and caregivers include Healthy Timing and Spacing of Pregnancy (HTSP), the first 1,000 days of care (covering pregnancy, safe delivery, postnatal care, and exclusive breastfeeding), nutrition, micronutrient powder for children and adolescents, the use of ORS and Zinc to treat childhood diarrhea, and the importance of multiple micronutrient supplements (MMS) for pregnant women.

The adolescent health sessions aim to improve knowledge on key health issues affecting adolescent boys and girls. These sessions are held both in educational institutions such as schools, colleges, and madrasas, as well as at the community level. The main topics covered include the legal age of marriage, risks of early marriage and pregnancy, hygiene practices, puberty, menstrual management, handwashing, cleanliness, use of sanitary napkins, nutrition, drug abuse, smoking, gender-based violence, and eve-teasing.

Table 4: Target Group Engagement and Growth Analysis

Target groups	Number reached	Number reached in FY- 2023-2024		%		reached in FY- 22-2023	Growth against last year's
Target groups	Target in F ¹ 2023-2024		participants	/0	Sessions	participants	achievement (%)
Married Women of reproductive age	842,160	63,081	838,087	100%	58,826	747,790	12%
Caregivers	349,971	63,081	359,393	103%	58,826	320,483	12%
Adolescents	157,200	3,744	157,740	100%	3,576	144,288	9%
Newlyweds	8,323	8,450	8,450	102%	6,839	6,839	24%

Gold Star being a successful initiative in rural settings, SMC has extended the Gold Star model in urban and peri-urban areas to meet the needs of low-income urban populations. This initiative aims to increase both awareness and access to public health products, while also creating opportunities for women to become entrepreneurs or Gold Star Members in these areas. Currently, the urban Gold Star model is being implemented in nine regions within Dhaka, Mymensingh, Rajshahi, Chattogram, Barishal, and Sylhet City Corporations. SMC plans to further expand this initiative each year, utilizing both donor and internal resources to reach a broader population.

Table 5: Number of Gold Star Members in urban and rural areas and total sales revenue (in million) generated by them

Fiscal year	GSM #	Total sales revenue (In million Tk.)	Sales growth against last year's achievement
FY 2019-20	2,405	125.3	-
FY 2020-21	2,525	170.3	36%
FY 2021-22	2,818	229.9	35%
FY 2022-23	3,232	347.8	51%
FY 2023-24	3,635	455.0	31%

Institutional delivery is sharply increasing. For example, it has increased from 51% to 65% (BDHS 2022). As such, demand of Safe Delivery Kit is decreasing.

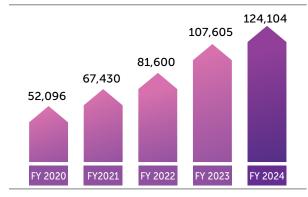


A study revealed that around 86.4% of adolescent girls in SMC program areas used sanitary napkins, compared to 78.0% in non-program areas during their last menstruation¹⁰. The implementing partners also provide health information to newlyweds, emphasizing family planning, delaying the first pregnancy, Healthy Timing and Spacing of Pregnancy (HTSP), emergency contraceptive pills (ECP), and menstrual hygiene management.

Gold Star Network

The Gold Star Network is a key component of SMC's community mobilization program, aimed at empowering women to become entrepreneurs while promoting essential public health products. GSMs are trained based on certain criteria¹¹. They are trained to create demand in their communities by sharing key health information like healthy timing and spacing of pregnancy, care during +the first 1,000 days, adolescent health, nutrition, and hygiene etc. They also refer potential clients for LAPMs and presumptive TB patients to nearby healthcare facilities.

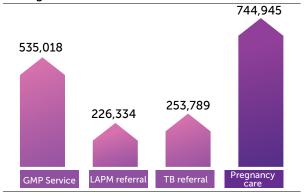
Annual Sales Revenue of a GSM (In Tk.)



GSMs are not the paid employees of SMC but are supported with training, mentoring, and behavior change communication materials to develop business skills, contribute to creating community awareness and promote health products. These women earn money by selling public health products of SMC to households in their communities covering approximately 1,000 to 1,200 households. Additionally, they assist project staff in organizing community health sessions and courtyard meetings, making health products available to the participants.

Over the past five years, the GSM network has expanded significantly, by 51% growth adding 1,230 new GSMs. During this time, GSMs generated total sales revenue of 263%, rising from Tk 125.3 million to Tk 455.0 million. In FY 2023-24, the annual average sales per GSM reached Tk 124,104 with 15% increase from the previous year.

Different public health services provided by BSPs during FY 2024 (In number)



A study among 446 GSMs found that the average monthly income per GSM was Tk. 2,733 by selling public health products. GSMs also offer additional healthcare services, such as measuring blood pressure, weight, and blood sugar, further increasing their monthly earnings by Tk 1,946. These services provide convenient healthcare at the community level and enhance GSMs' income opportunities, making the program a sustainable model for female entrepreneurship and public health improvement¹².

Blue Star Network

The Blue Star program is an innovative and widely recognized initiative by SMC, aimed at providing quality public health services to communities through non-graduate medical practitioners (NGMPs). These providers are equipped with essential knowledge and skills in family planning, reproductive and child health, nutrition, tuberculosis, and other key public health areas. By offering affordable services from their service delivery points, they help to improve health awareness and access within their communities.

The vision of the Blue Star program is to strengthen the capacity of non-graduate health providers in the private sector, enabling them to deliver quality services at the community level. SMC provides these providers with regular training, a sustainable supply of commodities, and promotional support. Additionally, the program offers technical assistance, along with continuous supervision and monitoring through Program Officers stationed across the country. Before being enrolled in the network, BSPs undergo a three-day basic training that covers public health services, counseling, compliance, and reporting. This training is facilitated by both the DGFP and SMC, with successful participants receiving certificates.

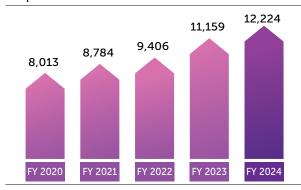
¹⁰ Assessment of Adolescent Health Campaign, SMC, 2024

¹¹ A Selection criteria of GSM: must be a resident of the assigned area, willing to work on health issues. completed eighth grade education, preferable age between 18- 40 years, willing to visit households to create demand and sell products, have good social reputation and acceptance in the community

Assessing Factors for becoming High-performing Gold Star Member (GSM), conducted by Org-Quest Research Limited

Blue Star Providers offer a wide range of services, including administering injectable contraceptives like SOMA-JECT, referring potential long-acting and permanent method (LAPM) clients, screening presumptive TB cases for referrals, and providing nutritional counseling and growth monitoring for children under five. They also address iron-deficiency anemia through micronutrient powders and identify high-risk pregnancies to refer them to appropriate health facilities. In addition, they offer pre-pregnancy and

Expansion of # BSPs Over The Last 5 Years



basic pregnancy care services (measuring blood sugar, blood pressure, albumin in urine, weight, height and counseling on danger signs) to identify risk pregnancies and referrals as necessary.

SMC supports demand creation for the Blue Star program through both local and mass media. Blue Star outlets are branded with signboards, curtains, and compliance-related posters, and providers receive branded aprons from SMC. These providers also use a mobile-based electronic reporting system 'BSERS' to submit performance data on services like growth monitoring, pregnancy care, referrals, and injectable administration.

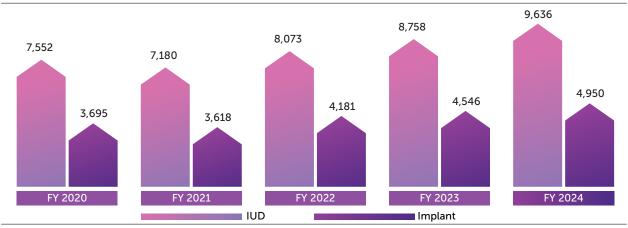
In FY 2023-2024, SMC expanded its network by providing basic training to 1,636 new BSPs, while 3,680 existing providers received refresher training. Currently, approximately 8,000 BSPs are offering growth monitoring and promotion (GMP) services to under five children. The Blue Star network has grown significantly, with the total number of BSPs increasing from 11,159 in FY 2022-2023 to 12,224 in FY 2023-2024. Over the last five years, the network was expanded by 53%, from 8,013 to 12,224 providers.

Pink Star Network

The Pink Star program, initiated by SMC in 2013, is dedicated to enhancing access, availability, and utilization of Long-Acting Reversible Contraceptive (LARC) services, such as IUDs, implants, and injectables, through a network of graduate doctors, primarily Obstetricians and Gynecologists (OBGYNs). This program plays a vital role in promoting family planning within the private healthcare sector by providing quality LARC services.

Implemented in collaboration with the Directorate General of Family Planning (DGFP) and the Obstetrical and Gynecological Society of Bangladesh (OGSB), the Pink Star program aims to increase the use of IUDs in Bangladesh which has remained stagnant due to misconceptions, myths and concerns about side effects. Pink Star program provides IUD services through trained and qualified providers to improve the image of IUDs and also increase client acceptance. In addition to offering Basic Training, SMC provides ongoing technical support such as follow-up training, on-site coaching, clinical practice so that the providers can confidently offer these services. The Pink Star network is also supported by promotional campaigns that raise awareness of LARC methods and showcase Pink Star outlets as trusted providers in the private sector.

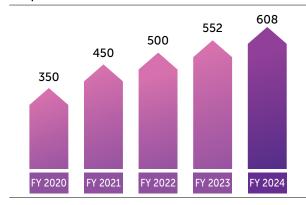
Sales Trend of IUD (in pieces) and Implant (in sets) Over the Last 5 years





In FY 2023-2024, 77 new providers were trained by SMC, increasing the total number of Pink Star Providers to 608, compared to 552 in the previous year. Over the past five years, the number of PSPs has grown by 74%, from 350 to 608. SMC engaged Community Counselors who provide essential information, address myths, and refer clients to Pink Star outlets. These counselors also advise pregnant women on postpartum family planning options.

Expansion of # PSPs Over the Last 5 Years



SMC signed a Memorandum of Understanding (MOU) with the Obstetrical and Gynecological Society of Bangladesh (OGSB) to organize orientation sessions to integrate multiple micronutrient supplements (MMS) into ANC services. SMC is organizing scientific seminars at district and upazila-level where most of the participants are engaged with Pink Star network to promote SMC branded FullCare.

Green Star Network

Green Star Providers (GSPs) serve the community by addressing critical gaps in healthcare access, particularly in rural and underserved areas. GSPs act as frontline healthcare providers, offering essential health services and over-the-counter remedies for illnesses such as diarrhea, fever, and helminthiasis. Over time, they started to refer suspected tuberculosis (TB) cases and clients interested in Long-acting and Permanent Methods (LAPMs) to nearby healthcare centers. Additionally, GSPs provide basic pregnancy care services such as monitoring weight, blood pressure, blood glucose, and conducting urinary albumin and sugar tests. They also offer counseling on pregnancy-related danger signs to ensure better maternal outcomes.

During FY 2024, SMC enhanced the Green Star network service offerings by adding urinary albumin and sugar tests for pregnant mothers, aiming to prevent complications like eclampsia and gestational diabetes. During the reporting period, to support this initiative, SMC organized orientation sessions across different Upazilas. These sessions featured theoretical training

alongside practical demonstrations led by experts, focusing on selected providers to ensure effective service delivery. GSPs also counsel pregnant mothers on the importance of seeking Antenatal Care (ANC) services, promote institutional deliveries, and advocate for the use of Multiple Micronutrient Supplements (MMS) during pregnancy. In addition to supporting pregnant women, GSPs identify high-risk pregnancies and refer them to appropriate healthcare facilities. To further strengthen their capacity, SMC has introduced specialized training programs that enable GSPs to offer Growth Monitoring and Promotion (GMP) services for children under five. These programs include distributing micronutrient powder (MoniMix) to combat Iron Deficiency Anemia (IDA) and educating mothers on proper feeding practices and healthy behaviors.

As of June 2024, the network had 5,449 providers. SMC provides regular training, technical support, and materials such as signboards, stickers, posters, and waste disposal items to strengthen their service delivery points. In the reporting year, 812 new providers received basic training to join the Green Star Network, and 1,830 existing GSPs received refresher training. This training covered key areas such as contraceptive injectable administration, counseling on micronutrient powder (MNP), rational use of drug, and referral services for TB and LARC clients. To streamline reporting, GSPs use an electronic reporting system based on Interactive Voice Response (IVR) technology, enabling them to submit monthly reports on their performance, including injectable administration, referrals, and public health product distribution.

Rose Star Network

The low rate of dietary diversity and poor hygiene practices significantly contribute to the high prevalence of stunting, wasting, and underweight children in Bangladesh. According to the BDHS 2022 report, 24% of children under five are stunted (short for their age), 11% are wasted (low weight for their height), and 22% are underweight (low weight for their age)9. In response to these alarming figures, Social Marketing Company (SMC) launched an initiative in 2018 to monitor the growth of children through its Blue Star providers. Growth monitoring and counseling services were incorporated into the basic training curriculum, and Blue Star providers were equipped with height and weight measuring scales, service registers, and growth monitoring cards. These tools enabled the providers to detect early signs of inadequate growth, allowing timely intervention to restore proper growth.

Based on the positive experience of Blue Star providers who offer GMP services and counselling to the community, in 2022, SMC launched the Rose Star network, comprising pediatricians focused on offering growth monitoring and

¹³ Bangladesh Demographic and Health Survey 2022

nutrition services. Currently, 328 pediatricians are part of this network, providing GMP services for children under five years. The objective of this initiative is to improve the nutritional status of children through providing GMP services. In FY 2023-24, SMC organized orientation and training programs for pediatricians and engaged 111 pediatricians in the network.

To promote Rose Star outlets and generate community demand for GMP services, SMC implemented several promotional efforts, including the distribution of signboards, banners, posters, leaflets, and brochures. During the reporting period, the network provided GMP services to 23,410 children under five years, identifying 2,203 malnourished children who received necessary interventions.

Capacity Building Efforts for Star Providers

Five regional-based training teams have been instrumental in developing the skills and knowledge of network providers. Each team consists of three professionals including medical and social science background. These teams are responsible for organizing both basic and refresher training sessions for Star providers nationwide. Additionally, they conduct follow-up visits to assess service quality and provide on-site coaching to the providers. The table below outlines the number of training sessions conducted and the corresponding number of participants across various training categories during the reporting period.



Table 6: Capacity development status during July 2023-June 2024

Training categories	# of Trainings	# of Participants
Blue Star Basic	63	1,636
Blue Star Refresher	139	3,680
Green Star Basic	32	812
Green Star Refresher	74	1,830
Green Star Basic on GMP	8	213
Pink Star Basic	11	77
Pink Star Refresher	10	67
Pink Star Doctors Assistant	7	97
Rose Star Basic	11	111
Rose Star Refresher	3	25

Telephone Counseling Service 'Tele-Jiggasha'

Tele-Jiggasha program is operated from Head Office and is accessible through the short code number 16387. Tele-counselors are available on weekdays from 9:00 am to 5:00 pm (Sunday to Thursday), responding to inquiries of consumers about family planning, child health, nutrition, and other public health products and services. During the reporting period, Tele counselors answered 6,487 calls, of which 41% are female. The team also sends text messages to raise awareness about

products and services and to provide technical health information to providers.

Additionally, Tele-Jiggasha follows up with TB clients referred by Blue Star Providers (BSPs) to ensure dose compliance and monitors FullCare dosage adherence among pregnant women. The team conducted nine surveys during the reporting period to gather opinions from providers, gain programmatic insights, review network performance, update provider profiles, and assess stock status. These surveys also included monitoring program activities over the phone using



a checklist to encourage and motivate providers, and to collect information on pregnant women's physical condition and the use of FullCare. SMC actively promotes the short code number 16387 through various channels to attract potential consumers seeking information on health-related issues.

Clinic Operations of SMC

The goal of SMC Clinic is to provide accessible and affordable healthcare services to low and middle income families. The clinic offers essential health services through general practitioners, along with specialized consultations in gynecology, medicine, pediatrics, dermatology, and venereal diseases. It is equipped with fully automated diagnostic and imaging facilities, including X-ray, ultrasound, and ECG, all offered at affordable prices. Additionally, the clinic operates a model pharmacy, ensuring access to quality medicines at affordable prices.

Currently, SMC operates two clinics in Dhaka. The first one is located at Mohammadpur and the second one is at SMC tower-2, Darussalam, Mirpur. Since its opening in April 2018, the Niltara Clinic has recovered 80% of its operating expenses in the reporting year, reflecting its sustainable growth. On the other hand, SMC Clinic has recovered 59% of its operating costs in the same period. Both clinics have seen a notable increase in service recipients, with Niltara Clinic experiencing a 28% rise and the SMC Clinic seeing a 51% growth. The performances of both the Clinics have presented below:

Company (SMC) as the implementing partner, Global Alliance for Improved Nutrition (GAIN) as the policy and prime partner, Sight and Life as the technical partner, icddr,b as the evaluation partner, and Renata Ltd. as the manufacturing partner.

Bangladesh has established the world's first and only scaled market-based product for MMS, branded as "FullCare." SMC procures FullCare locally following the Critical Good Manufacturing Practice (GMP) guidelines of the pharmaceutical industry. SMC has been distributing FullCare through its pharmacy network nationwide, making it accessible to pregnant women at subsidized rate (Tk. 720 for a full course of 180 tablets).

During FY 2023-24, SMC sold around 27 million FullCare tablets, of which 64% were sold in rural areas and 36% in urban centers. This represents a 33% increase in sales volume compared to the previous year, driven by consumers' growing recognition of the benefits of MMS and their willingness to invest in repeat purchases. As the project progressed, it became apparent that there was a unique opportunity to enhance antenatal care (ANC) services in Bangladesh, especially considering the decline in ANC utilization from 46% in 2017-18 (BDHS) to 41% in 2022 (BDHS). The MMS project aims to improve ANC uptake, as well as increase the utilization of FullCare, with the goal of improving pregnancy outcomes across the

Table 7: Clinic Performances

Indicators	Niltara Clinic		% SMC Clinic			% olanın « o	
indicators	FY 2023	FY 2024	change	FY 2023	FY 2024	% change	
No of service recipients	23,652	30,330	28	16,143	24,314	51	
General services	5,069	5,733	13	4,398	6,284	43	
Specialist services	8,858	11,877	34	5,977	8,803	47	
Laboratory services	9,725	12,720	31	5,770	9,227	60	
Revenue generated	17,176,651	20,851,100	21	9,438,087	14,925,737	58	
Consultation fees	3,512,625	4,112,936	17	1,422,950	1,997,510	40	
Laboratory	11,306,410	13,222,001	17	6,614,787	11,286,264	71	
Pharmacy	2,357,616	3,516,163	49	1,400,350	1,641,963	17	

Both the Clinic laboratories and pharmacies have ISO 9001-2015 certification from the General Society of Surveillance (SGS) for providing standard quality services.

Multiple Micronutrient Supplements (MMS) Project

The Children Investment Fund Foundation (CIFF) has partnered with several organizations to implement the Multiple Micronutrient Supplement (MMS) Project in Bangladesh, targeting the reduction of low birth weight (LBW). The consortium consists of the Social Marketing

country. To support this goal, SMC has been continuously building the capacity of its graduate and non-graduate Star Network providers, enabling them to counsel pregnant women effectively and providing essential pregnancy care services. These providers play a critical role in increasing awareness and utilization of MMS/FullCare among pregnant women in their communities.

Under the signed MOU, SMC is organizing scientific seminars at district and upazila-level where most of the participants are engaged with Pink Star network to promote SMC branded FullCare. To further strengthen

its efforts, SMC has recruited 110 paramedics and 15 community mobilizers across 109 community



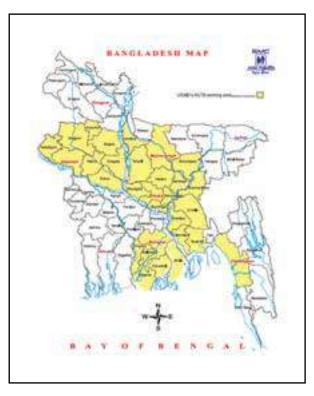
mobilization upazilas. Additionally, more than 3,250 GSMs are actively involved in distributing FullCare at the community level, ensuring that pregnant women in even the most remote areas have access to the supplement.

In parallel, SMC has implemented an interactive digital interface to maintain direct communication with FullCare users. Through this platform, SMC sends multiple pregnancy care messages and collects user feedback, which has contributed to a steady increase in the utilization of FullCare. The Tele-counseling unit at SMC oversees the operation of this system, ensuring ongoing engagement and support for FullCare users.

USAID's Alliance for Combating Tuberculosis in Bangladesh

Bangladesh, one of the highest TB burden countries worldwide, has made significant progress in recent years. However, there is still a need for substantial efforts to end the TB epidemic by 2035. Unfortunately, evidence shows that about one-third of TB cases in Bangladesh either seek care late or not at all. Additionally, community-based case-finding activities are limited, contact investigation is inadequate, and the delivery of TB services in urban areas is relatively poor. Moreover, the engagement of the private sector in the TB program is insufficient and not fully utilized. To combat this issue, USAID's Alliance for Combating Tuberculosis in Bangladesh (ACTB) has formed a consortium of local organizations dedicated to fighting TB. As a member of this alliance, SMC is implementing a project in 32 districts across the country. SMC aims to achieve two major objectives: first, to engage informal private providers (Blue Star and Green Star) in increasing symptom screening for presumptive TB cases and establishing a mechanism for follow-up referral cases; second, to involve community-level women entrepreneurs in screening and referral of presumptive TB cases.

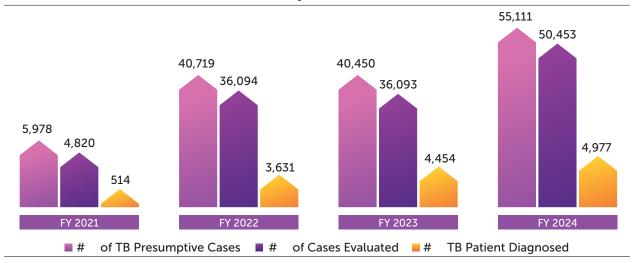
The field activity commenced in March 2021. SMC, under USAID's ACTB, provides a comprehensive day-long training on TB to potential Star providers. This training equips them with up-to-date knowledge on TB, enabling them to identify presumptive cases and establish a robust referral procedure at designated GeneXpert sites. Early case detection, along with the dissemination of health messages on TB to the community, is imperative to raise awareness and ensure timely treatment.



To date, a total of 3,585 BSPs, 1,020 GSPs, and 388 GSMs in the implementing districts have undergone this training. All trained Non-Graduate Star Network providers of SMC actively participate in screening presumptive cases through active case finding (ACF). Furthermore, SMC provided refresher training to 537 BSPs and 96 GSPs during this period. As a result, the trained Star network providers identified 55,111 presumptive TB cases among screened patients, and all these cases were appropriately referred to the National TB Control Program (NTP) designated GeneXpert sites. Out of the presumptive cases, 4,977 were diagnosed as TB patients and received the necessary treatment. Moreover, SMC has established collaborative partnerships with BRAC, Damien Foundation, icddr,b, and other key stakeholders working in the TB field. All these efforts align with the goal of combating TB in Bangladesh and ultimately ending TB by 2035.



Performance of Star Networks Over the Last 4 years



Monitoring and Evaluation (M&E)

SMC has a Monitoring and Evaluation (M&E) team both at the head office and field office levels. Team members are responsible for monitoring regular activities to initiate corrective measures if needed. The M&E team is also responsible for the development and execution of the Project Performance Monitoring Plan. The team tracks the results of different projects/programs and ensures the implementation of M&E activities and data reporting requirements of the program. The team conducts periodical program performance assessment and shares the findings with the management with recommendation for its improvement as a part of tracking program performances. They ensure compliance with policies and guidelines, maintenance of quality, improved validity and accuracy of reporting. SMC is implementing its monitoring activities through physical visits by using different checklists, mobile apps, mobile call through Tele-jiggasha and surveys. The findings support program managers to make informed decisions, monitor results and provide feedback for improvement.

Data Quality Assessment (DQA)

SMC ensured routine data quality audit and compliance following the US government policies on family planning and other services. SMC officials from the head office and field offices visited Community Mobilization upazilas to conduct DQAs of different indicators during the period. The team visited villages, households, and educational institutions to ensure the consistency, reliability and validity of the data collected from the upazila offices of implementing partners. The relevant staff utilized DQA findings to take appropriate measures for improving the performance and the quality of data.

SUCCESS STORIES

EMPOWERING COMMUNITIES: NOOR JAHAN'S PATH TO HEALTH EQUITY AND FINANCIAL INDEPENDENCE



BY ENABLING ACCESS TO
ESSENTIAL HEALTH PRODUCTS
AND SUPPORTING WOMEN'S
FINANCIAL AUTONOMY,
USAID-SUPPORTED INITIATIVES
EMPOWER INDIVIDUALS LIKE
NOOR JAHAN

In 2021, Ms. Noor Jahan, a determined small entrepreneur and proud Gold Star member, embarked on a transformative journey with SMC in Patrail Union, Tangail district. Driven by a strong desire for financial independence and a commitment to her community's well-being, she opened a modest shop in her home with just Taka 2,000 and the support of her husband. She stocked a variety of essential SMC products, from family planning and nutrition supplies to female hygiene and maternal health items. Her approach was inclusive, welcoming all community members—regardless of socioeconomic status or gender—to her shop.

Over time, her shop became a valued resource for residents from three to four neighboring villages who relied on her for essential health and wellness products. In addition to her product offerings, Noor Jahan expanded her services to provide basic health monitoring such as blood pressure and blood glucose checks, as well as weight measurements. Her shop soon transformed into a trusted community hub, enhancing local health awareness and supporting wellness for all.

Earning an average of Taka 6,000 per month, Noor Jahan's business provided a steady and impactful income, empowering her to contribute equally to family decision-making alongside her husband. Her



financial independence and leadership became a model of empowerment within her community, helping to elevate both her family's status and her role in community welfare.

Noor Jahan's success story exemplifies how the Gold Star Program uplifts women from various socio-economic backgrounds, promoting health equity and resilience. By enabling access to essential health products and supporting women's financial autonomy, USAID-supported initiatives empower individuals like Noor Jahan, fostering communities where everyone has the opportunity to thrive.



ENSURING QUALITY HEALTH CARE: MD. TAJUDDIN AHMED'S JOURNEY WITH SMC'S BLUE STAR NETWORK



MD. TAJUDDIN AHMED
METICULOUSLY FOLLOWS
THE FIRST IN, FIRST OUT
(FIFO) METHOD TO ENSURE
PRODUCT FRESHNESS
AND SAFETY

Md. Tajuddin Ahmed, a dedicated healthcare provider, has been a steadfast figure in rural healthcare in Tangail Sadar since earning his 'Palli Chikitshok' certificate in 1981. As president of the Tangail Bangladesh Rural Medical Association, he has worked tirelessly to expand healthcare access and awareness in his community. His journey with SMC's Blue Star Network began in 2001, initially focused on administering SOMA-JECT injectables. Over the years, he expanded his services to include child growth monitoring, preand basic pregnancy care, and referrals for long-acting contraception and TB screening. His continuous skill development through SMC's refresher trainings has enabled him to serve his community more effectively.

Md. Tajuddin's dedication to quality healthcare is evident in how he operates his pharmacy, strictly adhering to SMC's guidelines for safe handling and storage of products. He meticulously follows the First In, First Out (FIFO) method to ensure product freshness and safety. Regular evaluations by SMC's quality monitoring teams validate his commitment to providing effective healthcare products, strengthening trust within his community.

Despite facing resource constraints, Md. Tajuddin goes the extra mile by organizing regular awareness sessions. His "Ma Somabesh" gatherings for caregivers of young children and "Pregnant Ma Somabesh" events for expectant mothers have significantly increased community awareness and uptake of



essential products, including micronutrient powders, deworming tablets, calcium, and other supplements. These events have fostered health awareness and improved maternal and child health in the region.

Md. Tajuddin's affiliation with the Blue Star Network has not only enhanced his credibility but also grown his business, with more clients seeking his pharmacy for essential health services and products. His story highlights the transformative impact of USAID-supported initiatives in rural healthcare, demonstrating how SMC's training and support can strengthen local healthcare systems and improve public health outcomes for entire communities.

EMERGENCY RESPONSE TO THE FLOOD AFFECTED RURAL WOMEN ENTREPRENEURS

The country witnessed a devastating year with cyclonic storms and unprecedented floods. Cyclone Remal and severe floods in the year 2024 in 9 districts (Cox's Bazar, Chattogram, Bandarban, Khagrachari, Pirojpur, Jhalokathi, Barishal, Khulna and Bagerhat) have affected over 8.3 million people, displaced 1.5 million from their homes and damaged 237,673 houses. As part of the emergency response to tropical cyclone Remal, SMC distributed foodstuff (rice, potato, flour, pulse, edible oil, and salt) including water purifying tablets and Oral Rehydration Salt (ORS) among 604 flood-affected rural women entrepreneurs (named as Gold Star Members-GSM) including 120 frontline field staff.

During the second wave of devastating floods in Sylhet and Brahmanbaria district, SMC extended its support to 684 GSMs and 37 field staff. In addition to support of foodstuff, water purifying tablets and ORS, each GSM received cash support to continue their business.

The third support of emergency response was in the Southeastern part of Bangladesh where floods occurred due to heavy rainfall and water inflow from upstream countries. Like earlier, SMC distributed foodstuff and ORS to 996 GSMs along with financial support to sustain their livelihoods. Additionally, SMC provided a large quantity of ORS and Joya sanitary napkins to various relief funds for distribution in flood-affected areas. GSMs acknowledged the support of SMC and USAID during this critical natural disaster.

All employees of SMC and SMC EL and Board members, contributed Taka one Crore to the Chief Adviser's Relief and Welfare Fund to the flood affected people southeastern part of the Country. A cheque was handed over to Mr. Faruk E Azam, Bir Protik the honorable adviser of the Ministry of Disaster Management and Relief.











DISTRIBUTION OF ORSALINE-N AND DRINKING WATER DURING HEATWAVE





SMC distributed ORSaline-N and drinking water to the day laborers and workers across the country to alleviate the suffering caused by the intense summer heatwave. The inauguration of this program took place at the Head Office on April 29, 2024. Mr. Toslim Uddin Khan, Managing Director and CEO, SMC and Managing Director, SMC Enterprises Ltd (SMC EL) along with senior officials attended the inauguration program.

In Addition, SMC EL in collaboration with the Dhaka North City Corporation (DNCC) extended support to distribute ORSaline-N and drinking water among the day laborers and workers during the heatwave. Mr. Md. Atiqul Islam, Mayor, DNCC; senior officials of both DNCC and the company were present and distribute ORSaline.

SMC HEALTH NETWORKS-ACTIVITIES



SMC Blue Star Provider



SMC Green Star Provider



SMC Pink Star Provider



SMC Rose Star Provider



SMC Gold Star Provider



SMC outreach sessions



SEMINAR/CONFERENCE

SMC PARTICIPATED IN THE 32ND INTERNATIONAL SCIENTIFIC **CONFERENCE OF OGSB**



SMC actively participated in the 32nd International Scientific Conference organized by the Obstetrical and Gynecological Society of Bangladesh (OGSB) from February 15-17, 2024, at the Seagull Hotel in Cox's Bazar. The event, inaugurated by Prof. Dr. Samanta Lal Sen, Minister of Health and Family Welfare, gathered esteemed obstetricians and gynecologists from Bangladesh and abroad.

Mr. Toslim Uddin Khan, MD & CEO of SMC, presented on the significant benefits of Multiple Micronutrient Supplements (MMS) in maternal nutrition and reducing low birth weight, highlighting the availability of SMC's branded 'FullCare'.



SCIENTIFIC SEMINAR ON MMS TO INTEGRATE IT IN ANC SERVICES

SMC signed an MoU with the Obstetrical and Gynecological Society of Bangladesh (OGSB) to promote the use of its branded Multiple Micronutrient Supplements (MMS) 'FullCare' and Calcium 'Forbon' by obstetricians and gynecologists during antenatal care (ANC). Under this collaboration, OGSB will organize 20 scientific seminars nationwide. The seminars highlighted the benefits of MMS in enhancing maternal nutrition and reducing low birth weight. Distinguished speakers, including government officials, medical experts, and SMC representatives, emphasized the importance of MMS and Calcium for maternal health. SMC utilized these events to promote awareness and prescription of 'FullCare' and 'Forbon,' while showcasing the Pink Star program.



RESEARCH ACTIVITIES

Customer and Provider feedback study on **SOMA-JECT Injectable Contraceptives:**

SMC awarded RTM International to conduct a study on SOMA-JECT Injectables. The price objective of the study was to gather customer and provider's feedback study on SOMA-JECT injectable contraceptive. Information were collected from 41 Upazilas of 16 districts, covering all eight divisions. The study collected information from 593 current users, 357 lapsed users, and 442 potential users of SOMA-JECT, as well as from 212 Blue Star Providers (BSP) and 198 Green Star Providers (GSP). Findings revealed that among the current users, the major reason for preferring SOMA-JECT is its threemonth protection and fewer side effects, with 95% of users expressing satisfaction with the usage. Among the potential clients of SOMA-JECT, 83% of whom were using contraceptive pills, showed a strong interest in SOMA-JECT, with 75.2% expressing willingness to use it in the future. Findings also showed a positive result signifying most providers satisfaction with SOMA-JECT's price and client feedback. However, many providers are suggesting for promotion through digital media and grassroots engagement.

Assessment of Community Mobilization Activities:

The mission of SMC is to improve the quality of lives of the vulnerable and less privileged populations primarily in public health through sustainable social marketing efforts. Accordingly, SMC is implementing community mobilization activities to mobilize and reach specific target groups, especially MWRAs and Adolescents. SMC awarded Innovative, Research & Consultancy Limited to conduct a study to assess the impact of community mobilization activities under the MISHD and SMC program. The study covered 3,233 Married Women of Reproductive Age (MWRA), among which 1,617 were from intervention areas and 1,616 from adjacent nonintervened control areas. Key findings revealed that awareness on specific risks and complications related to pregnancy before age 20, pregnancy after age 35, and spacing of less than 2 years, were notably higher among the intervention areas compared to control areas. In the intervention group, 65.1% of MWRA and 83.1% of adolescents reported using sanitary napkins, while in the control group, these rates were slightly lower at 58.4% for MWRA and 75.7% for adolescents. Notably, 40.3% of children under five in the intervention group received Micronutrient Powders (MNPs), compared to 16.3% in the control group, indicating a higher prevalence of MNP usage in the intervention areas. The intervention

group also displayed a higher rate of modern contraceptive use among MWRA, with 57.6% currently using these methods, while the control group had a usage rate of 53.7%. Study findings also revealed that a small percentage of MWRA in both groups expressed an intent to use Long-Acting Reversible Contraceptives in the next 12 months, with 5.6% in the intervention group and 3.3% in the control group.

Situation Analysis of ORS:

SMC conducted an extensive study to assess the market performance of SMC ORSaline-N, focusing on distribution, market share, visibility, and issues with counterfeit and lookalike products. Somra-MBL was awarded to conduct the study on behalf of SMC. The study covered 8 Divisional Headquarters, 16 Districts, 24 Upazillas, and 72 Unions. It included surveys of 1,680 pharma and 1,691 non-pharma outlets, along with Mystery Shopping at 1,663 pharma and 1,643 nonpharma outlets. Additionally, feedback from 447 pharma and 443 non-pharma consumers was collected. Findings revealed that SMC ORSaline-N enjoys strong distribution, with a national weighted distribution of 97%. The product holds 93% market share, although competition from ORS Popular and other brands is increasing. Visibility is high in pharma outlets (86%) but lower in non-pharma outlets (70%), with only 39% of products displayed at eye level in non-pharma settings. The Mystery Shopping results indicated strong retailer loyalty, with SMC ORSaline-N provided in 95% of cases when requested by name and in 81% when consumers asked for oral saline without specifying a brand. However, counterfeit and lookalike products were more frequently encountered in rural and non-pharma outlets. Consumer feedback showed nearly universal awareness of SMC ORSaline-N, with high satisfaction regarding quality (98%) and packaging (96%). However, 25% of respondents considered the BDT 6 per sachet price too high.

Assessing the effectiveness of Maa Shomabesh:

SMC's Blue Star Providers (BSPs) have been serving the community for over 22 years, offering quality health, nutrition, and family planning services. As part of their efforts, dedicated BSPs initiated a Growth Monitoring and Promotion (GMP) Campaign in their communities, with support from SMC's field staff. SMC awarded The Nielsen Company (Bangladesh) Limited to conducted a study on Maa Shomabesh. The prime objective of the study was to assess the effectiveness of the Maa Shomabesh



initiative, which aims to improve child nutrition and maternal health through Growth Monitoring and Promotion (GMP) services. The study assessed changes in knowledge, attitudes, and practices (KAP) among 480 mothers of children under five, utilizing both quantitative and qualitative methods. Pre- and post-intervention interviews were conducted to measure the campaign's immediate impact, while feedback was also gathered from Blue Star Providers (BSPs) and Program Officers (POs) who facilitated the events. Study findings showed significant improvements as prior to the intervention, 10% of mothers were unaware of child malnutrition symptoms, however afterwards, nearly all mothers could identify key symptoms like physical weakness (77.5%), lack of appetite (90.2%), and disrupted physical growth (51.5%). Awareness of nutritional products also improved, with knowledge of MoniMix increasing from 52.3% to 99.4%, MoniMix Plus from 14.2% to 84.6%, and deworming medicine from 29.6% to 89%. Most mothers (89.9%) found the event very effective and offered few suggestions for improvement, such as enhanced environments and regular updates. BSPs and Pos also reported increased awareness of malnutrition and GMP, alongside rising patient numbers and higher product sales, particularly MoniMix and MoniMix Plus as the benefit of conducting Maa Shomabesh.

Customer feedback study of SMC and Niltara Clinic:

SMC expanded its healthcare services through two clinics: SMC Niltara Clinic in Dhaka Uddan and SMC Clinic in Mirpur. These clinics aim to provide affordable, quality healthcare to underserved populations. SMC Conducted a study to assess the customer satisfaction of these clinics among 981 respondents, including 492 from SMC Niltara Clinic and 489 from SMC Clinic. The study collected information regarding patients' experiences with doctor consultations, lab services, and pharmacy offerings. The findings showed high levels of satisfaction across both clinics. Around 98% of clients expressed satisfaction with doctor consultations, mentioning professionalism and care as their reasons for satisfaction. Laboratory services were also rated favorably, with 95% of respondents satisfied with the tests and service providers. Pharmacy services were praised for the quality of medicines, trust in the products, and affordable pricing, with 94% of medicine buyers reported being satisfaction. Clients also suggested few scopes of improvement, including expanding specialized services like oncology and surgery, adding a delivery facility, and establishing an emergency unit. Despite these suggestions, 100% of the clients from both clinics expressed their willingness to recommend the services to family and friends.

EMPOWERING GROWTH: KEY HR ACHIEVEMENTS IN BUILDING HUMAN CAPITAL, FY 2023-24

In today's dynamic business landscape, HR plays a crucial role in unlocking human potential, driving growth, and fostering innovation. At SMC, the last fiscal year has been marked by impactful activities and improvements that have strengthened the organization. This report highlights key events and initiatives that have contributed to the shared journey of achievement. Through strategic talent development, process optimization, and a commitment to inclusivity, SMC HR continues to shape the company's success and future growth.

Human Capital Management: Maximizing Workforce Value

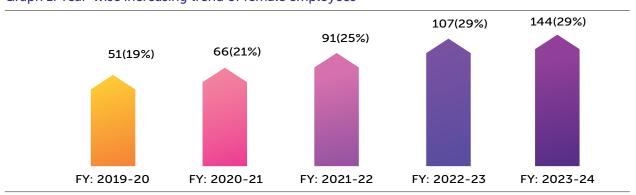
Human capital management is a strategic priority at SMC, where we focus on optimizing workforce performance through recruitment, training, development, and retention. In FY 2023-24, we onboarded 93 employees, 97% of whom were on contractual terms. Among these hires, 70% were for roles funded by Development Partners, with the remaining 30% under SMC-funded projects.

Diversity: A Core Value Driving Innovation

At SMC, diversity is integral to our values, fostering innovation and inclusivity. Our policies promote gender equality, ensuring all employees have equal opportunities to succeed. Female representation has steadily increased, positively impacting decision-making and innovation within the company. As the company advances, HR will continue to champion inclusivity to enhance overall performance.

Empowering Growth: Building Capacity and Skills

SMC's commitment to continuous learning and development is evident in HR's extensive training programs. In FY 2023-24, 60% of employees received an average of 14 hours of training, reinforcing focuses on skills enhancement and professional growth. To make training cost-effective, we leveraged internal resources and also sent 10 employees abroad for



Graph 1: Year-wise increasing trend of female employees

Percentages shown in parentheses denote the growth compared to the previous year(s)

The performance management system facilitates continuous improvement by tracking employee progress. The turnover rate for core employees remains low at 4%, reflecting strong retention and a positive work culture. Meanwhile, enhancements in data management and time-saving initiatives have streamlined processes, boosting long-term growth and sustainability.

specialized international programs in areas such as strategic HR management, financial planning, and project implementation.

HR is also dedicated to capacity development across all skill levels. Moving forward, we aim to promote continuous learning, offer flexible work arrangements, and recognize achievements to drive satisfaction and retention.







Driving Innovation: Advancing **Process Development and Technology**

Embracing modern technology is essential in today's fastpaced business world. By implementing SAP, SMC has been streamlining HR operations, enabling seamless data sharing and enhancing inter-departmental collaboration. SAP empowers the workforce, fostering productivity and innovation and helping us reach new levels of success.

Celebrating Excellence: Recognition and Rewards

HR fosters a culture of appreciation through various recognition programs, including the "Award of Excellence," honoring top performers. This year, four exceptional employees received this award for their outstanding contributions. Additionally, nine employees celebrated a decade of service with the "Long Service Award."

SMC regularly celebrates cultural and social milestones, such as the English and Bengali New Year, Milad Mahfil, Annual Sales Conference, and the Picnic, honoring the rich heritage of the nation. We proudly support human development issues, celebrating Women's Day, Family Planning Day, and Contraception Day.

Building Tomorrow's Leaders: Succession **Planning**

SMC's succession planning initiative, launched in FY 2023-24, aims to develop future leaders within the organization. By identifying high-potential employees and equipping them for leadership roles, we are creating a foundation for seamless leadership transitions, ensuring continuity and reinforcing a growth-oriented culture.

Strategic Plan: July 2022 - June 2027

Over the next five years, SMC's strategic plan focuses on expanding key programs and enhancing geographic presence. HR's role includes talent acquisition, employee development, and a strong emphasis on performancebased culture. To achieve operational excellence, HR is reengining its systems and procedures, with a particular focus on digitizing processes.

Shaping the Future of HR and Workforce Development

SMC remains committed to adopting global best practices and providing junior and mid-level employees with international training opportunities. These initiatives will broaden their perspectives and equip them with advanced skills for innovation within the company.

Looking forward, HR will implement Al-based solutions to improve efficiency, allowing HR to focus on highimpact activities that drive organizational growth. Through these efforts, HR aims to position SMC at the forefront of future-ready HR practices.

Looking ahead as we reflect on the past 12 months and look to the year ahead, HR would like to take this opportunity to thank all the members of SMC for their continued passion and commitment. In the context of a still uncertain external environment, HR expects FY 2024-25 to remain challenging.

We remain confident in our strategy and clear about our priorities, and we will continue to focus on execution while staying agile. SMC remains an extraordinary brand and business with a unique position within the country and the arena of social marketing globally. We are committed to seizing the opportunities that lie ahead.

SUSTAINABILITY REPORT





ADVANCING SDGS THROUGH ESG COMMITMENT: ORGANIZATIONAL SUSTAINABILITY IN HEALTH MANAGEMENT AND FAMILY PLANNING



Sustainability and the SDGs

The United Nations' Sustainable Development Goals (SDGs), established in 2015, provide a comprehensive global framework to eradicate poverty, protect the planet, and promote inclusive prosperity by 2030. The interconnected nature of the 17 goals necessitates a holistic approach to addressing social, economic, and environmental challenges.

The Social Marketing Company (SMC) has emerged as a critical contributor to Bangladesh's health and family planning initiatives, aligning its programs with four pivotal SDGs:









Through focused interventions and measurable outcomes, SMC has embedded sustainability into its core operations, advancing these global priorities while positively transforming communities.



Alignment with SDGs: Key Contributions and Impacts

SMC's family planning initiatives directly support SDG 3 and SDG 5, ensuring affordable access to contraceptive products and empowering women through reproductive health education.

Family Planning

KEY ACHIEVEMENTS

Distributed 1.98 million Couple Years of Protection (CYP) through contraceptives, including oral pills, condoms, IUDs, and implants.

Mobilized 3,635 Gold Star members to deliver health products and education to underserved rural areas, fostering women's empowerment.







Maternal and Child Health

SMC enhances maternal and child health outcomes through a network of healthcare providers and community outreach programs, contributing to SDG 2, SDG 3, and SDG 4.

KEY ACHIEVEMENTS

Distributed 48.61 million sachets of micronutrient powder, 11 million de-worming tablets, and 862,106 zinc tablet blisters to combat malnutrition.

Organized "Maa Somabesh" gatherings, offering health check-ups, nutrition counseling, and high-risk pregnancy identification.

Supplied 2 million blisters of multiple micronutrient supplements to pregnant women, reducing incidences of low birth weight.









Adolescent Health

Focusing on adolescent health education, SMC advances SDG 3 and SDG 4, promoting informed decisionmaking and healthier lifestyles.

KEY ACHIEVEMENTS

Reached 157,000 adolescents through targeted health education sessions.

Achieved an 86.4% usage rate of sanitary napkins among adolescent girls in program areas, compared to 78% in non-program areas.









Nutrition

SMC addresses child malnutrition and promotes healthy dietary habits, driving progress on SDG 2 and SDG 3.

KEY ACHIEVEMENTS

Conducted growth monitoring and provided counseling on balanced diets, reducing stunting and wasting among children.







Tuberculosis Referral

SMC supports Bangladesh's national tuberculosis control program, contributing to SDG 3 by enabling early diagnosis and treatment adherence.

KEY ACHIEVEMENTS

Screened 55,111 presumptive TB cases through the Star Network Providers.

Diagnosed and ensured treatment for 4,977 TB-positive patients.





Sustainability in Practice

SMC exemplifies a comprehensive, integrated approach to achieving the SDGs by addressing family planning, maternal health, adolescent education, nutrition, and disease management. These efforts reinforce its commitment to fostering a healthier, more equitable, and sustainable Bangladesh.

Looking Ahead: SMC plans to expand its programs through data-driven strategies and community partnerships, ensuring greater impact in advancing health and sustainability.

Empowering Sustainability Through **ESG** Commitment:

In today's global landscape, Environmental, Social, and Governance (ESG) principles are vital for achieving sustainable growth and delivering long-term value to stakeholders. As a subsidiary of SMC, SMC Enterprise Limited (SMC EL) integrates these principles across its operations, underscoring its commitment to transparency, accountability, and continuous improvement.

Environmental Sustainability



styred cut was light one; https://ecc.doe.gov.bd/certificate_verification.

Eco-friendly Manufacturing facility

Solar Energy: A 200 kW solar panel system installed at the ORSaline and Pharma factory in Bhaluka Mymensingh provides 20% of the plant's energy needs, reducing carbon emissions and promoting renewable energy.



Solar panel at Bhaluka factory, Mymensingh

- Effluent Treatment:
 - Combined Effluent Treatment Plant (CETP): Operating at the FMCG facility, meeting environmental standards set by the Department of Environment (DOE).
 - Effluent Treatment Plant (ETP): Functional at the ORS factory, treating 48m3/day of wastewater for reuse in gardening and other activities.



CETP at FMCG factory, Bhabanipur, Gazipur



ETP at Bhaluka factory

SMC Enterprise Limited has also achieved the ISO 9001:2015 certification for three years from July 19, 2022 to July 15, 2025. Total Quality Certification Services (TQCS) International, the certification body,



ETP at Bhaluka factory, Mymensingh

after the successful surveillance & recertification audit during July 2019 - July 2022 awarded SMC EL with the below-mentioned certification.

Resource Efficiency

SMC EL optimizes its pharmaceutical and food

manufacturing processes, adhering to Good Manufacturing Practices (GMP) and reducing material waste and energy use.

Social Initiatives

- Access to Healthcare: SMC EL produces high-quality, affordable medicines, improving healthcare access and outcomes.
- Employee Welfare: The company fosters a safe, inclusive workplace, providing training and development opportunities to empower employees and ensure fair labor practices.

Governance Excellence

Credit Ratings: SMC EL has maintained a favorable AA long-term rating and ST-2 shortterm rating, reflecting its financial strength and governance standards.

Credit Rating Information & Services Limited (CRISL) has assigned a favorable credit rating to SMC Enterprise Ltd based on audited financial statements and qualitative information. This rating reflects the company's sound creditworthiness and demonstrates our commitment to transparent financial reporting and strong governance practices.





Year	Long-Term Rating	Short-Term Rating	Outlook	Valid Up to
2023-2024	AA	ST-2	Stable	25.12.2024
2022-2023	AA	ST-2	Stable	30.12.2023

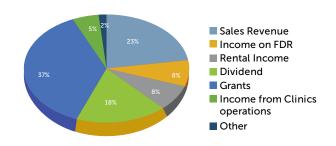
Compliance and Ethics: SMC EL adheres to stringent governance standards, emphasizing transparency, accountability, and ethical practices.

VALUE ADDED STATEMENT SOCIAL MARKETING COMPANY

Value addition

Amount in Taka

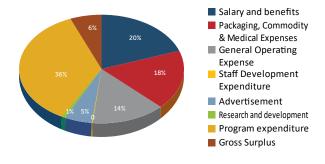
Particulars	FY 2023-24	%
Sales Revenue	379,322,119	23
Income on FDR	131,560,997	8
Rental Income	130,361,281	8
Dividend	299,999,862	18
Grants	630,563,421	37
Income from Clinics operations	86,881,613	5
Others	25,791,392	2
Total	1,684,480,686	



Value disbursement

Amount in Taka

Particulars	FY 2023-24	%
Salary and benefits	329,378,236	20
Packaging, Commodity & Medical Expenses	298,443,275	18
General Operating Expense	243,820,707	14
Staff Development Expenditure	2,472,835	0
Advertisement	90,444,817	5
Research and development	11,596,948	1
Program expenditure	604,612,896	36
Gross Surplus	103,710,970	6
Total	1,684,480,686	



RISK & GOVERNANCE



CORPORATE GOVERNANCE REPORT

Introduction

At SMC, we uphold robust governance practices that enhance transparency regarding corporate policies and strategies, allowing us to refine our decisionmaking processes. This strengthens our internal control systems and fosters positive relationships with all our stakeholders. The Board of Directors actively shapes and assesses the Company's long-term strategy, performance, culture, and values.

We are pleased to present the Corporate Governance Report, which demonstrates our dedication to the highest standards of corporate governance at Social Marketing Company and its subsidiary. Effective governance is crucial for earning and maintaining the trust of our members and stakeholders, ensuring sustainable growth, and protecting the company's longterm interests.

The Board is committed to adopting sound principles of corporate governance. Our governance framework quarantees timely disclosures and detailed information regarding our programmatic performance, financial operations, and leadership and governance practices. We prioritize transparency and pledge to adhere to the best governance practices. Our Corporate Governance Philosophy is built on the following principles:

- Appropriate composition of the Board;
- Timely disclosure of material financial information to the Board, regulators, shareholders and other stakeholders:
- Robust systems and processes to ensure strong internal controls, financial controls and compliance with laws, rules and regulations; and
- Proper business conduct by the Board, committees, top management and employees.





The Board and its Composition

The Board of Directors is an effective intermediary between Members and Management. Its members are elected or appointed by company members at the Annual General Meeting (AGM) and are accountable to the stakeholders.

The Board of Directors of the Company serves as its governing body, responsible for making strategic decisions and guiding the overall direction of the Company. The Board of Directors of SMC and its subsidiary, SMC EL, comprises a diverse group of individuals with varying expertise and backgrounds in areas such as finance, law, industry knowledge, leadership, and governance.

This mix of perspectives fosters well-rounded discussion and thoughtful deliberations. The Board of Directors of the Company comprises of nine members. Names and profiles, including the nature of expertise in specific functional areas of the Directors of the Company, are indicated in the 'Directors' Profile' of the Annual Report.

Board Meeting and Attendance

The Company's Articles of Association ("AoA") require the Board to meet at least four times a year and once every guarter in accordance with Section 96 of the Companies Act 1994. The Board of Directors met nine times during the year 2023-24. The notice of each Board Meeting, along with the Board working paper, is served in writing ahead of the meeting.

Board Committee

In accordance with Clause 42(d) of the Articles of Association of the Company, eight Board committees are in place comprising five joint Board committees (SMC & its subsidiary SMC EL) and three separate committees. Each Committee operates in accordance with the Charter/Terms of Reference (ToR) approved by the Board. The Board delegated certain responsibilities to the committees. The Board committees meet as and when required and, in their meetings, make deliberation on the issues relating to their respective areas as authorized by the Board and make recommendations to the Board.

Audit Committee

The Audit Committee of SMC, one of its prime joint committees of the Board, aids in ensuring the perpetuation of strong monitoring systems across the organization. The audit committee is a major component of corporate governance within an organization. Its primary role is to enhance the integrity and transparency of financial reporting and ensure effective oversight of the financial reporting process.

The committee acts as a bridge between the Board of Directors, management and external auditors, providing independent and objective assurance to stakeholders. Notice of each Board Meeting and the Board working paper are served in writing ahead of the meeting.

The Board meeting and attendance of the meetings by the Directors during FY 2023-24 are tabulated below:

Name of Directors	Position in SMC Board	No. of Meeting held and present
Mr. Waliul Islam	Chairman	9(9)
Mr. Siddiqur Rahman Choudhury	Director	9(9)
Mr. Muhammed Ali	Director	4(4)
Prof. (Dr.) Farhana Dewan	Director	6(9)
Dr. Jahir Uddin Ahmed	Director	9(9)
Dr. Yasmin Hemayat Ahmed	Director	6(9)
Professor Ahmed Mushtaque Raza Chowdhury	Director	2(9)
Mr. Muhammad A. (Rumee) Ali	Director	4(9)
Mr. Ranjit Kumar Chakraborty	Director	8(9)
Mr. Muhammed Farhad Hussain FCA	Director	5(5)
Mr. Toslim Uddin Khan	MD and CEO	9(9)

The number of Board Committees and its meetings held during the FY 2023-24 are tabled below:

Particulars	No Meetings held
Audit Committee (Joint)	7
Board Committee on Personnel Policy and Administrative Matters (Joint)	4
Board Committee on Construction and Engineering Works (Joint)	3
Board Committee for SAP ERP Project Implementation (joint)	3
Board Committee on Program Development of SMC (joint)	4
Board Committee on Procurement of SMC	3
Board Committee on Procurement of SMC EL	3
Board Committee on Pharma of SMC EL	0

The approved Terms of Reference (TOR) clearly articulates the committee's duties and responsibilities.

The Audit Committee held seven meetings during the period 2023-2024. The Managing Director & CEO, SMC; Managing Director, SMC EL; Chief Financial Officer (CFO), SMC; Chief Financial Officer (CFO), SMC EL; Head of Internal Audit; were the permanent invitees to the Audit Committee meetings. Relevant heads of divisions, other members of the Management and the internal audit team also attended the meetings on occasion, as required.

The Audit Committee comprises the following Board members:

Mr. Siddiqur Rahman Choudhury	Convener
Mr. Ranjit Kumar Chakraborty	Member
Mr. Aftab ul Islam FCA	Member
Mr. Muhammed Farhad Hussain FCA	Member
Mr. Waliul Islam	Member

Details about the Audit Committee, including its major activities, composition, responsibilities, meetings, reporting and activities, are disclosed in this annual report in the "Audit Committee Report" on Page 124 signed by the Committee's convener.

Board Committee on Personnel Policy and **Administrative Matters**

The Committee relies on the expertise and knowledge of the management in carrying out its oversight responsibilities. As such, the Board Committee on Personnel Policy and Administrative Matters is accountable to the Board for carrying out the following responsibilities:

Formulate. review, monitor, and make recommendations to the Board on the Company's human resources strategy, policies, guidelines, SOP, etc., pertaining to staffing, compensation, benefits, and related issues of strategic importance that directly affect SMC and its subsidiary ability to recruit, develop, and retain the highly competent employees needed to achieve its mandate.

The committee shall consist of at least three board members and the required number of management members, as decided and appointed by the Board. The committee's Board members can only have voting rights and are empowered by the Board to make decisions and provide recommendations to the Board. The committee's management staff can only play a functional role to assist and expedite the decision-making process wherever necessary.

Board Charter

To enhance its governance framework, the Board of SMC has developed an advanced Board Charter, recognizing its importance as a key resource for the Board. This policy document clearly defines the respective roles, responsibilities, and authorities of the Board of Directors, individually and collectively, in setting the strategic direction, managing, and controlling the Company. The Board Charter is a comprehensive guide detailing how the Board operates, resolves disputes, and optimizes its functions efficiently and effectively. It also guides Board members on managing Company affairs ethically, fostering a culture of accountability and good governance. The Charter is designed to outline the structure of the Board, the ideal characteristics of directors, Board leadership, recruitment planning, and the continuous development of directors through orientation and ongoing education. It delineates the roles and responsibilities of the Board, the authority of the Board and its committees, the separation of roles between the Board and Management, and the Board's corporate governance policies and practices.



Management Committee (MANCOM)

The Management Committee is a consultative body consisting of Senior Management selected by the MD & CEO, which assists in making important decisions for the Company and which have implications throughout the organization. The MD & CEO is the Convener, and the CFO acts as a Secretary to the Committee. Currently, the team comprises the MD & CEO SMC, Chief Engineer, Company Secretary, Chief Financial Officer, GM, HR & Administration, GM, Field Implementation. The Divisional Heads/Chiefs share their agenda with the Secretary, and the meeting is convened on the advice of the Convener.

The subsidiary (SMC EL) Management Committee is headed by the Managing Director, DMD Operation, Chief Financial Officer, GM, Marketing, GM, HR & Admin, GM, Supply Chain Management, GM, Sales, GM Marketing and GM, ICT.

Corporate Socialization

The Company has maintained good corporate relationships with various trade and professional bodies and continued its membership with the country's leading chambers, such as the Metropolitan Chamber of Commerce & Industry (MCCI), the Bangladesh Employers Federation, and the Dhaka Chamber of Commerce and Industry (DCCI).

Besides, SMC and SMC EL have been maintaining effective communication and building excellent relationships with various regulatory bodies such as National Board of Revenue (NBR), Ministry of Commerce, Registrar of Joint Stock Companies and Firms (RJSC), Directorate General of Drug Administration (DGDA), Directorate General of Health Services (DGHS), Directorate General of Family Planning (DGFP), Bangladesh Investment Development Authority (BIDA), Chief Controller of Imports and Exports (CCI &E) and Bangladesh Standards and Testing Institute (BSTI).

Annual General Meeting of SMC

Social Marketing Company held its 35th Annual General Meeting (AGM) on December 28, 2023, at the Company's head office in Dhaka. At the AGM, members of the Company received, adopted and ratified the



Directors' Report and the Auditor's Report for the Financial Year 2022-2023 and appointed auditors M/s. ACNABIN Chartered Accountants for the Financial Year 2023- 2024. Mr. Waliul Islam, Chairman of the Board of Directors of SMC, presided over the meeting. Board Directors, MD & CEO of SMC, along with senior members of the management of the Company, were present at the meeting.

Annual General Meeting of SMC EL

SMC EL held its 9th Annual General Meeting (AGM) on December 28, 2023 at the Company head office in Dhaka. At the AGM, Shareholders of the Company received, adopted and ratified the Directors' Report and the Auditors' Report for the Financial Year 2022- 2023 and appointed auditors M/s. ACNABIN, Chartered Accountants for the Financial Year 2023-2024. Mr. Waliul Islam, Chairman of the Board of Directors of SMC EL, presided over the meeting. The Board Directors, Managing Director of SMC EL along with senior members of the Management of the Company were present at the meeting. The 9th AGM of the Company was held in compliance with the Companies Act 1994, where 77% dividend amounting to Tk. 30 crore was declared and disbursed subsequently from the profit of the Company's seventh year of operations.



Conclusion

The Company's Board of Directors meticulously enforces the most stringent governance standards and resolutely upholds the code of conduct's stipulations. The Company recognizes Corporate Governance as an ongoing journey rather than a final goal, necessitating continual development, cultivation and adaptation to accommodate the dynamic requirements of a contemporary business and fulfill the legitimate expectations of our esteemed donor, members of other stakeholders, and the broader society.

SMC MAINTAINS FULL COMPLIANCE WITH REGULATORY STANDARDS IN 2023-24

During the financial year 2023-24, no penalties or fines were imposed on the Social Marketing Company (SMC) by any regulatory authority. SMC remained fully compliant with all applicable laws, regulations, and corporate governance standards established by relevant bodies, including the Ministry of Health and Family Welfare (MOHFW), the Directorate General of Family Planning (DGFP), the Directorate General of Drug Administration (DGDA), the Registrar of Joint Stock Companies and Firms (RJSC), and other regulatory agencies. The company's commitment to transparency, ethical business practices, and robust internal control mechanisms ensured compliance with all statutory and regulatory requirements, reflecting its dedication to maintaining the highest standards of corporate governance.



INTERNAL CONTROL SYSTEMS AND FINANCIAL OVERSIGHT

Internal Control

The Board of Directors of the Company is responsible for instituting a system of internal controls to ensure the effective implementation of all policies and decisions of the Board. The Board ensures that the Directors maintain full and effective control of all significant strategic, financial, organizational, and compliance issues. The Board has delegated to the Management the responsibility of establishing and implementing a system of internal control appropriate to the business environment in which the Company operates. The Company has an Internal Audit and Compliance Department headed by the Head of Internal Audit & Compliance. The internal control system is maintained and reviewed by an internal audit function that operates throughout the Company and reports to the Management and the Audit Committee.

Financial Reporting

SMC and its subsidiary, SMC EL, have strong financial reporting procedures. Financial statements are prepared in accordance with International Financial Reporting Standards (IFRS), International Accounting Standard (IAS), the Companies Act 1994, the Financial Reporting Act 2015, and other applicable laws in Bangladesh. These financial statements, once prepared, are reviewed initially by the CFO and the MD, respectively, and then by the Board Audit Committee. The Board Audit Committee reviews the Financial Statements before submission to the Board of Directors for approval. To ensure data integrity and reliability, the company uses a world-class enterprise solution (SAP ERP) and follows a robust MIS that focuses on establishing a technologydriven process coupled with a high level of data security.

Statutory Audit

Statutory Auditing of the Company is governed by the Companies Act, 1994 and conducted in accordance with International Standards on Auditing (ISA). The Independent Auditor conducted a systematic examination of the company's books and records and ascertained, verified and reported on the facts regarding the financial results and internal control systems of the Company. The statutory auditors conduct the annual statutory audit where the audit report is being reviewed by the Board and the audited financial statements are approved by the Board followed by the Company members' review confirmation and adoption in the Annual General Meeting.

As per these regulations, auditors are appointed by the Company members in the Annual General Meeting and also fix their remuneration thereof. Appropriate structure is in place as per Corporate Governance best practices to ensure their independence. Statutory auditors cannot be appointed for a consecutive period exceeding three years in compliance with the notification of the Bangladesh Securities and Exchange Commission (BSEC) and as per good practice. Being a private limited company, it is not mandatory to comply with these notifications, but following the best practice and to ensure transparency, we follow the BSEC notification.

Internal Audit

Internal audit is regarded as one of the four pillars of corporate governance. The Company has established a separate internal audit and compliance department to ensure that internal control and compliance are in place. The Audit Committee regularly monitors and reviews the reports generated by the internal audit and compliance department and takes appropriate corrective measures.

The Internal Audit reports encompassing the audit issues, observation, implications, recommendations and the Management's responses reviewed. Area of improvement suggested by the internal auditors to enhance the areas of internal control, system, and process after discussing with the Management.

STRENGTHENING RISK AND COMPLIANCE MANAGEMENT AT SMC

SMC draws upon its extensive experience in navigating complex risk landscapes to prioritize and manage risks effectively, fostering a strong link between strategic objectives and risk mitigation. At its core, SMC views risk management as a dynamic, organization-wide discipline integrated seamlessly into everyday operations. Each functional area is empowered and held accountable for identifying, assessing, and managing risks relevant to its scope while promoting a culture of risk awareness across the organization.

To reinforce this proactive approach, Risk Management Forums serve as vital platforms for cross-functional collaboration and knowledge sharing. These forums drive a unified response to evolving risks and ensure alignment with the organization's strategic goals.

Recognizing the rapidly changing risk landscape, SMC continuously refines its risk management processes to address emerging challenges. These include disruptions driven by technological innovation, geopolitical uncertainties, climate change, and shifting socioeconomic dynamics. SMC employs a robust, multitiered defense mechanism that emphasizes early identification, comprehensive assessment, and timely mitigation to minimize risk exposure effectively.

During the financial year under review, management maintained an active focus on monitoring, reviewing, and addressing significant risks. Regular evaluations by the Board and Management ensured that mitigation measures remained adaptive and aligned with organizational priorities. This forward-looking approach not only safeguards the organization but also enhances its resilience and ability to seize opportunities amidst uncertainty.

Key Risk Areas and Mitigation Strategies



RISK DESCRIPTION



MITIGATION MEASURES

Supply Chain and Logistics Risks: Challenges in supply, sourcing, procurement, storage, and distribution can disrupt the supply chain, leading to shortages or delays in delivering critical public health products to target populations.

Close collaboration with suppliers, efficient procurement planning, and real-time monitoring ensure optimal stock levels and seamless distribution. Contingency plans, such as alternative sourcing strategies and buffer stock arrangements, mitigate the impact of unexpected disruptions.

Regulatory Compliance Risks: Operating in the public health sector necessitates strict regulatory compliance. Constraints, such as limitations on mass media promotion of program products, could impact demand creation, with non-compliance risking legal and reputational damage.

Continuous internal audits and a compliance-focused organizational culture ensure adherence to regulatory requirements. Proactive engagement with regulatory authorities and the use of alternative, innovative communication channels bolster compliance and mitigate promotional limitations.

Market and Demand Risks: Misjudging market demand or inaccurate assessments can lead to financial losses due to overstocking or stockouts of public health products.

Detailed market research, robust demand forecasting models, and real-time inventory management systems enable precise demand planning, minimizing financial implications and ensuring product availability.

Growth Impediments for Network Providers: A rise in graduate doctors and limited funding for capacity development, equipment, and promotional resources restrict the growth of Star Providers.

SMC supports network providers by offering updated training programs, access to modern equipment, and an assured supply of essential public health products. These initiatives foster provider growth and enhance their ability to serve the community effectively.





RISK DESCRIPTION



MITIGATION MEASURES

Impacts of Climate Change: Natural disasters, such as floods, disrupt programmatic activities, particularly in vulnerable, disaster-prone areas

Climate-resilient operational strategies, such as disaster preparedness plans, targeted resource allocation, and partnerships with local relief organizations, enhance program continuity and minimize disruptions in affected areas.

Resource Constraints: Limited resources restrict SMC's ability to extend its reach to underserved communities effectively.

Innovative funding mechanisms, such as partnerships with donors and leveraging technology for cost-efficient delivery models, enable SMC to optimize resources and expand its outreach to underserved areas.

Commitment to Operational Excellence and Public Health Impact

By systematically addressing these critical risks, SMC enhances its operational agility, ensures the sustainability of its programs, and strengthens its capacity to tackle pressing public health challenges. The organization's proactive approach not only minimizes potential adverse impacts but also unlocks opportunities for innovation and growth.

SMC remains steadfast in its mission to safeguard the well-being of its beneficiaries, stakeholders, and partners. By embedding risk management into the fabric of its operations, the company ensures the resilience and long-term success of its initiatives, amplifying its positive impact on public health and reinforcing its reputation as a trusted leader in the sector.



SAP ERP GO-LIVE



On November 1, 2023, SMC and SMC Enterprise Ltd reached a significant milestone with the successful "Go Live" of the SAP S/4 HANA project. This achievement marks a pivotal moment in our digital transformation journey, showcasing the dedication and hard work of teams across all departments who played key roles in ensuring a seamless transition.

The implementation of SAP S/4 HANA is poised to revolutionize our core business operations, encompassing finance, supply chain, manufacturing, and human resources. With this advanced Enterprise Resource Planning (ERP) system, SMC is now positioned to enhance operational efficiency, improve data accuracy, and gain real-time insights for better, more informed decision-making. The centralized platform will promote transparency, automation, and collaboration across teams, with the Information and Communication Technology (ICT) division committed to continuously improving the system to further expedite decisionmaking processes.

This achievement was made possible through the collaboration of key stakeholders, including the Board Committee for SAP Project Implementation, SMC and

SMC EL leadership, the SAP Project Implementation Committee (SPIC), Business Process Owners (BPO), Core Team Members (CTM), the Project Management Office (PMO), System Integrators (SI), SAP, and cloud partners. Their collective efforts were critical in driving the project to a successful outcome.

The SAP Go-Live Inauguration Program represents a major milestone in SMC's dedication to innovation and digital transformation. By seamlessly integrating SAP S/4 HANA with existing legacy systems, SMC has unlocked new opportunities, gained a unified view of organizational data and enabled faster, more informed decision-making. SAP's flexible architecture and extensive customization options make it the perfect solution for addressing the unique needs of our business, cementing its role as a game-changer for both SMC and SMC Enterprise Ltd.

This world-class ERP system will not only streamline operations and improve efficiency but will also drive sustainable growth. It will empower SMC to maintain its impressive market trajectory while continuing to deliver cutting-edge solutions that exceed customer expectations.



AUDIT COMMITTEE REPORT

The Audit Committee is the sub-committee of the Board of Directors of the Company and its role is to assist the Board in fulfilling its oversight responsibilities relating to the integrity of financial statements, risk management, internal audit function, and performance of external auditor of the company. The Committee also assists the Board in ensuring that the financial statements reflect a true, fair, and accurate view of the state of affairs of the Company, and also in ensuring robust monitoring systems and internal control within the business. This report provides an overview of how the Committee operated, an insight into the Committee's activities, and its role in ensuring the integrity of the Company's published financial information and ensuring the effectiveness of its risk management, controls, and related processes.

Composition and Meeting

The Audit Committee of SMC comprises the following Board members:

Mr. Siddiqur Rahman Choudhury	Convener
Mr. Ranjit Kumar Chakraborty	Member
Mr. Aftab ul Islam FCA	Member
Mr. Muhammed Farhad Hussain FCA	Member
Mr. Waliul Islam	Member

All members of the Audit Committee have rich business acumen, insights and are individuals with specialist skills, ethics and integrity, and are able to ensure compliance with financial, regulatory and corporate laws that support purposeful contribution to the business as well. The Audit Committee held seven meetings during the period 2023-2024. The Managing Director & CEO, SMC; Managing Director, SMC EL; DMD SMC EL, Operation; DMD SMC EL, Commercial; Chief Financial Officer (CFO), SMC; Chief Financial Officer (CFO), SMC EL; Head of Internal Audit and the Company Secretary were the permanent invitees to the Audit Committee meetings. Relevant heads of divisions and other members of the Management and the internal audit team also attended the meetings on occasion, as required.

How the committee has discharged its responsibilities

In 2023-2024, the Audit Committee reviewed its terms of reference in line with the Corporate Governance Code of the Bangladesh Securities and Exchange

Commission (BSEC). The Committee carried out its duties following the terms of reference of the Audit Committee. Some of the major responsibilities of the Audit Committee are as follows:

1. Review of financial statements

The year-end financial statements of June 2024 were prepared by the Management of the company and after getting those audited by the external auditor, the financial statements were placed to the Audit Committee for review. The Audit Committee reviewed the financial statements including relevant disclosures for the year 2023-2024 and recommended the same to the Board for approval.

2. Review of the activities of internal control and compliance

- Review the adequacy and effectiveness of the financial reporting process, internal control system, risk management, auditing matters, and the company's processes for monitoring compliance with laws and regulations and the Code of Conduct.
- Exercise its oversight of the work of the Internal Audit department of the company. Review the effectiveness of the Internal Audit function including performance, structure, adequacy of resources, and compliance with professional standards. Examine audit findings and weaknesses and monitor the implementation of audit action plans.

3. Legal regulatory and compliance oversight

The Committee oversees legal and regulatory matters that may have a material impact on the company's financial statements and the company's code of business conduct and ethics. The Committee periodically reviews the company's compliance policies and procedures, and receives and reviews certain reports on complaints, allegations, and incidents reported pursuant to the code of business and ethics.

Major Activities of the Audit Committee



Reviewed the annual financial statements for the year ended June 30, 2024 and recommended to the Board for their approval.



Reviewed if adequate internal control systems are in place to detect, correct, and prevent fraud and errors on a timely basis;



Reviewed if financial statements for the year ended June 30, 2024, contained full disclosures and if these were prepared following Bangladesh Financial Reporting Standards (BFRS), as adopted by the Institute of Chartered Accountants of Bangladesh (ICAB);



Reviewed if laws and regulations relating to business and internal policies, procedures, and guidelines have been complied with;



Reviewed the management the year 2023-2024 together with management's responses to the findings.



Approved the Internal Audit Plan for 2024-2025, monitored progress, and effected revisions when necessary.



members of management and monitored the status of implementation of audit action plans and provided guidance to ensure timely completion of audit plans.



Reviewed the activities of the compliance function, incidence reporting and actions, and the company's Code of Conduct.

Independence of external auditor

ACNABIN Chartered Accountants acted as statutory auditors of the company for the audit of financial statements as of 30 June 2024. The Audit Committee reviews the key audit matters and findings of an audit of the annual financial statements of the company for the year ended on 30 June 2024. The auditor expressed that the conduct of the audit was independently.

According to the Bangladesh Securities and Exchange Commission dated 03 June 2018, the external auditor did not provide any non-audit services. Tax and other related professional services were conducted by other professional Firms. However, reports of the tax and other professional issues were made available to the external auditors during their review of financial statements.

Annual financial statements

The Committee has tabled the annual financial statements for approval by the Board. The Board has subsequently approved the financial statements, which will be opened for discussion at the forthcoming Annual General Meeting.

Appreciation

The Audit Committee expresses its sincere acknowledgment to members of the Board, the management, and statutory and internal auditors for their continuous support and assistance in enabling it to discharge its duties and responsibilities effectively.

(Siddigur Rahman Choudhury) Convener, Audit Committee

TRAINING & DEVELOPMENT



EMPLOYEES TRAINING PROGRAM OF SMC



Workshop on Time Management, Productivity & Ethics



Board Governance and Secretarial Compliances



Finance for Non-finance Managers



New Income Tax Act-2023, VAT Act and its implications



Skill Development Training on Basic Rules, Manners & Etiquette of Graded Staff (office assistant & drivers)



Training on Vehicle Maintenanc, Road safety & Traffic Rules of Graded Staff (office assistant & drivers)





Training on Operational Excellence



Workshop on Basic Fire Safety



Training on Disciplinary Action and Domestic Inquiry

EMPLOYEES OVERSEAS TRAINING PROGRAM OF SMC



Strategic HR Management, Bangkok School Management, Thailand



Advanced Financial Management, Bangkok School of Management, Thailand



Impactful Decision-Making, Bangkok School of Management, Thailand



Research Methodology, Data Analysis and Interpretation, Bangkok School of Management, Thailand



Impactful Decision-Making, Bangkok School of Management, Thailand



The Performing Board-Directors and the Chairman, UK



SMC STAR NETWORKS TRAINING PROGRAM



Blue Star Providers' Basic training



Blue Star Providers' Refresher Training



Refresher Training of Green Star Providers



Training on Growth Monitoring and Promotion of Rose Star Providers

EMPLOYEES TRAINING PROGRAM OF SMC EL



Art & Science of Value based Selling



Art of Efficient Pharmaceutical Sales Training at Khulna



BSC based KPI & OKRs Rollout Session



Effective Leadership Training



Finance for Non Finance Managers



Lean Manufacturing Training at Bhaluka

BSC: Balanced Scorecard OKR: Objectives and Key Results



CELEBRATING ACHIEVEMENTS -SMC & SMC EL

LONG SERVICE AWARD



SMC and SMC EL gave 'Long Service Award' to the employees who have completed 10 years of service with the Company. This recognition has been initiated since 1993 by formally acknowledging the employees for their dedication, hard work and loyalty to the organization.

SMC organized this prestigious ceremony at the Head Office on March 20, 2024 and recognized nine employees who reached the milestones of 10 years with dedication. Mr. Toslim Uddin Khan, Managing Director & CEO of SMC alongside other Senior Management presented the awards to the honorees. The award ceremony of SMC EL was held at the Head Office and Bhaluka Factory on March 6 and March 13, 2024, respectively. Both events were inaugurated by Mr. Sayef Uddin Nasir, Managing Director, SMC EL along with the Senior Management. A total of 176 employees of the Head Office, Bhaluka Factory and Area Offices received this award. Each honoree received a certificate, crest and gift as a token of appreciation.

AWARD OF EXCELLENCE



SMC and SMC EL jointly organized the 'Award of Excellence' ceremony at the SMC Head Office on May 12, 2024. The award event aims to recognize the employees who have done extraordinary performances to carry forward the activities of the Company. The ceremony was inaugurated by the Managing Director & CEO of SMC and Managing Director of SMC EL along with the Senior Management of both Companies.

This year, 15 outstanding employees from SMC and SMC EL were honored for their exceptional contributions during the fiscal year 2022-2023. The awards were given in four categories: Achievement, Innovation, Cost Savings, and Commitment. These awardees were initially prepared by the respective department and finally selected by a committee through meticulous evaluations. This recognition event not only celebrated individual achievements but also served as a motivational platform for other employees to improve their performance, bring excellence in operational management, achieve cost reductions and contribute to the Company's goals.

ANNUAL EVENTS



ANNUAL PICNIC

The annual picnic of SMC and SMC EL was held on February 29, 2024, at the Sea Shell Resort. Employees from the head office and both factories participated with great enthusiasm, making the event a resounding success.















CELEBRATION OF POHELA BOISHAKH 1431

HR Division of SMC and SMC EL organized a vibrant and colorful 'Pohela Boishakh 1431' to welcome the Bengali

New Year. Managing Director & CEO, SMC and Managing Director, SMC EL along with all employees of Head Office participated in the event. Managing Director & CEO, SMC and Managing Director, SMC EL wished everyone a happy and prosperous new year. Management Senior and employees of both Companies Exchange and their pleasantris



reflections on how Pohela Boishakh is an integra part

heritage and tradition.

of Bengali culture and life. The celebration featured a variety of colorful performances including songs,

> drama, recitation, fashion choreography, flute performance and group dance. Employees enjoyed traditional snacks such as Patishapta Pitha, Murki, Khoi, Naru, Moa, Batasha, and Nimki which added a nostalgic touch and connected everyone to their cultural roots. The event successfully captured the essence of Noboborsho for the entire SMC family in a festive mood recalling the bengali

CELEBRATION OF NEW YEAR 2024



SMC and SMC EL welcomed 'New Year 2024' with a grand celebration at the head office. This festive event brought together employees from both companies to reinforce their commitment to the company's growth and overcoming future challenges.

CELEBRATION OF INTERNATIONAL WOMEN'S DAY 2024



SMC and SMC EL celebrated International Women's Day held on March 07, 2024, with a grand arrangement themed `Inspire Inclusion'. The occasion was observed at the Head Office, Area Offices, Bhaluka Factory, and Health & Hygiene Factory.

CELEBRATION OF WORLD MENSTRUAL HYGIENE DAY 2024



SMC EL organized a special talk show titled "জয়া মন খুলে বলো" (Joya express your opinion freely)" on the occasion of World Menstrual Hygiene Day 2024 on popular satellite channel RTV sponsored by Joya sanitary napkin. The theme for this year was "Together Towards a Period Friendly World." The talk show focused on raising awareness about menstrual health and hygiene management encouraging the use of sanitary napkins instead of using unhygienic cloth or cotton during periods.

The program was broadcast simultaneously on RTV, online platform of RTV and Joya's official Facebook page on May 28 at 5 PM. The main speakers were famous celebrity Ms. Pia Jannatul and brand ambassador of Jaya sanitary napkin Ms. Nusraat Faria Mazhar. This unique and open discussion on menstrual health and hygiene management was widely appreciated by the audience.

AWARD & RECOGNITION



CORPORATE AWARD FOR BEST PRESENTED ANNUAL REPORT-ICMAB



The Social Marketing Company (SMC) has been honoured with the Bronze Award in the "Engineering and Other Manufacturing" category at the ICMAB Best Corporate Award 2023 held on 14 November 2024. This recognition was granted for its exceptional performance in presenting its Annual Report for 2023, reflecting excellence in corporate governance and reporting practices. The awards, organized by the Institute of Cost and Management Accountants of Bangladesh (ICMAB), evaluated organizations based on financial and non-financial parameters. Dr. Salehuddin Ahmed, Hon'ble Advisor, Ministry of Finance and Science & Technology, graced the occasion as Chief Guest. Mr. Sheikh Bashir Uddin, Hon'ble Commerce Advisor, Mr. Md. Selim Uddin, Secretary, Ministry of Commerce and Mr. Md. Abdur Rahman Khan FCMA, Secretary, Internal Resources Division (IRD) & Chairman, NBR graced the program as Special Guests.





RECOGNITION OF OUTSTANDING ACHIEVEMENT AT NATIONAL LEVEL

'JOYA ALOKITO NARI SOMMANONA-2024' IN OBSERVANCE OF THE INTERNATIONAL WOMEN'S DAY



SMC branded sanitary napkin 'Joya' sponsored 'Joya Alokito Nari Sommanona-2024' to commemorate International Women's Day. The event was held on March 07, 2024 at the Hotel Pan Pacific Sonargaon, Dhaka. This marks the 10th consecutive year that SMC EL and satellite channel RTV have jointly organized this special award ceremony.

This award was given to eight noble women for their long-time contribution in the developmental activities of various fields in the society. Freedom Fighter Ms. Raoshan Jahan Sathi; Singer Ms. Chandana Mazumder; Entrepreneur Ms. Nazmun Nahar Rina; Scientist Dr. Senjuti Saha; Influencer Ms. Munzereen Shahid; Social Worker Ms. Aleya Begum; Ms. Jannatul Ferdous in the field of Art and Literature and Ms. Fatema Tuz Zohra in Challenging Profession received these prestigious awards.

Dr. Dipu Moni, Minister, Ministry of Social Welfare, was present as the chief guest on the occasion. She emphasized to work extensively for creating friendly work environment for females. She further emphasized that if the contributions of women are recognized at all levels of the society then the immediate beneficiaries will be families and the community at large.

Alhaj Morshed Alam MP, Chairman, RTV; Md. Jashim Uddin, Vice Chairman, RTV; Syed Ashig Rahman, CEO, RTV; Mr. Toslim Uddin Khan, MD & CEO, SMC; Mr. Sayef Uddin Nasir, MD. SMC EL: Mr. Kazi Amirul Hague, DMD. Commercial, SMC EL and Nusraat Faria Mazhar, the Brand Ambassador of 'Joya' delivered the felicitation speech on the occasion and handed over medals to these noble women.

RECOGNITION OF INDIVIDUALS AND INSTITUTIONS FOR CHILD DEVELOPMENT



SMC organized the 'RTV-SMC MoniMix Award 2024' for the sixth consecutive years in partnership with the popular satellite channel RTV. The award giving ceremony was held at the Bengal Multimedia Studio on May 23, 2024 with the overwhelming participation of popular national celebrities, TV artists, educationists, development partners and high dignitaries from the public and private organizations. This year, three dignified individuals and three institutions have been honored with this prestigious award for their outstanding contribution on child health, adolescent health, child education and development. In individual category, Ms. Jahnnobi Rahman was awarded for creating online platform 'Relaxy' to improve mental health for teenagers; Mr. Palash Mahbub, a prominent fiction writer for children; Mr. Mainul Islam for developing 'BabyTube,' a safe video streaming site for children.

FINANCIAL STATEMENT



SOCIAL MARKETING COMPANY (SMC) & IT'S SUBSIDIARY

Independent Auditor's Report and Consolidated Audited Financial Statements For the year ended 30 June 2024



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INDEPENDENT AUDITOR'S REPORT

To the Members of Social Marketing Company

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the consolidated financial statements of Social Marketing Company and its subsidiary, SMC Enterprise Limited (together referred to as the "Group") which comprise the Consolidated Statement of Financial Position as at 30 June 2024, Consolidated Statement of Profit or Loss and Other Comprehensive Income, Consolidated Statement of Changes in Equity, Consolidated Statement of Cash Flows for the year then ended and a summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying consolidated financial statements give a true and fair view of the consolidated financial position of the Group as at 30 June 2024 and of its financial performance and its cash flows for the year then ended in accordance with the basis of accounting as described in note 2.1 to the financial statements.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the consolidated financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the consolidated financial statements in Bangladesh, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

Management is responsible for the other information. The other information comprises all the information but does not include the consolidated financial statements and our auditor's report thereon. The other information is expected to be made available to us after the date of this auditor's report.

Our opinion on the consolidated financial statements does not cover other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

When we read the other information, there is a material misstatement therein; we are required to communicate the matter to those charged with governance.

Responsibilities of Management and Those Charged with Governance for the Consolidated Financial Statements and Internal Controls

Management is responsible for the preparation of the consolidated financial statements that give true and fair view in accordance with the basis of accounting as described in note 2.1 to the financial statements, the Companies Act, 1994 and other applicable laws and regulations and for such internal control as management determines is necessary to enable the preparation of the consolidated financial statements that are free from material misstatement, whether due to fraud or error. The Companies Act, 1994 requires the Management to ensure effective internal audit, internal control and risk management functions of the Group.

In preparing the consolidated financial statements, management is responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so. Those charged with governance are responsible for overseeing the Group's financial reporting process.

Auditor's Responsibilities for the Audit of the **Consolidated Financial Statements**

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or



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error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Report on other Legal and Regulatory Requirements

We report that the consolidated financial statements comply with the Companies Act, 1994 and other applicable laws and regulations. We, as required by law, further report that:

- a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit and made due verification thereof;
- in our opinion, proper books of account as required by law have been kept by the Group so far as it appeared from our examination of these books; and
- c) the consolidated statement of financial position and consolidated statement of profit or loss and other comprehensive income of the Group dealt with by the report are in agreement with the books of account and returns.

Signed for & on behalf of

ACNABIN **Chartered Accountants**

Md. Moniruzzaman, FCA

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Partner ICAB Enrollment No. 787

Dhaka.





SOCIAL MARKETING COMPANY & IT'S SUBSIDIARY

Consolidated Statement of Financial Position As at 30 June 2024

	Notes	30.06.2024 Taka	30.06.2023 Taka
Assets			
Non-current assets			
Property, plant and equipment	4	3,700,958,573	3,594,474,452
Right-of-use assets	4.2	260,636,468	341,441,953
Intangible assets	4.3	27,779,060	14,928,082
Capital work-in-progress	5	1,965,488,190	429,377,597
Total non-current assets		5,954,862,290	4,380,222,084
Current assets	_	7 522 460 502	7,000,100,700
Inventories	6	3,522,460,582	3,088,128,329
Receivables	7	349,372,005	269,857,725
Advances, deposits and prepayments	8	2,737,900,730	2,035,942,244
Investment in fixed deposit	9	3,204,829,026	2,863,369,869
Cash and bank balances	10	1,216,301,846	1,317,161,354
Total current assets		11,030,864,189 16,985,726,479	9,574,459,521
Total assets Equity		10,965,720,479	13,954,681,605
Capital fund	11	2,374,117,324	2,695,325,643
Retained earnings	12	7,235,896,507	6,298,206,617
Netained carriings	12	9,610,013,831	8,993,532,260
Non-controlling interest		9,905	9,537
Total equity		9,610,023,736	8,993,541,797
Liabilities			
Non-current liabilities			
Retirement benefit obligation-gratuity	13	173,616,206	100,543,286
Lease liabilities (Non-Current portion)	19	179,627,188	236,234,165
Deferred tax liability	28	26,358,046	40,603,747
Total non-current liabilities		379,601,439	377,381,198
Current liabilities			
Deferred income	14	328,093,584	151,843,201
Provision for income tax	15	1,239,863,170	1,123,818,234
Accounts and other payables	16	1,926,356,820	1,423,063,179
Workers' Profit Participation Fund & WF	17	77,418,187	81,220,840
Security deposits	18	30,798,885	19,866,850
Lease liabilities (Current portion)	19	108,689,240	120,292,831
Short Term Loan	20	3,284,881,418	1,663,653,476
Total current liabilities		6,996,101,303	4,583,758,611
Total equity and liabilities		16,985,726,479	13,954,681,605

The annexed notes from 1 to 30 form an integral part of these consolidated financial statements.

Tapan Bala, FCMA, FCA

Toslim Uddin Khan

Chief Financial Officer

Managing Director & CEO

Waliul Islam

This is the Consolidated Statement of Financial Position referred to in our separate report of even date.

Signed for & on behalf of ACNABIN

Chartered Accountants

Md. Moniruzzaman, FCA Partner ICAB Enrollment No. 787

Dhaka Date: 07 Nov, 2024

SOCIAL MARKETING COMPANY & IT'S SUBSIDIARY

Consolidated Statement of Profit or Loss and Other Comprehensive Income For the year ended 30 June 2024

For the year ended 50	<u>June 202</u>	'	
Particulars	Notes	2023-2024 Taka	2022-2023 Taka
Revenue	21	15,981,177,867	14,450,522,145
Cost of goods sold	22	(10,803,582,983)	(9,577,591,988)
Gross profit		5,177,594,883	4,872,930,157
Operating expenses			
Administrative expenses	23	(1,965,287,744)	(1,810,184,910)
Selling & marketing expenses	24	(1,696,638,193)	(1,470,096,664)
Total operating expenses		(3,661,925,937)	(3,280,281,574)
Profit from operations		1,515,668,946	1,592,648,583
Other income			
Grants income	26	630,563,421	538,924,909
Corporate income (Rent, Interest, Clinics etc.)	27	476,456,407	419,220,663
Total other income		1,107,019,828	958,145,572
Net operating profit before finance θ program expenditure		2,622,688,774	2,550,794,155
Finance expenses		(305,480,977)	(215,131,197)
Program expenditure	25	(965,132,951)	(993,848,412)
Total finance and program expenditure		(1,270,613,929)	(1,208,979,609)
Net operating profit before WPPF & WF for the year		1,352,074,845	1,341,814,546
Contribution to WPPF		(77,418,187)	(81,220,840)
Net profit before tax		1,274,656,659	1,260,593,706
Income tax expenses			
Current income tax		(624,887,276)	(548,136,900)
Deferred tax income/(expense)	28	14,245,701	5,876,680
		(610,641,575)	(542,260,219)
Net profit after tax		664,015,084	718,333,488
Profit attributable to:			
Social Marketing Company		664,014,578	718,332,915
Non-controlling interest		506	573
		664 015 084	718 333 488

The annexed notes from 1 to 30 form an integral part of these consolidated financial statements.

Tapan Bala, FCMA, FCA

Chief Financial Officer

Toslim Uddin Khan

Waliul Islam Managing Director & CEO Chairman

This is the Consolidated Profit or Loss and Other Comprehensive Income referred to in our separate report of even date.

Signed for & on behalf of ACNABIN **Chartered Accountants**

Md. Moniruzzaman, FCA Partner ICAB Enrollment No. 787

Dhaka



SOCIAL MARKETING COMPANY & IT'S SUBSIDIARY

Consolidated Statement of Changes in Equity For the year ended 30 June 2024

Particulars	Capital fund	Retained earnings	Non- Controlling interest	Total equity
	Taka	Taka	Taka	Taka
Balance as at 01 July 2023	2,695,325,643	6,298,206,617	9,537	8,993,541,797
Transferred from statement of income and expenditure (excluding dividend)	(322,862,179)	-	-	(322,862,179)
Adjustment of AIT for FY 2014-15	(15,053,300)	-	-	(15,053,300)
Adjustment of Tax provision for FY 2014-15	16,707,160	-	-	16,707,160
Final demand of tax for AY 2022-23	-	(49,186,867)		(49,186,867)
Non-controling interest FY2022-23	-	-	(138)	(138)
Profit for the year - SMC Enterprise Limited	-	986,876,757	506	986,877,263
Balance as at 30 June 2024	2,374,117,324	7,235,896,507	9,905	9,610,023,736

For the year ended 30 June 2023

Balance as at 01 July 2022	3,174,814,168	5,185,732,502	8,900	8,360,555,569
Surplus/(deficit) for the year - SMC (excluding dividend)	(398,415,121)	-	-	(398,415,121)
Corporate Tax for FY19-20 & FY20-21	(62,902,052)	-	-	(62,902,052)
Additional VAT from FY2016-2021	(18,171,352)	-	-	(18,171,352)
Final demand of tax for AY 2019-20 & 2021-22 (SMC Enterprise)	-	(4,273,920)	-	(4,273,920)
Non-controlling interest-FY 2021-22	-	-	(135)	(135)
Profit for the year - SMC Enterprise	-	1,116,748,035	573	1,116,748,608
Non-controling share (2 nos. share value)	-	-	200	200
Balance as at 30 June 2023	2,695,325,643	6,298,206,617	9,537	8,993,541,797

The annexed notes from 1 to 30 form an integral part of these consolidated financial statements

Tapan Bala, FCMA, FCA Chief Financial Officer

Toslim Uddin Khan Managing Director & CEO Waliul Islam Chairman

Dhaka

Consolidated Statement of Cash Flows For the year ended 30 June 2024

		2023-2024 Taka	2022-2023 Taka
A.	Cash flows from operating activities		
	Net profit before interest and taxes	1,580,137,635	1,475,724,903
	Non-cash Items:		
	Depreciation on property, plant and equipment	384,502,986	314,049,116
		1,964,640,621	1,789,774,020
	Changes in working capital/Non Operating/ Non Cash Items:		
	Increase/(Decrease) in advances, deposit and prepayments	(589,956,825)	17,996,580
	Increase in inventories	(434,332,253)	(742,426,103)
	Increase in accounts receivables	(193,542,474)	(146,628,175)
	Decrease in provision for WPPF	(3,802,653)	(5,314,832)
	Increase in provision for gratuity	36,483,669	71,620,078
	Increase in short term loan	1,621,227,942	-
	Increase in security deposits	10,932,035	4.408.541
	Increase in accounts payables	686,328,119	626,765,989
	Decrease of Lease Liability	(74,109,082)	(100,332,883)
	Increase in deferred income	176,250,383	24,457,090
	Payment of Finance Expenses	(305,480,977)	(215,131,198)
	Adjustment of income tax	(694,895,335)	(659,635,194)
	Taljacament of moonie tax	235,102,549	(1,124,220,108)
	Net cash flow from operating activities	2,199,743,170	665,553,911
п	Cools flows from investigation asticities		
В.	Cash flows from investing activities	(706 107 467)	(201.0.47.615)
	Acquisition of property, plant and equipment	(306,107,463)	(281,047,615)
	Addition of Intangible assets (Software)	(16,976,441)	(9,326,082)
	Addition of ROU Assets	(61,452,915)	(5,996,702)
	Disposal of Fixed Assets	829,713	236,988
	Addition of capital work-in-progress Investment in FDR	(1,575,436,079)	(511,969,807)
		(341,459,355)	223,751,510
	Net cash used in investing activities	(2,300,602,540)	(584,351,709)
C.	Cash flows from financing activities		
	Dividend Paid (Non-controlling interest)	(138)	(133)
	Net cash used in financing activities	(138)	(133)
	Net increase/(decrerase) cash and bank balances(A+B+C) Cash and bank balances at the beginning of the year	(100,859,508)	81,202,069
	Cash and bank balances at the beginning of the year Cash and bank balances at end of the year	1,317,161,354	1,235,959,285
	Cash and Dank Dalances at end of the year	1,216,301,846	1,317,161,354

The annexed notes from 1 to 30 form an integral part of these consolidated financial statements

Tapan Bala, FCMA, FCA Chief Financial Officer

Toslim Uddin Khan Managing Director & CEO Waliul Islam Chairman

Dhaka



Notes to the Consolidated Financial Statements As at and for the year ended 30 June 2024

1. Organisation and its activities

Social Marketing Company (SMC) ("the Company") is a not-for-profit company incorporated in Bangladesh in April 1990 as per section 26 of the Companies Act, 1913 which subsequently comes under the jurisdiction of Section 28 of the Companies Act, 1994. In pursuance of the section 28 together with the license from Ministry of Commerce, SMC is registered as a company with Limited Liability without the addition of word "limited" to its name and subject to the condition that it applies its profit and other income in promoting its objects and prohibits the payment of any dividend to its member. The Company is involved in the reproductive, health and nutrition programs for the people of the country. It is funded by Donors such as USAID, GAIN/CIFF, icddr'b/ACTB etc. through cash and contraceptive items and utilize resources of SMC. SMC formed SMC Enterprise Ltd, a for-profit subsidiary to separate profitable operations from non-profit activities in October 2014. Social Marketing Company ("SMC") is registered with the Registrar of Joint Stock Companies and Firms vide registration no. CTO-284(3)/90 dated 19-04-1990.

1.1 Objective of the Company

In partnership with the government, development partners and the private sector, SMC was formed with the principal objective of improving the health and wellbeing of women, children and families through marketing the products and services in family planning, maternal & child health and nutrition all over the country. The other objectives of the Company for which it was also established for, are to be a world-class social enterprise recognized for its contribution to the advancement of social marketing thoughts, principles and practices that aim to better the health and wellbeing of women, children, families and the society in Bangladesh.

2. Basis of preparation of financial statements

2.1 Statement of compliance

These Consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRSs), the Companies Act 1994 and donor agreement.

*As per donor agreement capital expenditure have been recognized in accordance with Note 3.14 & 3.15.

2.2 Principles of consolidation/basis of consolidation

Subsidiaries are entities controlled by the Group. An investor controls an investee if and only if it has all of the following:

- Power over the investee;
- Exposure, or rights, to variable returns from its involvement with the investee, and
- The ability to use its power over the investee to affect the amount of the investor's returns.
- The consolidated financial statements incorporate the financial statements of Social Marketing Company and the financial statements of a majority/wholly owned subsidiary (SMCEL) company from the date that control commences until the date that control ceases. The financial statements of such subsidiary company are incorporated on a line by line basis and the investments held by the Group are eliminated against the corresponding share capital of subsidiary in the consolidated financial statements. All intercompany transactions and balances have been eliminated/adjusted in consolidation. Figures used in the consolidated financial statements are based on the individual audited financial statements.

2.3 Measurement of the elements in the financial statements

Measurement is the process of determining the monetary amounts at which the elements of the financial statements are to be recognised and carried in the statement of financial position and statement of profit or loss and other comprehensive income. The measurement basis adopted by Social Marketing Company is historical cost. Under the historical cost, assets are recorded at the amount of cash or cash equivalents paid or the fair value of the consideration given to acquire them at the time of their acquisition.

Liabilities are recorded at the amount of proceeds received in exchange for the obligation, or in some circumstances (for example, income taxes), at the amounts of cash or cash equivalents expected to be paid to satisfy the liability in the normal course of business.

The complete set of Financial Statements includes the following components:

- Consolidated Statement of Financial Position as at 30 June 2024;
- Consolidated Statement of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2024;
- Consolidated Statement of Changes in Equity for the year ended 30 June 2024;
- Consolidated Statement of Cash Flows for the year ended 30 June 2024; and
- Notes to the Consolidated Financial Statements as at and for the year ended 30 June 2024.

2.4 Functional and presentational currency

These financial statements are prepared in Bangladeshi Taka (BDT), which is the Company and its subsidiary's functional currency as well. All financial information presented in BDT has been rounded off to the nearest integer.

2.5 Use of estimates and judgments

The preparation of the financial statements in conformity with IFRSs requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected. Information about critical judgments in applying accounting policies that have the most significant effect on the amounts recognised in the financial statements are described in the following notes:

- Note 4 Depreciation of property, plant and equipment
- Note 6 Inventories
- Note -13 Retirement benefit obligation-gratuity
- Provision for income tax Note -15

2.6 Statement of cash flows

Statement of cash flows has been prepared in accordance with the International Accounting Standard (IAS) 7: Statement of cash flows, under indirect method.

2.7 Reporting period

The accounting period of the Company has been determined to be from 01 July to 30 June each year. These financial statements cover twelve months from 01 July 2023 to 30 June 2024.

Financial statements of one accounting period must be comparable to another in order for the users to derive meaningful conclusions about the trends in an entity's financial performance and position over time.

2.8 Non-controlling interests in consolidated financial statements

Social Marketing Company adopted the accounting guidance on non-controlling interests in consolidated financial statements.

Accounting guidance requires that a non-controlling interest in the equity of a subsidiary be accounted for and reported as equity and provides guidance on the treatment of net income and losses attributable to the non-controlling interest and changes in ownership interests in a subsidiary and requires additional disclosures that identify and distinguish between the interests of the controlling and non-controlling owners. Profit attributable to non-controlling interest represent income attributable to the common shareholders of SMC Enterprise Limited in a single line.



The composition of fully paid- up share capital of SMC Enterprise Limited is as follows:

Name of shareholder	Nationality	No. of shares	Face value	`Amount in BDT
Represented by Mr. Muhammed Ali, Board of director	Bangladeshi	3,899,998	100	389,999,800
Mr. Siddiqur Rahman Choudhury	Bangladeshi	1	100	100
Mr. Toslim Uddin Khan	Bangladeshi	1	100	100
		3,900,000		390,000,000

3. Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these consolidated financial statements, and have been applied consistently by group entities unless stated otherwise.

3.1 Revenue

3.1.1 Revenue Recognition

In compliance with the requirements of IFRS-15: Revenue is recognized only when it completes the 5 steps model:

- Step 1 Identify the contract with a customer.
- Step 2 Identify the performance obligations in the contract.
- Step 3 Determine the transaction price.
- Step 4 Allocate the prices to the performance obligations.
- Step 5 Recognize revenue.

3.1.2 Revenue from the sale of donated goods

The policy of the Company is to sell its donated products at subsidized prices. Revenue from sale of donated products is recognized after due approval is received from donors.

3.1.3 Grants income in the form of cash donation

Grants income in the form of cash donation is generated from fund provided by foreign donor(s) for program expenditures. It is reimbursement of actual expenditure as approved by donor.

3.1.4 Other income

Gains and losses on sale of property, plant and equipment are determined by comparing the proceeds from disposal with the carrying amount of property, plant and equipment. Interest accrued and earned on fixed deposits, is recognized as income. Rental income accrued and earned from house property is recognized as income.

3.2 Inventories

Donated commodities received from donors (grants in form of commodities) have been valued at realizable value and corresponding unearned revenue has been recognized as deferred income. The procured commodities are valued at periodic average price which includes C&F charges and other direct costs. Inventories are carried

at the lower of cost and net realizable value as prescribed by IAS 2: "Inventories". Cost is determined on weighted average cost basis. The cost of inventories comprises of expenditure incurred in the normal course of business in bringing the inventories to their present location and condition. Net realizable value is based on estimated selling price less any further costs expected to be incurred to make the sale.

3.3 Property, plant and equipment

3.3.1 Recognition and measurement

Items of property, plant and equipment are measured at cost less accumulated depreciation and any accumulated impairment losses. Cost includes expenditure that is directly attributable to the acquisition of the asset.

A threshold of Tk. 10,000 has been fixed for recognition of property, plant and equipment. Below the threshold level, capital expenditures are recorded as expenses.

3.3.2 Subsequent Expenduture

Subsequent cost is capitalised only when it is probable that the future economic benefits associated with the expenditure will flow to the Company. Ongoing repairs and maintenance are expensed as incurred.

3.3.3 Depreciation

Depreciation is charged on property, plant and equipment (except Land) using reducing balance method on written down value of each item of property, plant and equipment. Depreciation on addition to property, plant and equipment is charged from the date when assets are put into use for commercial operation. No depreciation is charged on the assets from the month on which such assets are disposed. The rates are as follows:

Asset category	Rate (%)
Land (HQ and Factory)	0
Office Building	2.5
Building -Factory	5
Plant & Machinery	10
Plant & Machinery-Factory	10
Mechanical, Electrical Equipment	20
Mechanical, Electrical Equipment-Factory	20
Furniture & Fixture	10
Furniture & Fixture-Factory	10
IT Equipment	20 & 33.33
IT Equipment-Factory	20 & 33.33
Office Equipment	20
Office Equipment-Factory	20
Treatment Plant & Reservoirs-Factory	15
Vehicles	20
Vehicles-Factory	20
Health & Safety Equipment	20
Health & Safety Equipment-Factory	20
QC & PD Equipment- Factory	10
Renovation & Decoration	20
Renovation & Decoration-Factory	20
Intangible assets	20

3.3.4 Impairment

The carrying amounts of property, plant and equipment are reviewed at each reporting date to determine whether there is any indication of impairment. An impairment loss is recognised in the statement of profit or loss and other comprehensive income if the carrying amount of an asset exceeds its estimated recoverable amount. However, no such conditions that would arise the risk of impairment of assets existed at the reporting date.

3.3.5 Capital expenditure of donor's funded projects

Property Plant and Equipment (PPE) procured through donors fund are obligatory assets for the Company. Capital expenditures for donor funded program are reported to respective donors based on incurrence of actual expenditure. SMC records these expenditure as program expenses. To ensure control over the capital expenditure which qualifies fixed assets criteria are record in a separate fixed asset register. Depreciation is not charged to these capital expenditure till completion of program period. At the end of the project period, donor decides about usage of remaining fixed assets. SMC recognizes these fixed assets in its financial statements as property, plant & equipment with the appropriate consideration value/ market value and corresponding fund is recognized in its financial statements.



Financial instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

3.4.1 Financial assets

The Company initially recognises receivables and deposits on the date that they are originated. All other financial assets are recognised initially on the date at which the Company becomes a party to the contractual provisions of the transaction.

The Company derecognises a financial asset when the contractual rights or probabilities of receiving the cash flows from the asset expire or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial asset are transferred.

Financial assets include cash and cash equivalents, investment and investment of gratuity fund, interest and other receivables.

3.4.1.1 Cash and bank balances

Cash and Cash equivalents includes cash in hand and cash at banks which are held and available for use by the company.

3.4.1.2 Investment in FDR

Investment in FDR represents the term deposits into different Banks and NBFIs which are available for use by the Company without any restriction.

3.4.1.3 Other receivables

The other receivables includes receivables from tanents, accrued bank interest and miscellaneous receivables.

3.4.2 Financial liability

All other financial liabilities are recognised initially on the transaction date at which the Company becomes a party to the contractual provisions of the liability.

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled or expired.

Financial liabilities include accrued expenses, other liabilities and accounts & other payables.

3.5 Impairment of financial assets

3.5.1 Financial assets

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

Objective evidence that financial assets are impaired can include default or delinquency by a debtor, restructuring of an amount due to the Company on terms that the Company would not consider otherwise, indications that a debtor or issuer will enter bankruptcy, adverse changes in the payment status of borrowers or issuers in the Company.

3.6 Foreign currency transactions

Foreign currency transactions are converted into Bangladesh Taka at exchange rates prevailing on the dates of transactions. Assets and liabilities in foreign currency as at 30 June 2024 were converted into BDT at the exchange rate prevailing on the closing date.

3.7 Employee benefits

3.7.1 Short term benefits

Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided.

3.7.2 Defined contribution plan (Provident Fund)

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. The Company maintains a recognized provident fund. This fund is also recognized by the NBR and its operation managed by the Trustees.

3.7.3 Defined benefit plan (Gratuity Fund)

Defined benefit plan is a retirement benefit plan under which amounts to be paid as retirement benefits are determined by reference to employees' earnings and/or year of services. The Company has funded gratuity fund. The Employees' Gratuity Fund is being considered as defined benefit plan as it meets the recognition criteria of IAS-19 Employee Benefits. The Company's obligation is to provide the agreed benefits to current employees as per condition of the fund. This fund is also recognized by the NBR and its operation managed by the Trustees.

"The Company operates a gratuity scheme for its permanent employees; provision for gratuity is made annually against the following:

Gratuity (1 Gratuity = 1 basic for each year of service)

Management Employee: Service 1-4 Years -1 gratuity, Service 5 & above Years -1.5 gratuity and Service 10 Years & above -2 gratuity (In case of retirement, death or permanent disability)

Graded Employee: Service 1 to 4 Years -1 gratuity, 5 to 8 Years - 1.5 gratuity, 9 Years and above -2 gratuity

Ex-gratia:

Ex-gratia for graded employee: (1Ex-gratia=Basic+House Rent+Medical allowance per month) 10 Years of service = 3.15 Ex-gratia , 11 Years of service = 2.85 Ex-gratia , 12 Years of service = 2.60 Exgratia, 13 Years of service = 2.30 Ex-gratia , 14 Years of service = 2.00 Ex-gratia , 15 Years of service = 1.70 Ex-gratia, 16 Years of service = 1.45 Ex-gratia, 17 Years of service = 1.15 Ex-gratia, 18 Years of service = 0.85 Ex-gratia, 19 Years of service = 0.55 Ex-gratia, 20 Years of service = 0.30 Ex-gratia and 21 Years of service & above = No Ex-gratia."

3.7.4 Workers' Profit Participation Fund & Welfare Fund

SMC Enterprise Limited makes provision @ 5% of its net profit before tax as a contribution to workers' profit participation fund before tax and charging such expense in accordance with The Bangladesh Labour Act 2006 (As amended in 2013).

3.7.5 Staff Welfare Assistance

Staff Welfare Assistance (SWA) is paid each year and the amount is determined as per approved policy of the Board. Applicable tax burden of employees for this benefit is borne by the Company to ensure parity for all employees of SMC and SMC EL.

3.8 Taxation

Income tax expense comprises of current and deferred tax. Income tax expense is recognised in the statement of profit or loss and other comprehensive income except to the extent that it relates to item recognised directly in equity.

3.8.1 Current income tax

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantially enacted at the reporting date. The applicable tax rate for the Company is 27.50%. Provision for current tax expenses has been made on the basis of the Income Tax Act 2023.



3.8.2 Deferred tax

Deferred tax is calculated using the carrying amount and tax base of assets and liabilities. Deferred tax arises due to temporary difference deductible or taxable for the events or transactions recognised in the statement of profit or loss and other comprehensive income. A temporary difference is the difference between the tax base of an asset or liability and its carrying amount/reported amount in the statement of financial position. Deferred tax asset or liability is the amount of income tax recoverable or payable in future periods recognised in current year. The deferred tax asset/income or liability/expense does not create a legal recoverability/liability to and from the income tax authority.

SMCEL a majority/wholly - owned subsidiary has recognised deferred tax liability in accordance with the provision of IAS 12 (Income tax) based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

3.9 Provisions

Provisions are recognised in the statement of financial position when the Company has a legal and constructive obligation as a result of past events and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate thereof can be made.

3.10 Finance income and finance costs

Finance income comprises interest income on funds invested. Interest income is recognised as it accrues in profit or loss, using the effective interest method. Finance costs comprise interest expense on borrowings. Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset are recognised in profit or loss using the effective interest method.

3.11 Leases (as lessee)

Leases of assets in which the Group assumes substantially the risks and rewards of ownership are classified as finance leases. Finance leases are capitalised at the inception of the lease at the lower of the fair value of the leased property and the present value of the minimum lease payments. Each lease payment is allocated between the liability and finance charges so as to achieve a constant rate on the finance balance outstanding. The corresponding rental obligations, net of finance charges, are included as liabilities. The interest element of the finance cost is taken to the Statement of Profit or Loss and Other Comprehensive Income over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

3.12 Events after the reporting period

Events after the reporting period that provide additional information about the Company's position at the date of statement of financial position or those that indicate the going concern assumption is not appropriate are reflected in the financial statements. Events after the reporting period that are not adjusting event are disclosed in the notes when material.

3.13 Comparatives and rearrangement

"Comparative information has been disclosed for all numerical information in the financial statements and also the narrative and descriptive information when it is relevant for understanding of the current financial statements. To facilitate comparison, certain relevant balances pertaining to the previous year has been rearranged or reclassified whenever considered necessary to conform current year's presentation."

3.14 Compliance of International Accounting Standards (IASs) and International Financial Reporting Standards (IFRSs)

While preparing the financial statements, SMC applied most of the International Accounting Standards (IASs) and International Financial Reporting Standards (IFRSs) as adopted by the Institute of Chartered Accountants of Bangladesh (ICAB) as applicable to the SMC:

No. of IAS	Name of IAS	Remarks
1	Presentation of Financial Statements	Complied
2	Inventories	Complied
7	Statements of Cash Flows	Complied
8	Accounting Policies, Changes in Accounting Estimates	Complied
10	Events after the Reporting Period	Complied
12	Income Taxes	Complied
16	Property, Plant & Equipment	*
19	Employee Benefits	Complied
20	Government Grants	Complied
21	The Effects of Changes in Foreign Exchanges Rates	Complied
24	Related Party Disclosures	Complied
32	Financial Instruments: Presentation	Complied
36	Impairment of Assets	Complied
37	Provisions, Contingent Liabilities & Contingent Assets	Complied
38	Intangible Assets	Complied
39	Financial Instruments: Recognition & Measurement	Complied
No. of IFRS	Name of IFRS	Remarks
7	Financial Instruments: Disclosures	Complied
10	Consolidated Financial Statements	Complied
12	Disclosures of interest in Other Entities	Complied
13	Fair value measurement	Complied
15	Revenue from Contracts with Customers	Complied
16	Leases	Complied

^{*}Relevant disclousers are made according to the regulation of donors.

3.15 Compliance of donor regulations over IAS/IFRS

In the following cases the Company practices accounting treatments which are mostly practiced by the not-for-profit organizations in Bangladesh over IFRSs/IASs:

Contents	IAS/IFRS	Practiced by Not-for-profit Organization
	Items of property, plant, and equipment should	Items of property, plant, and
and Equipment	be recognized as assets when it is probable that	equipment for programs
	the future economic benefits associated with the	are recognized as revenue
	asset will flow to the entity, and the cost of the	expenditures as explained in note-
	asset can be measured reliably.	3.3.5

3.16 General Information

- i. Account balances have been rearranged where necessary;
- ii. Classification of some assests has been rearranged during year but depreciation expense is not affected by this change.



		30.06.2024 Taka	30.06.2023 Taka
4.	Property, plant and equipment		
	Opening Balance	5,390,074,929	4,733,108,912
	Addition during the year	345,049,616	659,227,139
	Sales/Adjustments during the year	(15,237,581)	(2,644,457)
	Accumulated depreciation (note 4.1)	(2,018,928,390)	(1,795,217,142)
	<u>-</u>	3,700,958,573	3,594,474,452
4.1	Accumulated depreciation	4 = 2 = 4 + 2	
	Opening Balance	1,795,217,142	1,612,146,523
	Charged during the year	238,119,117	185,460,349
	Sales/Adjustments during the year	14,407,867 2,018,928,390	2,389,730 1,795,217,142
	Details are shown in Annexure- A.	2,010,320,330	1,753,217,142
12	Right-of-use assets		
	_	C7C CE 4 001	670.650.110
А	Opening balance	676,654,821	670,658,119
	Addition during the year	61,452,915	33,658,981
	Add street of Contley on	738,107,736	704,317,100
	Adjustments during the year	36,462,552	27,662,279
В	Accumulated depreciation	701,645,184	676,654,821
_	Opening balance	298,750,311	209,290,825
	Add: Charged during the year	142,258,405	125,922,043
	That. Only our daming the year	441,008,717	335,212,868
	Written down value (A-B)	260,636,468	341,441,953
4.3	Intangible assets		<u> </u>
	Opening balance	26,929,840	17,238,139
	Addition during the year	16,976,441	9,691,701
	Adjusted during the year	-	-
		43,906,281	26,929,840
В	Accumulated depreciation		
	Opening balance	12,001,758	9,335,031
	Charged during the year	4,125,464	2,666,727
		16,127,221	12,001,758
_	Written down value (A-B)	27,779,060	14,928,082
5	Capital work-in-progress	FF 440 400	1
	Land Develpoment	55,410,402	-
	Software Development	26,581,375	
	Construction work at Rangpur	1,680,755	1 10 1 00 1
	Cumilla Area Office	2,338,941	1,184,804
	Construction work at Khulna	52,720,411	2,928,088
	Construction work at Bhaluka for ORS factory	24.770.076	6,977,998
	Property, plant and equipment (Other than construction works) FMCG Production facilities at Bhabanipur	24,738,976	101,189,630
	FMCG Production facilities at Briabanipur	1,802,017,330 1,965,488,190	317,097,078 429,377,597
	The movement of this amount is as under:	2,2 03, 100,230	5,5,7,057
	Opening balance	429,377,597	295,952,934
	Addition during the year	1,575,052,745	512,353,140
	<u>, </u>	2,004,430,342	808,306,074
	Transfer to property, plant and equipment during the year	38,942,152	378,928,477
		1,965,488,190	429,377,597

Details of the above are as follows: Details of the above are as follows: Comerator Fuel			30.06.2024	30.06.2023
a. SMCEL: 1,227,569,923 999,502,208 POP materials 225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,935,939 370,225,925,935,937 2,290,805,675 5,267,575 4,297,080 8,263,823 1,502,3345,575 4,297,080 8,263,823 1,502,3345,575 4,297,080 8,263,823 1,502,3345,575 4,297,080 8,263,823 1,502,3345,575 4,299,080,695 2,058,844 1,502,3345,575 5,058,675 <th></th> <th>Inventorio</th> <th>Taka</th> <th>Taka</th>		Inventorio	Taka	Taka
a. SMCEL: Generator Fuel Generator Fuel POP materials POP pop parts POP	6.			
Generator Fuel	_			
POP materials	a.		1 227 560 027	000 502 200
Work in Progress 19,330,405 126,022,679 85,263,823 Spares parts 125,022,679 85,263,823 24,297,080 Raw Materials 4,996,6885 20,588,446 5,367,579 4,297,080 Finished Goods 1,767,773,663 1,502,384,575 2,999,865,767 b. Donor products (USAID): 104,400 98,017 1,440 98,017 Flatr (Implant) 57,000 328,880 53,375,996,873 2,299,865,767 c. Donor product (FullCare) (GAIN/CIFF): 35,603,459 23,569,745 c. Donor product (FullCare) (GAIN/CIFF): 18,005,558 12,306,922 d. Spare Parts 540,841 2,356,924 d. Spare Parts 540,841 7,386,519 f. SMC Products: 50MA-JECT 37,780,433 - SOMA-JECT 37,780,433 - Pregnency Test Kit 9,892 1,66,19 SDK 1,035,892 1,66,619 SDK 1,035,892 1,66,619 SDK 1,035,892 1,66,619 SDK 1,035,892 1,				
Spares parts				
Packaging Materials 5,367,579 4,297,080 Raw Materials 4,996,685 20,588,446 Finished Goods 1,767,773,663 1,502,384,575 b. Donor products (USAID): Telas (IUD) 104,400 98,017 I-Plant (Implant) 57,000 328,880 528,880 Sayanapress 458,550 72,350 SOMA-JECT 35,603,459 23,569,745 c. Donor product (FullCare) (GAIN/CIFF): 18,005,558 12,306,922 d. Spare Parts 540,841 - e. SMC Pharmacy products (SMC Clinic & Niltara Clinic) 8,184,352 7,386,519 f. SMC products: 37,780,433 - SOMA-JECT 37,780,433 - Pregnency Test Kit 2,989 8,086 Easy Clean (Paper Soap) 982,015 136,619 SDK 1,035,892 1,607,696 Quick Test 4,479,981 2,454,286 SMC Zinc 5,362,083 3,787,652 MoniMix Plus 3,339,903 5,152,730 Forbon Tablet 4,965,936		_		
Raw Materials Finished Goods Finished Finished Goods Finished Finished Finished Goods Finished Finished Fin		·		
Finished Goods		3 3		1
b. Donor products (USAID): Relax (IUD) 1-Plant (Implant) 5-7,000 328,880 5ayanapress 5-7,000 5-7,000 328,880 5ayanapress 5-7,000 5-7,				· · · ·
b. Donor products (USAID): Relax (IUD) 104,400 98,017 Relax (IUD) 104,400 98,017 I-Plant (Implant) 57,000 328,880 Sayanapress 458,650 712,350 SOMA-JECT 35,602459 24,708,992 c. Donor product (FullCare) (GAIN/CIFF): 18,005,558 12,306,922 d. Spare Parts 540,841 − e. SMC Pharmacy products (SMC Clinic & Niltara Clinic) 8,184,352 7,386,519 f. SMC products: 37,780,433 − SOMA-JECT 37,780,433 − Pregnency Test kit 2,989 8,086 Easy Clean (Paper Soap) 982,015 136,619 SDK 1,035,892 1,607,696 Quick Test 447,981 2,454,286 SMC Zinc 5,362,083 3,787,632 MoniMix Plus 3,039,903 5,152,730 Forbon Tablet 4,965,936 Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 Receivable 3,52		Finished Goods		
Relax (i UD)		- (1.2.2)	3,375,996,873	2,999,865,767
F-Plant (Implant)	b.	·		
Sayanapress Sayanapress Sayanapress Sayanapress Sayanapress Sayanapress Sayanapress Sayanayaba Sayanayaba Sayaba Sa				
SOMA-JECT C. Donor product (FullCare) (GAIN/CIFF): d. Spare Parts E. SMC Pharmacy products (SMC Clinic & Niltara Clinic) f. SMC products: SOMA-JECT Pregnency Test Kit Easy Clean (Paper Soap) SDK Quick Test MoniMix Plus Forbon Tablet Vermicid MoniMix Vermicid MoniMix Vermicid MoniMix Vermicid MoniMix Receivable (Consumer sales) Receivable (Form sanes) Receivable from Donor (Overhead-MMS) Receivable from Donor (Overhead-MMS) Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable from Banks (MISHD) Receivables from Lone (MISHD) Receivables from Lone (MISHD) Receivables from PDC & IBPC (Mish) Receivables from PDC & IBPC (Mish) Receivables from PDC & IBPC (Mish) Receivables from Banks (MISHD) Receivables from PDC & IBPC (Principal Amount) Receivable from PDC & IBPC (Principal Am				
c. Donor product (FullCare) (GAIN/CIFF): 18,005,558 12,306,922 d. Spare Parts 540,841				
c. Donor product (FullCare) (GAIN/CIFF): 18,005,558 12,306,922 d. Spare Parts 540,841 - e. SMC Pharmacy products (SMC Clinic & Niltara Clinic) 8,184,352 7,386,519 f. SMC products: 37,780,433 - Pregnency Test Kit 2,989 8,086 Easy Clean (Paper Soap) 982,015 136,619 SDK 1,035,892 1,607,696 Quick Test 447,981 2,454,286 SMC Zinc 5,362,083 3,787,632 MoniMix Plus 3,039,903 5,152,730 Forbon Tablet 4,965,936 4,965,936 Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 MoniMix 20,737,525 18,700,550 Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 7. Receivables 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 Receivable for Insurance claim 932,315		SOMA-JECT		
d. Spare Parts 540,841 - e. SMC Pharmacy products (SMC Clinic & Niltara Clinic) 8,184,352 7,386,519 f. SMC products: 37,780,433 - SOMA-JECT 37,780,433 - Pregnency Test Kit 2,989 8,086 Easy Clean (Paper Soap) 982,015 136,619 SDK 1,035,892 1,607,696 Quick Test 447,981 2,454,286 SMC Zinc 5,362,083 3,787,632 MoniMix Plus 3,039,903 5,152,730 Forbon Tablet 4,965,936 49,655,936 Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 43,560,129 3,522,460,582 3,088,128,329 7. Receivables 35,522,460,582 3,088,128,329 Other receivables (note 7.1) 181,483,372 154,830,259 83,822,589 Receivable (Pharma Sales) 55,128,795 33,822,589 35,212,879 33,822,589 Receivable (Pharma Sales) 349,372,005 269,857,725 271 481,673<				
e. SMC Pharmacy products (SMC Clinic & Niltara Clinic) f. SMC products: SOMA-JECT Pregnency Test Kit Easy Clean (Paper Soap) SDK Quick Test A447,981 A47,981 A48,302 A57,308 A51,203		·		12,306,922
SMC products: SOMA-JECT 37,780,433				-
SOMA-JECT Regenency Test Kit 2,989 8,086 Easy Clean (Paper Soap) 982,015 136,619 SDK 1,035,892 1,607,696 Quick Test 447,981 2,454,286 SMC Zinc 5,362,083 3,787,632 MoniMix Plus 6,950 MoniMix Plus 6,950 MoniMix Plus 6,950 MoniMix 20,737,525 18,700,550 MoniMix 20,737,525 MoniMix 20,737,525 MoniMix 20,737,525 MoniMix 20,737,525 MoniMix 20,725,725 MoniMix 2			8,184,352	7,386,519
Pregnency Test Kit	f.	·		
Easy Clean (Paper Soap) 982.015 136.619 SDK 1,035.892 1,607.696 Quick Test 447.981 2,454.286 SMC Zinc 5,362.083 3,787.632 MoniMix Plus 5,362.083 3,787.632 MoniMix Plus 4,965.936 Vermicid 4,965.936 Vermicid 4,965.936 MoniMix 20,737.525 18,700.550 MoniMix 20,755,750 MoniMix				-
SDK				
Quick Test 447,981 2,454,286 SMC Zinc 5,362,083 3,787,632 MoniMix Plus 3,039,903 5,152,730 Forbon Tablet 4,965,936 Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 Receivables 3,522,460,582 3,088,128,329 7. Receivables 0 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 Receivable (Pharma Sales) 349,372,005 269,857,725 7.1. Other Receivables 349,372,005 269,857,725 7.1. Other Receivable for Insurance claim - 481,678 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,2914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725				
SMC Zinc 5,362,083 3,787,632 MoniMix Plus 3,039,903 5,152,730 Forbon Tablet 4,965,936 12,012,530 Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 83,507,550 43,860,129 Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 7. Receivables Other receivables (note 7.1) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 Receivable (Pharma Sales) 349,372,005 269,857,725 7.1. Other Receivables Receivable for Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,725,758 638,900 Interest income from Banks and NBFI's		SDK		
MoniMix Plus 3,039,903 5,152,730 Forbon Tablet 4,965,936 Vermicid 4,965,936 Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 Roceivables 3,522,460,582 3,088,128,329 Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 Total (a+b+c+d+e+f) 181,483,372 154,830,259 Receivables (note 7.1) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 Receivable for Insurance claim 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) 3,165,659 BRAC Bank -credit card settlement 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receivable from IPDC & IIDFC (Principal Amount) - 8,973,137 Receiv		Quick Test		
Forbon Tablet Vermicid 9,152,792 12,012,530 MoniMix 20,737,525 18,700,550 83,507,550 43,860,129 Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 Total (a+b+c+d+e+f) 181,483,772 3,088,128,329 Total (a+b+c+d+e+f) 181,483,772 154,830,259 Receivables (note 7.1) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 349,372,005 269,857,725 T.1. Other Receivables Others 932,315 297,988 Management fees from ACTB project 920,795 443,474 Receivable from bonor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 15,000,000 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137 1,254 1,254 1,254 1,255 1,254		SMC Zinc	5,362,083	3,787,632
Vermicid MoniMix 9,152,792 20,737,525 12,012,530 18,700,550 Total (a+b+c+d+e+f) 3,597,550 43,860,129 7. Receivables 3,522,460,582 3,088,128,329 7. Receivable (Consumer sales) Receivable (Consumer sales) Receivable (Pharma Sales) 181,483,372 55,128,795 154,830,259 33,822,589 7.1. Other Receivables 349,372,005 269,857,725 7.1. Other Receivable from tenants (Utilities) & Others 932,315 297,983 Management fees from ACTB project 932,315 297,984 Receivable from Donor (Overhead-MMS) 932,315 297,984 BRAC Bank -credit card settlement 920,795 483,474 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) 8,973,137		MoniMix Plus	3,039,903	5,152,730
MoniMix 20,737,525 18,700,550 Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 7. Receivables 3,522,460,582 3,088,128,329 7. Receivables (Consumer sales) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 Receivable for Insurance claim − 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) − 3,165,659 BRAC Bank -credit card settlement − 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) – 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) – 8,973,137		Forbon Tablet	4,965,936	
Total (a+b+c+d+e+f) 83,507,550 43,860,129 7. Receivables 3,522,460,582 3,088,128,329 7. Receivables 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 8 Receivable (Pharma Sales) 349,372,005 269,857,725 7.1. Other Receivables 2 Receivable for Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - <		Vermicid	9,152,792	12,012,530
Total (a+b+c+d+e+f) 3,522,460,582 3,088,128,329 7. Receivables Uther receivables (note 7.1) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 7.1. Other Receivables 349,372,005 269,857,725 Receivable from Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank - credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		MoniMix	20,737,525	18,700,550
7. Receivables Other receivables (note 7.1) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 7.1. Other Receivables 349,372,005 269,857,725 Receivable for Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137			83,507,550	43,860,129
Other receivables (note 7.1) 181,483,372 154,830,259 Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 349,372,005 269,857,725 7.1. Other Receivables Receivable for Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		Total (a+b+c+d+e+f)	3,522,460,582	3,088,128,329
Receivable (Consumer sales) 55,128,795 33,822,589 Receivable (Pharma Sales) 112,759,837 81,204,878 349,372,005 269,857,725 7.1. Other Receivables Receivable for Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137	7.	Receivables		
Receivable (Pharma Sales) 81,204,878 349,372,005 81,204,878 349,372,005 269,857,725 7.1. Other Receivables Receivable for Insurance claim - 481,673 Receivable from tenants (Utilities) & Others 932,315 297,988 Management fees from ACTB project 920,795 483,474 Receivable from Donor (Overhead-MMS) - 3,165,659 BRAC Bank -credit card settlement - 2,914,708 Receivable from SMC EL (Sales, Medical check-up) 2,725,758 638,900 Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		Other receivables (note 7.1)	181,483,372	154,830,259
7.1. Other Receivables Receivable for Insurance claim Receivable from tenants (Utilities) & Others Management fees from ACTB project Receivable from Donor (Overhead-MMS) BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount)		Receivable (Consumer sales)	55,128,795	33,822,589
Receivable for Insurance claim Receivable from tenants (Utilities) & Others Management fees from ACTB project Receivable from Donor (Overhead-MMS) BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable from ACME Agrovet & Beverage Ltd Receivables from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 7 481,673 481,673 481,673 481,673 5932,315 5920,795 6920,795 6932,315 6932,795		Receivable (Pharma Sales)	112,759,837	81,204,878
Receivable for Insurance claim Receivable from tenants (Utilities) & Others Management fees from ACTB project Receivable from Donor (Overhead-MMS) BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 481,673 297,988 483,474 297,988 298,989 298,999 298			349,372,005	269,857,725
Receivable from tenants (Utilities) & Others Management fees from ACTB project Receivable from Donor (Overhead-MMS) BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 297,988 932,315 297,988 920,795 483,474 2,914,708 2,725,758 638,900 73,217,254 66,127,922 36,249,775 1,881,034	7.1.	Other Receivables		
Management fees from ACTB project Receivable from Donor (Overhead-MMS) BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 483,474 648,474 648,475 658,900 73,217,254 666,127,922 366,226,656 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 73,217,254 74,205 75,207 76,207		Receivable for Insurance claim	-	481,673
Receivable from Donor (Overhead-MMS) BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 3,165,659 2,725,758 97,745,930 13,030,652 26,526,656 66,127,922 36,249,775 1,881,034		Receivable from tenants (Utilities) & Others	932,315	297,988
BRAC Bank -credit card settlement Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 2,914,708 2,725,758 638,900 73,217,254 26,526,656 66,127,922 36,249,775 1,881,034		Management fees from ACTB project	920,795	483,474
Receivable from SMC EL (Sales, Medical check-up) Interest income from Banks and NBFI's Receivable for Material Loan Receivable from ACME Agrovet & Beverage Ltd Interest Income from Banks (MISHD) Receivables from IPDC & IIDFC (Principal Amount) 2,725,758 97,745,930 13,030,652 26,526,656 66,127,922 36,249,775 1,881,034		Receivable from Donor (Overhead-MMS)	-	3,165,659
Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		BRAC Bank -credit card settlement	-	2,914,708
Interest income from Banks and NBFI's 97,745,930 73,217,254 Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		Receivable from SMC EL (Sales, Medical check-up)	2,725,758	638,900
Receivable for Material Loan 13,030,652 26,526,656 Receivable from ACME Agrovet & Beverage Ltd 66,127,922 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		Interest income from Banks and NBFI's	97,745,930	73,217,254
Receivable from ACME Agrovet & Beverage Ltd 66,127,922 36,249,775 Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		Receivable for Material Loan		
Interest Income from Banks (MISHD) - 1,881,034 Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137		Receivable from ACME Agrovet & Beverage Ltd		
Receivables from IPDC & IIDFC (Principal Amount) - 8,973,137			_	
			_	
101.405.572 154.050.259		2 2 M2 1 2 M 1 M 1 M 1 M 1 M 1 M 1 M 1 M	181,483,372	154,830,259



		30.06.2024 Taka	30.06.2023 Taka
8. a.	Advances, Deposits and Prepayments Advance		
u.	Input VAT / Tax	12,326,503	_
	Advanced Sales VAT	51,709,970	_
	Advanced against office Rent	288,500	-
	Marks Automation Ltd.	_	1,665
	DHL Worldwide Express Ltd.	-	3,173
	HRC Lighting Limited	-	5,913
	Advance to suppliers	352,887,117	18,500
	Abdul Monem Sugar Refinery Limited	-	155,184
	EASB (Endometriosis & Adenomyosis Society)	-	775,000
	Margin against Bank Guarantee	-	1,160,000
	Abu Shahed Emon	-	1,500,000
	Pragati life Insurance Ltd.	-	1,766,503
	Current Account with ORS factory	-	1,977,685
	Advance Against Salary	19,647,969	2,619,408
	Dhaka Takies	-	2,922,917
	Pragati Insurance Ltd	200,000	10,640,845
	Advance to Area offices/Employees	21,578,694	26,279,358
	City Sugar Industries Ltd.	-	38,400,000
	Advance to NGO Partners	32,703,074	38,830,080
	Meghna Sugar Refinery Ltd.	-	42,291,339
	Employees' vehicle loan (note 8.1)	67,514,695	66,440,420
	VAT on Stock	206,947,470	101,471,151
	Advance against expenses	3,218,435	133,770,075
	Advance against import	812,096,734	480,793,076
	Advance income tax (note 8.2)	1,122,491,309	1,067,829,902
		2,703,610,470	2,019,652,194
b.	Security Deposits		
	Deposits against / with:		
	Bangladesh Telecommunications Company Limited	284,290	284,290
	Alpine Fresh Water	70.000	19,500
	Performance Security to BRAC	30,000	30,000
	Dhaka Electric Supply Authority	482,000	482,000
	Titas Gas Transmission and Distribution Company Limited	539,780	539,780
	Ansar and VDP	744,016	744,016
	Power Development Board (PDB)	768,000	768,000
	Pragati Insurance Ltd.	2,160,000 2,476,960	1,000,000 2,476,960
	First Security Islami Bank Limited, for 550 KW power to 1600 KVA substation at Bhaluka, Mymensingh for electrolyte drink	2,476,960	2,470,900
	Palli Biddut Samitee	8,054,620	6,054,620
	Talli bidddi Sarriilee	15,539,666	12,399,166
c.	Prepayments	13,333,000	12,333,100
٥.	Insurance Premium	18,750,594	3,890,884
	Total (a+b+c)	2,737,900,730	2,035,942,244
0.4			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
8.1	Employees' vehicle loan The above loan was given by the Company to its staff to increase is receivable from graded and management level personnel a scheme through a fixed number of installments.		
	'The movement of this amount is as under:		
	Opening balance	66,440,420	49,828,548
	Loan given during the year	20,086,125	34,147,304
	Loan given daning the year	86,526,545	83,975,852
	Adjusted/Realised during the year	86,526,545 (19,011,850)	83,975,852 (17,535,432)

		30.06.2024 Taka	30.06.2023 Taka
8.2	Advance income tax		
	Opening balance	1,067,829,902	1,089,341,491
	Advance given during the year	577,119,173	553,871,385
		1,644,949,075	1,643,212,876
	Adjustment for the assesment year (FY: 20214-15, 2021-22,	(522,457,766)	(575,382,974)
	2022-23, 2023-24)	1,122,491,309	1,067,829,902
9.	Investment in fixed deposit	1,122,731,303	1,007,023,302
٥.	This represents fixed deposit with banks and NBFIs:		
	Bank	2,957,221,337	2,227,422,430
	Non Banking Financial Institution (NBFI)	247,607,689	635,947,439
		3,204,829,026	2,863,369,869
10.	Cash and bank balances		
	Cash in hands	5,162,914	4,915,867
	Cash at MFS	35,715,373	5,865,092
	Cash at banks	1,175,423,559	1,306,380,395
		1,216,301,846	1,317,161,354
11.	Capital fund		
	Opening balance	2,695,325,643	3,174,814,168
	Transferred from statement of income and expenditure (excluding dividend)	(322,862,179)	(398,415,121)
	Adjustment of AIT for FY 2014-15 (Tax Settlement)	(15,053,300)	-
	Adjustment for FY 2014-15 (Tax Settlement)	16,707,160	-
	Adjustment of Corporate Tax for FY19-20 & FY20-21	-	(62,902,052)
	Adjustment of additional VAT from FY2016-FY2021	-	(18,171,352)
		2,374,117,324	2,695,325,643
12.	Retained earnings		
	Opening balance	6,298,206,617	5,185,732,502
	Adjustment for final demand of tax for AY 2019-20 & AY2021- 22 (SMC EL)	-	(4,273,920)
	Adjustment for final demand of tax for AY 2022-23	(49,186,867)	-
	Profit for the year of SMC Enterprise Limited	986,876,757	1,116,748,035
		7,235,896,507	6,298,206,617
13.	Retirement benefit obligation-gratuity	100 5 47 206	20.027.200
	Opening balance	100,543,286	28,923,208
	Provision made during the year	173,616,206 274,159,492	100,543,286
	Transferred to fund during the year	100,543,286	129,466,494
	Transferred to fund during the year	173,616,206	28,923,208 100,543,286
14.	Deferred income	17 070107200	200/0 10/200
	Donated Goods, unearned sales revenue and interest on FDR	328,093,584	151,843,201
	Deferred income represents the closing stock of inventories asles revenue and interest on FDR.	of development partners	products, unearned
15.	Provision for income tax		
	Opening balance	1,123,818,235	1,088,404,338
	Add: Provision made during the year	624,887,276	629,206,154
	Add: Adjustment for tax provision for the AY 2022-23	10,292,840	-
	Less: Adjustment for the assessment year 2022-23	519,135,180	593,792,258
		1,239,863,170	1,123,818,234



		30.06.2024 Taka	30.06.2023 Taka
16.	Accounts and other payables		
	Payables to suppliers & others	579,003,964	742,672,971
	Payables to SMC area offices for expense reimbursement	10,085,104	1,054,876
	Payables to SMC (partner's) NGO's for reimbursement	9,878,661	17,399,739
	Advance received from donor's	296,856,296	165,011,795
	Security deposits from suppliers and contractors	11,301,349	13,469,863
	Advance received from tenants (SMC Tower)	21,692,470	27,073,151
	Payable for car maintenance	-	680,666
	Advance collection from customers	9,048,833	8,115,860
	Payable for gratuity loan	-	1,016,973
	Shromik O Kormochary League	29,500	27,600
	Withholding tax and VAT	4,438,783	820,473
	Liabilities for expenses	402,346,311	207,118,310
	Advance collection from customers	1,267,919	247,366
	Provision for Incentive & SWA	110,560,967	111,344,552
	Payable to PF, GF & WPPF	6,482,899	36,558,977
	-	0,462,699	921,850
	Input VAT	160 100 605	921,850
	GR/IR Clearing Account	460,198,605	-
	Payable for Maternal Loan	180,278	
	Sales VAT payable	-	87,063,700
	Payroll tax payable	2,984,880 1,926,356,820	2,464,458 1,423,063,179
	Opening Balance Addition during the year	81,220,840 77,418,187 158,639,026	86,535,672 81,220,840 167,756,512
	Paid during the year	(81,220,840)	(86,535,672)
		77,418,187	81,220,840
18.	Security deposits		
	ACME ELECTRONICS LIMITED	371,108	371,108
	ACMEC Consortium Ltd.	108,000	108,000
	Adcomm Ltd.	9,978	9,978
	Adway Publicity	288,916	288,916
	Airy International	-	964,588
	Asiatic Marketing Communication Ltd	165,051	165,051
	Azad Art Hall	163,363	163,363
	Aziz & Company Ltd.	209,229	96,330
	Base Technologies Ltd.	813,165	813,165
	BD TECHNO RIZE LTD	_	462,857
	Bitopi Advertising Ltd.	246,121	246,121
	Build Asia	-	728,855
	Confidence Trade Limited	1,333,142	690,744
	Electro Mart Ltd.	1,000,112	233,976
	Energeex Engineering Ltd	328,574	298,544
	Godhury Marketing Communication	595,108	595,108
			יאוו אווי

	30.06.2024 Taka	30.06.2023
Gray Advt.(BD) Ltd.	Така	Taka 37,791
GREY	69,224	31,433
	999,277	999,277
Hamlet Engineering Horizon Techno Ltd.	78,900	78,900
Icel Private Limited	446,745	1,354,793
lse Ltd.	64,780	64,780
Magnum Eng. & Const. Ltd	935,936	1,186,448
Magnath Eng. 6 Const. Eta Marn Steel Structure Ltd.	111,102	250,685
Mayer Dawua Thai Alominium Fabricator	37,501	37,50
Neptune Advertisers	111,790	111,790
Nodi Enterprize	94,500	94,500
Noor Ad.	72,000	72,000
Nutech Construction Chemical Ltd	41,678	41,678
Ogilvy & Mather Communication Pvt. Ltd Ooh Leader & Printers	1,444	1,444
	362,250	362,250
Paragon Ceramic Industries Ltd	1 010 000	167,290
Peb Steel Alliance Ltd	1,819,890	560,319
Power Property Care Service	8,375	8,37
Rancon Industrial Solutions Limited	709,415	709,41
Shamsuddin Mia & Associates Ltd.	1,154,238	670007
Spectra Engineers Limited	12,855,952	6,792,238
Tarique Hasan & Associates Limited	444,484	246,734
Three Star Engineering Works	310,839	237,500
Uranus Communication	183,000	183,000
Super Star Renewable Energy Ltd.	1,189,014	
Modern Erection Ltd.	64,021	
Abdullah And Sons	26,620	
Diana Enterprise	400,100	
Cross World Power Ltd.	596,648	
Riverin Power & Generation Ltd.	367,000	
Shahed Enterprise	24,793	
Bangladesh Techno Rise Ltd.	524,768	
Adex Corporation Ltd.	2,060,849	
	30,798,885	19,866,850
Lease liabilities:		
Lease liabilities (IFRS 16):		
Current portion	108,689,240	120,292,83
Non Current portion	179,627,188	236,234,16
	288,316,428	356,526,996
Short Term Loan		
Liabilities for UPAS LCs	3,132,751,440	1,663,653,476
Pubali Bank PLC (O/D)	152,129,977	1,000,000,470
I dodin Dalik I EC (O/D)	3,284,881,418	1,663,653,476
	3,204,001,418	1,000,000,470



		2023-2024	2022-2023
		Taka	Taka
21.	Revenue	47.070.055.445	15 700 500 77.1
	Sales revenue	17,938,266,445	16,309,520,774
	Value Added Tax	(1,852,724,752)	(1,658,585,310)
	Sales return	(12,410,267)	(1,694,792)
	Discount on sales	(91,953,560)	(198,718,528)
22.	Cost of goods sold	15,981,177,867	14,450,522,145
22.	Cost of goods sold Opening stock	1,564,528,345	1,054,113,978
	Production cost (note 22.1)	10,825,452,580	9,966,203,748
	Purchase during the year	284,461,704	121,802,607
	Closing stock	1,870,859,646	1,564,528,345
	Closing stock	10,803,582,983	9,577,591,988
22 1	Production cost	10,003,302,303	3,377,331,300
	Consumption of raw materials	4,764,409,014	3,751,655,911
	Consumption of packing materials	2,028,253,454	1,788,260,106
	Factory Overhead	1,559,611,838	1,183,570,410
	Purchase of commodities	2,396,019,240	3,215,730,094
	Allowance for inventory write off	61,567,273	18,283,640
	Opening work in process	20,588,446	29,292,032
	Less: Closing work in process	4,996,685	20,588,446
		10,825,452,580	9,966,203,748
23.	Administrative expenses		.,,
	Salaries and benefits	1,242,810,716	1,094,432,670
	Human Resource Supplier & Management	-	1,070,862
	CSR Expenses	153,333	-
	Rent	96,675,948	73,786,513
	Electricity Bill	6,639,134	6,700,599
	GAS Bill	564,493	495,540
	Water Bill	402,738	241,296
	Internet Service	3,968,708	1,146,347
	Credit Rating Services	107,500	107,500
	Telephone Bill	13,955,912	17,155,231
	Bank & NBFI Service	7,445,432	6,096,569
	Office Supply	52,359,528	144,303,088
	Repairing & Servicing	3,434,905	5,273,772
	Legal and professional expenses	5,197,506	4,303,018
	Product Registration Fees	4 705 547	149,614
	Courier and Express Mail Service	1,325,513	1,213,390
	Govt. Taxes & License fees	9,190,370	23,670,570
	Security service	20,973,118	20,376,439
	Tear note exchange expenses	98,900	139,228
	Board Meeting Fees Recruitment Expenses	4,546,584 1,235,800	6,153,285 2,770,186
	Bad Debt Expenses	383,039	357,005
	Software & Hardware Support Services	24,946,822	11,824,666
	Entertainment	16,726,694	13,320,700
	Meeting & conference exp.	22,545,773	14,691,262
	Insurance Expenses (General)	14,557,415	12,402,582
	Life Insurance	1,934,453	2,755,731
	Audit fees	656,250	707,250
	Staff/Workers free Breakfast, Lunch & Dinner	8,690,191	6,643,698
	Sample Expenses	45,150	37,096
	Medical Expenses	29,420,001	14,178,328
	House Cleaning and Maintenance	2,842,957	2,810,656
	Uniform & Liveries	1,205,531	1,156,746
	BRTA Expenses (Tax, Fitness etc)	341,103	692,723
	np and a a (10/1/1 10/1000 a co)	0 11,100	552,725

		2023-2024	2022-2023
	Delating Functions	Taka	Taka
	Printing Expenses Fuel from Petrol Pump	158,006	272,043 66,198,648
		74,048,016	ı
	Subscription on Trade & Professional Bodies (registered) Automobile Garage & Workshops	1,484,389 11,938,536	109,358 10,973,806
	Consulting & Supervisory Fees	2,903,605	13,045,215
	Interest Expenses (Lease-ROU assets)	20,930,790	25,946,625
	Depreciation	107,630,132	100,955,940
	Travel and transportation	24,410,958	13,492,306
	General operating expenses	94,712,752	67,858,335
	Municipal tax	10,317,932	9,572,695
	Advertisement	13,964,339	1,834,165
	Research and development	4,952,273	5,454,014
	Staff development expenses	2,454,501	3,307,603
•		1,965,287,744	1,810,184,910
24.	Selling & marketing expenses	224244252	740 00 4 054
	Advertisement Expenses	224,044,959	318,804,951
	Promotional Expenses	218,899,882	92,497,247
	Training Expenses	3,804,899	5,776,821
	RMP/TBA/Seminar/GDS		1,291,458
	Research & Development	9,830,943	4,836,527
	Incentive	81,148,530	52,075,907
	Local Traveling & Conveyance	263,780,209	230,593,285
	Cartage & porter	134,536,305	109,856,693
	Transport Contractors	351,531,993	332,842,589
	SR/Deliveryman/part time workers salary & wages	272,862,301	209,070,849
	Fuel from Petrol Pump (Gas)	36,518,069	34,305,875
	Depreciation	99,680,104	78,144,463
		1,696,638,193	1,470,096,664
25.	Program expenditure		
	Salary & benefits	136,780,246	130,432,272
	Travel & transportation	24,935,678	27,655,296
	Packaging materials	2,904,846	8,033,403
	General operation expenses	59,047,779	103,739,575
	Advertisement & promotion	76,480,478	124,975,661
	Research & development	6,644,675	3,240,459
	Staff Development	18,334	16,270
	Medicine expenditure	50,724,146	44,329,186
	Depreciation	2,983,872	3,180,998
	Program expenditure	358,210,338	386,719,768
	Program expenditure -partners'	246,402,559	161,525,524
		965,132,951	993,848,412
26.	Grants income		
26.	Grants income USAID-MISHD	286,754,876	304,145,660
26.		286,754,876 270,533,322	304,145,660 168,597,145
26.	USAID-MISHD		
26.	USAID-MISHD GAIN/CIFF-MMS Project	270,533,322	168,597,145
26.27.	USAID-MISHD GAIN/CIFF-MMS Project	270,533,322 73,275,223	168,597,145 66,182,104
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB	270,533,322 73,275,223	168,597,145 66,182,104
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income	270,533,322 73,275,223	168,597,145 66,182,104
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income Break-up of the above is as follows:	270,533,322 73,275,223 630,563,421	168,597,145 66,182,104 538,924,909
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income Break-up of the above is as follows: a. Bank interest	270,533,322 73,275,223 630,563,421 203,222,315	168,597,145 66,182,104 538,924,909 192,865,494
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income Break-up of the above is as follows: a. Bank interest Interest received on FDRs	270,533,322 73,275,223 630,563,421 203,222,315 18,286,088	168,597,145 66,182,104 538,924,909 192,865,494 7,106,721
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income Break-up of the above is as follows: a. Bank interest Interest received on FDRs Interest received on STDs	270,533,322 73,275,223 630,563,421 203,222,315 18,286,088 221,508,403	168,597,145 66,182,104 538,924,909 192,865,494 7,106,721 199,972,215
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income Break-up of the above is as follows: a. Bank interest Interest received on FDRs Interest received on STDs b. Members' subscription	270,533,322 73,275,223 630,563,421 203,222,315 18,286,088 221,508,403 31,000	168,597,145 66,182,104 538,924,909 192,865,494 7,106,721 199,972,215 22,000
	USAID-MISHD GAIN/CIFF-MMS Project icddr'b - USAID ACTB Corporate Income Break-up of the above is as follows: a. Bank interest Interest received on FDRs Interest received on STDs b. Members' subscription	270,533,322 73,275,223 630,563,421 203,222,315 18,286,088 221,508,403	168,597,145 66,182,104 538,924,909 192,865,494 7,106,721 199,972,215



	2023-2024	2022-2023
	Taka	Taka
Sale of scraps	12,670,259	11,065,433
Gain/(loss) on sale of fixed assets	2,444,444	523,791
Insurance claim	802,589	140,000
Income from service through -Consultant	6,110,346	4,939,775
Income from service through -Lab	24,447,003	17,919,147
Income from sale of medicine	56,324,264	47,331,189
Vehicle rental income from SMC staff	102,232	153,062
Management fee	19,770,572	13,658,088
Other income	1,884,013	-
	124,555,722	95,730,484
Grand-Total (a+b+c+d)	476,456,407	419,220,663

28 **Deferred Tax Liabilities**

Deferred tax liability has been recognized in accordance with the provision of IAS-12 based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

As at 30 June 2024	Carrying amount	Tax base	Taxable/ (Deductible) Temporary
Property, plant and equipment - (Excluding land)	2,168,351,001	1,935,476,607	Difference 232,874,394
Gratuity provision Taxable temporary difference Applicable Tax Rate	(137,026,955)	_	(137,026,955) 95,847,439 27.50%
Deferred tax liability		=	26,358,046
As at 30 June 2023	2.076.500.760	4 700 405 406 [240407.274
Property, plant and equipment - (Excluding land)	2,036,598,760	1,788,405,486	248,193,274
Gratuity provision	(100,543,286)		(100,543,286)
Taxable temporary difference			147,649,988
Applicable Tax Rate		_	27.50%
Deferred tax liability		=	40,603,747
		30.06.2024	30.06.2023
		Taka	Taka
Deferred (Income)/ Expense	Г	26.750.046	40.607.747
Closing balance of Deferred tax liability		26,358,046	40,603,747
Opening Balance of Deferred tax liability Deferred tax (income)/expense recogni	zed directly in profit	(40,603,747) (14,245,701)	(46,480,427) (5,876,680)
belefied tax (income)/expense recogni	zea ancesty in profit	(1-7,2-73,701)	(3,070,000)

29. Deferred tax assets/liabilities (SMC)

Deferred tax Assets/liability has been measured in accordance with the provision of Intrernational Accounting Standard-12 based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

		Carrying amount Taka	Tax base Taka	Taxable/ (de differe	eductible) nce
	As at 30 June 2024				
	Property, plant and equipment - (Excluding land)	538,609,184	509,662,816		28,946,369
	Gratuity provision	(36,589,251)	-		(36,589,251)
	Taxable temporary difference				(7,642,882)
	Applicable tax rate Deferred tax liability				27.50%
	Deferred tax liability			:	(2,101,793)
	Unabsorbed depreciation	-	525,900,000		525,900,000
	Deductible temporary difference			•	525,900,000
	Applicable tax rate				27.50%
	Deferred tax assets			:	144,622,500
	As at 30 June 2023				
	Property, plant and equipment -	559,583,119	542,390,291		17,192,828
	(Excluding land)				
	Permanent difference for Vehicle exceeding Tk 3,000,000	1,295,761	-		1,295,761
				l	18,488,589
	Gratuity provision	(32,826,257)			(32,826,257)
	Taxable temporary difference				(14,337,668)
	Applicable tax rate Deferred tax liability				30.00% (4,301,300)
	Deferred tax liability			:	(4,301,300)
	Unabsorbed depreciation	_	525,900,000		525,900,000
	Deductible temporary difference			•	525,900,000
	Applicable tax rate				30.00%
	Deferred tax assets			:	157,770,000
				30.06.2024	30.06.2023
29.1	Deferred tax (income)/ expense			Taka	Taka
	Closing balance of deformed to the life.			(2.101.707)	(4 701 700)
	Closing balance of deferred tax liability Opening Balance of deferred tax liability	/		(2,101,793) (405,245)	(4,301,300) (3,896,055)
	Deferred tax (income)/expense recogni		fit	(1,696,547)	(405,245)
		,			

Note: For assessment years (2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011, 2011-2012, 2016-2017, 2018-2019) "Income from Business and Profession U/S 28 & 29" were assessed as losses by tax authorities/ through return (U/S 82BB 0f ITO-1984). As per section 71 of Income Tax Act-2023 (ITO 1984 -U/S 42), unabsorbed depreciation due to business can be carried forward for succeeding years and can be charged against business income. SMC has unabsorbed depreciaton amounting BDT 52.59 crore which will be utilized for future business income (if any). Unabsorbed depreciation is a deductible temporary difference and will create a deferred tax assests amounting BDT 14.46 crore as deferred tax assets. Due to nature of the company opereations (Not for profit), there is an uncertainty of adjusting accumulated unabsorbed depreciation in near future, following the conservatism principle, management decided not to recognize deferred tax in finanical statements. Deferred tax has been assessed as per Income Tax Act 2023.

30. Event after reporting period

No material events had occurred after the reporting period, which could affect the values as stated in the financial statements



Details of Consolidated Property, Plant and Equipment

As at 30 June 2024

Annexure - A

(Amount in Taka)

									ا د	(Amount In Taka)
		Cost	st				Depreciation	iation		
Particulars	Balance at 01 July 2023	Addition during the year	Sales/ adjustment during the year	Balance at 30 June 2024	Rate %	Balance at 01 July 2023	Charged during the year	Sales/ adjustment during the year	Balance at 30 June 2024	Written down value as at 30 June 2024
Land	1,012,838,032	8,326,651	I	1,021,164,683		ı	1	1	1	1,021,164,683
Building	1,610,067,822	36,295,374	I	1,646,363,195	2.5 to 5.0	301,402,358	50,236,076	I	351,638,434	1,294,724,762
Furniture & Fixture	104,847,013	9,087,919	396,025	113,538,907	10	46,520,840	6,241,151	237,320	52,524,672	61,014,235
Health & Safety Equipment	85,207,980	5,075,092	ı	90,283,072	20	55,294,778	6,666,907	1	61,961,685	28,321,387
IT Equipment	119,423,805	16,921,479	1,959,081	134,386,203	20 8 33.33	58,988,397	22,488,364	1,734,743	79,742,018	54,644,185
Mechanical, Electrical Equipment	601,263,363	14,175,756	1,211,437	614,227,682	20	482,942,086	25,567,928	1,173,789	507,336,225	106,891,457
Office Equipment	57,128,010	4,164,460	211,257	61,081,213	20	29,708,582	5,932,550	142,423	35,498,709	25,582,504
Plant & Machinery	1,496,715,086	203,154,953	466,526	1,699,403,513	10	620,099,824	103,495,627	314,622	723,280,829	976,122,684
QC & PD Equipment- Factory	96,337,260	32,402,368	334,131	128,405,497	10	35,577,015	7,726,131	268,567	43,034,578	85,370,919
Renovation & Decoration	6,278,553	561,764	-	6,840,317	20	606,528	1,165,716	-	1,772,245	5,068,073
Treatment Plant & Reservoirs-Factory	9,015,270	105,000	_	9,120,270	15	4,956,991	624,018	_	5,581,009	3,539,261
Vehicles	190,952,734	14,778,800	10,659,124	195,072,410	20	159,119,742	7,974,648	10,536,402	156,557,987	38,514,423
Tangible Assets	5,390,074,929	345,049,616	15,237,581	5,719,886,963		1,795,217,141	238,119,117	14,407,867	2,018,928,390	3,700,958,573
Intangible assets (Software)	26,929,840	16,976,441	-	43,906,281	20	12,001,758	4,125,464	-	16,127,221	27,779,060
Right of use (ROU) assets	676,654,821	61,452,915	36,462,552	701,645,184		298,750,311	142,258,405	-	441,008,716	260,636,468
Total-(FY2023-2024)	6,093,659,590	423,478,972	51,700,133	6,465,438,428		2,105,969,208	384,502,986	14,407,867	2,476,064,327	3,989,374,101
FY2022-2023:										
Tangible Assets	4,733,108,912	659,227,139	2,644,457	5,389,691,594		1,612,146,523	185,460,349	2,389,730	1,795,217,142	3,594,474,452
Intangible assets (Software)	17,238,139	9,691,701	ı	26,929,840		9,335,029	2,666,727	1	12,001,756	14,928,083
Right of use (ROU) assets	670,658,119	33,658,981	27,662,279	676,654,821		209,290,825	125,922,043	1	335,212,868	341,441,953
Total-(FY2022-2023)	5,421,005,169	702,577,821	30,306,736	30,306,736 6,093,276,254		1,830,772,377	314,049,119	2,389,730	2,142,431,766	3,950,844,488

SOCIAL MARKETING COMPANY (SMC)

Independent Auditor's Report and Audited Financial Statements For the year ended 30 June 2024



BDBL. Bhaban (Lcvel-13 & 15) 12 Kawran Bazar Commercial Area Dhaka-1215. Bangladesh.

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INDEPENDENT AUDITOR'S REPORT

To the Members of Social Marketing Company

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Social Marketing Company (SMC) ("the Company") which comprise the statement of financial position as at 30 June 2024, the statement of income and expenditure, statement of changes in capital fund and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying financial statements give a true and fair view, in all material respects, of the financial position of the Company as at 30 June 2024, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs) and as explained in note 2.1.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Bangladesh, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

Management is responsible for the other information. The other information comprises all the information but does not include the financial statements and our auditor's report thereon. The other information is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

When we read the other information, there is a material misstatement therein, we are required to communicate the matter to those charged with governance.

Responsibilities of Management and Those Charged with Governance for the Financial Statements and Internal Controls

Management is responsible for the preparation of financial statements that give true and fair view in accordance with IFRSs, the Companies Act, 1994 and other applicable laws and regulations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. The Companies Act, 1994 requires the Management to ensure effective internal audit, internal control and risk management functions of the Company.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.



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Auditor's Responsibilities for the Audit of the **Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if. individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If

we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Report on other Legal and Regulatory Requirements

We report that the financial statements comply with the Companies Act, 1994 and other applicable laws and regulations. We, as required by law, further report that:

- we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit and made due verification thereof;
- b) in our opinion, proper books of account as required by law have been kept by the Company so far as it appeared from our examination of these books; and
- c) the statement of financial position and statement of income and expenditure of the Company dealt with by the report are in agreement with the books of account and returns.

Signed for & on behalf of

ACNABIN Chartered Accountants

Md. Moniruzzaman, FCA Partner ICAB Enrollment No. 787 DVC:2411140787AS137624

Dhaka Date: 07 Nov. 2024





Statement of Financial Position As at 30 June 2024

	Notes	30.06.2024 Taka	30.06.2023 Taka
Assets			
Non-current assets			
Property, plant and equipment	4	819,505,743	840,479,678
Intangible Assets	4.2	612,767	765,959
Finance lease receivable	5.1	325,890,488	331,847,988
Investment in subsidiary	6	389,999,800	389,999,800
Total non-current assets		1,536,008,799	1,563,093,426
Current assets			
Finance lease receivable	5.2	5,957,500	5,898,514
Inventories	7	146,463,708	88,262,562
Accounts and other receivables	8	213,773,811	124,937,510
Advance, deposits and prepayments	9	559,950,392	461,368,849
Investment in fixed deposits	10	1,820,770,352	1,693,996,485
Cash and bank balances	11	407,123,183	403,494,658
Total current assets		3,154,038,947	2,777,958,579
Total Assets		4,690,047,746	4,341,052,005
Capital Fund & Liabilities			
Capital Fund	12	3,155,616,812	3,176,825,270
Total capital fund			
Liabilities			
Non-current liabilities		-	-
Current liabilities			
Provision for taxation	13	538,493,733	440,358,320
Accounts and other payables	14	667,843,616	572,025,214
Deferred income	15	328,093,584	151,843,201
Deferred tax liability	16	-	
Total current liabilities		1,534,430,933	1,164,226,735
Total Capital Fund and Liabilities		4,690,047,746	4,341,052,005

The annexed notes from 1 to 27 form an integral part of these financial statements

Tapan Bala, FCMA, FCA Chief Financial Officer

Toslim Uddin Khan Managing Director & CEO

Waliul Islam

This is the Statement of Financial Position referred to in our separate report of even date.

Signed for & on behalf of ACNABIN Chartered Accountants

Md. Moniruzzaman, FCA Partner

ICAB Enrollment No. 787 DVC:2411140787AS137624

Dhaka

Statement of Income and Expenditure For the year ended 30 June 2024

	Notes	2023-2024 Taka	2022-2023 Taka
Income		1,684,480,686	1,429,432,911
Expenditure			
Salary and benefits	18	329,378,236	330,661,683
Travel expenditure	19	49,346,635	41,147,602
Packaging materials	20	2,904,846	8,033,403
General operating expenses	21	153,760,530	171,597,910
Municipal Tax		10,317,932	9,572,695
Advertisement	22	90,444,817	126,809,826
Commodity & Medicine expenses	23	295,538,429	172,048,494
Research and development	24	11,596,948	8,694,473
Program expenditure	25	604,612,896	548,245,293
Depreciation (Annexure-A)		30,395,609	31,900,043
Staff development expenditure	26	2,472,835	3,323,873
Total Expenditure		1,580,769,715	1,452,035,294
Gross Surplus/(Deficit) before tax		103,710,970	(22,602,382)
Income tax expense			
Current tax expense		(126,573,288)	(115,812,874)
Deferred tax (income)/expense	16	-	-
		(126,573,288)	(115,812,874)
Net deficit after tax		(22,862,317)	(138,415,256)

The annexed notes from 1 to 27 form an integral part of these financial statements.

Tapan Bala, FCMA, FCA Chief Financial Officer

Toslim Uddin Khan Managing Director & CEO

Waliul Islam Chairman

This is the statement of Income and Expenditure referred to in our separate report of even date.

Dhaka

Date: 07 Nov, 2024

Signed for & on behalf of ACNABIN Chartered Accountants

Md. Moniruzzaman, FCA Partner

ICAB Enrollment No. 787 DVC:2411140787AS137624



Statement of Changes in Capital Fund For the year ended 30 June 2024

Capital Fund **Particulars** Taka 3,176,825,270 Balance as at 01 July 2023

Net deficit after tax Adjustment for FY 2014-15 (Tax Settlement) Adjustment of AIT for FY 2014-15 (Tax Settlement)

Balance as at 30 June 2024

For the year ended 30 June 2023

Balance as at 01 July 2022 3,396,313,929 Net deficit after tax (138,415,256) Adjustment for the final assessment of FY 2019-20 & FY 2020-21 (62,902,052) Adjustment of additional VAT from FY 2016-FY 2021 (18,171,352)

Balance as at 30 June 2023 3,176,825,270

The annexed notes from 1 to 27 form an integral part of these financial statements.

Toslim Uddin Khan Tapan Bala, FCMA, FCA Managing Director & CEO Chief Financial Officer

Waliul Islam

(22,862,317)

(15,053,300)

3,155,616,812

16,707,160

Dhaka

Statement of Cash Flows

For the year ended 30 June 2024

		2023-2024 Taka	2022-2023 Taka
A.	Cash flows from operating activities		
	Net surplus/(deficit) before tax	103,710,970	(22,602,381)
	Dividend received	(299,999,862)	(259,999,867)
	Non-cash items:		
	Gain on sales of fixed assets	(2,233,315)	(370,553)
	Depreciation on property, plant and equipment	30,395,609	31,900,041
		(168,126,598)	(251,072,759)
	Changes in working capital/Non Operating/ Non Cash Items		
	Decrease in Finance lease receivable	5,957,500	5,898,514
	Increase in Finance lease receivable (Current portion)	(58,986)	(58,401)
	(Increase)/decrease in inventories	(58,201,147)	52,896,230
	Increase in accounts receivable	(88,836,301)	(15,791,205)
	Decrease/(Increase) in advances, deposit and prepayments	12,938,444	(4,969,153)
	Increase in accounts and other payables	95,818,402	106,691,724
	Increase in deferred income	176,250,383	24,457,090
	Income Tax paid /Adjusted during the year	(138,304,002)	(142,880,352)
		5,564,293	26,244,447
	Net cash used in operating activities	(162,562,305)	(224,828,313)
В.	Cash flows from investing activities		
	Acquisition of property, plant and equipment	(9,361,186)	(14,698,452)
	Dividend Income	299,999,862	259,999,867
	Proceeds from sale of fixed assets	2,326,020	370,555
	Investment in FDR	(126,773,866)	(118,723,109)
	Net cash flow from investing activities	166,190,830	126,948,860
C.	Cash flows from financing activities		
С.	Net cash flow from financing activities	_	_
	Net increase/(decrease) in cash and bank balances (A+B+C)	3,628,525	(97,879,452)
	Cash and bank balances at the beginning of the year	403,494,658	501,374,111
	Cash and bank balances at the end of the year	407,123,183	403,494,658

The annexed notes from 1 to 27 form an integral part of these financial statements.

Tapan Bala, FCMA, FCA Chief Financial Officer

Toslim Uddin Khan Managing Director & CEO

Waliul Islam Chairman

Dhaka Date: 07 Nov, 2024



Notes to the Financial Statements As at and for the year ended 30 June 2024

1. Organization and its activities

Social Marketing Company (SMC) ("the Company") is a not-for-profit company incorporated in Bangladesh in April 1990 as per section 26 of the Companies Act, 1913 which subsequently comes under the jurisdiction of Section 28 of the Companies Act, 1994. In pursuance of the section 28 together with the license from Ministry of Commerce, SMC is registered as a company with Limited Liability without the addition of word "limited" to its name and subject to the condition that it applies its profit and other income in promoting its objects and prohibits the payment of any dividend to its member. The Company is involved in the reproductive, health and nutrition programs for the people of the country. It is funded by Donors such as USAID, GAIN/CIFF, icddr'b/ACTB etc. through cash and contraceptive items and utilize resources of SMC. SMC formed SMC Enterprise Ltd, a for-profit subsidiary to separate profitable operations from non-profit activities in October 2014. Social Marketing Company ("SMC") is registered with the Registrar of Joint Stock Companies and Firms vide registration no. CTO-284(3)/90 dated 19-04-1990 and SMC Enterprise Limited ("SMCEL") is also registered with the Registrar of Joint Stock Companies and Firms vide registration no. L-30001503052-H.

2. Basis of preparation of financial statements

2.1 Statement of compliance

"These financial statements have been prepared in accordance with International Financial Reporting Standards (IFRSs), the Companies Act 1994 and donor regulations.

*as per donor regulations capital expenditure have been recognized in accordance with Note 3.14 & 3.15."

2.2 Measurement of the elements in the financial statements

Measurement is the process of determining the monetary amounts at which the elements of the financial statements are to be recognized and carried in the statement of financial position and statement of income and expenditure. The measurement basis adopted by Social Marketing Company is historical cost. Under the historical cost, assets are recorded at the amount of cash or cash equivalents paid or the fair value of the consideration given to acquire them at the time of their acquisition. Liabilities are recorded at the amount of proceeds received in exchange for the obligation, or in some circumstances (for example, income taxes), at the amounts of cash or cash equivalents expected to be paid to satisfy the liability in the normal course of business.

2.3 Components of financial statements

- -Statement of Financial Position as at 30 June 2024;
- -Statement of Income and Expenditure for the year ended 30 June 2024;
- -Statement of Changes in Capital Fund for the year ended 30 June 2024;
- -Statement of Cash Flows for the year ended 30 June 2024; and
- -Notes to the Financial Statements as at and for the year ended 30 June 2024.

2.4 Functional and presentational currency

These financial statements are prepared in Bangladeshi Taka (BDT), which is the Company's functional currency as well. All financial information presented in BDT has been rounded off to the nearest integer.

2.5 Use of estimates and judgments

The preparation of these financial statements in conformity with IFRSs requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised and in any future periods affected. Information about critical judgments in applying accounting policies that have the most significant effect on the amounts recognized in the financial statements are described in the following notes:

Note - 4	Depreciation of property, plant and equipment
Note - 5.1	Finance lease receivables
Note - 7	Inventories
Note - 8	Accounts and other receivables
Note - 13	Provision for taxation

2.6 Statement of cash flows

The statement of cash flows has been prepared in accordance with the International Accounting Standard (IAS) 7: Statement of cash flows, under indirect method.

2.7 Reporting period

The accounting period of the Company has been determined to be from 01 July to 30 June each year (fiscal year). These financial statements cover twelve months from 01 July 2023 to 30 June 2024.

3. Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these financial statements (if not stated otherwise), and have been applied consistently.

3.1 Income

3.1.1 Revenue from SMC products, Clinic operations, Corporate income

In compliance with the requirements of IFRS-15: Revenue is recongnized only when it completes the 05 (five) steps model:

- Step -1 Identify the contract with a customer.
- Step -2 Identify the performance obligations in the contract.
- Step -3 Determine the transaction price.
- Step -4 Allocate the prices to the performance obligations.
- Step -5 Recognize revenue.

3.1.2 Revenue from the sale of donated goods

The policy of the Company is to sell its donated products at subsidized prices. Revenue from sale of donated products is recognized after due approval is received from donors.

3.1.3 Grants income in the form of cash donation

Grants income in the form of cash donation is generated from fund provided by foreign donor(s) for program expenditures. It is reimbursement of actual expenditure as approved by donor.

3.2

Donated commodities received from donors (grants in form of commodities) have been valued at realizable value and corresponding unearned revenue has been recognized as deferred income. The commodities are procured by SMC valued at periodic average price which includes C&F charges and other direct costs.

3.3 Property, plant and equipment

3.3.1 Recognition and measurement

Property, plant and equipment are recognized and measured at their acquisition cost when they are put into commercial use. Items of property, plant and equipment re-measured at cost less accumulated depreciation and any accumulated impairment losses.

A threshold of Tk. 10,000 has been fixed for recognition of property, plant and equipment. Below the threshold level, capital expenditures are recorded as expenses.

3.3.2 Subsequent expenditure

Subsequent expenditure is capitalized only when it is probable that the future economic benefits associated with the expenditure will flow to the Company. Ongoing repairs and maintenance are expensed as incurred.

3.3.3 Depreciation

Depreciation is charged on property, plant and equipment (except Land) using reducing balance method on written down value of each item of property, plant and equipment. Depreciation on addition to property, plant and equipment is charged from the date when assets are put into use for commercial operation. No depreciation is charged on the assets from the month on which such assets are disposed. The rates are as follows:



Classification of Assets	Rate (%)
Building (SMC Tower & SMC Tower-2)	2.5
Health & Safety Equipment	20
Mechanical, Electric Equipment	20
Furniture & Fixture	10
Vehicles	20
IT Equipment	20
Office Equipment	20
Intangible Asset (Software)	20

3.3.4 Impairment

The carrying amounts of property, plant and equipment are reviewed at each reporting date to determine whether there is any indication of impairment. An impairment loss is recognized in the statement of income and expenditure if the carrying amount of an asset exceeds its estimated recoverable amount. However, no such conditions that would arise the risk of impairment of assets existed at the reporting date.

3.3.5 Capital expenditure of donor's funded projects

Property Plant and Equipment (PPE) procured through donors fund are obligatory assets for the Company. Capital expenditures for donor funded program are reported to respective donors based on incurrence of actual expenditure. SMC records these expenditure as program expenses. To ensure control over the capital expenditure which qualifies fixed assets criteria are record in a separate fixed asset register. Depreciation is not charged to these capital expenditure till completion of program period. At the end of the project period, donor decides about usage of remaining fixed assets. SMC recognizes these fixed assets in its financial statements as property, plant & equipment with the appropriate consideration value/market value and corresponding fund is recognized in its financial statements.

3.4 Financial instrument

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

3.4.1 Financial assets

The Company initially recognizes receivables and deposits on the date that they are originated. All other financial assets are recognized initially on the date at which the Company becomes a party to the contractual provisions of the transaction.

The Company derecognizes a financial asset when the contractual rights or probabilities of receiving the cash flows from the asset expire or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial assets are transferred.

Financial assets include cash and cash equivalents, investment in FDR, Accounts and other receivables, Advance deposit & prepayments, investment in subsidiary and Financial lease.

3.4.1.1 Cash and cash equivalents

Cash and cash equivalents includes cash in hand and cash at banks which are held and available for use by the Company.

3.4.1.2 Investment in FDR

Investment in FDR represents the term deposits into different Banks and NBFIs which are available for use by the Company without any restriction.

3.4.1.3 Accounts and other receivables

The accounts and other receivables includes receivables from SMC Enterprise Ltd. (Subsidiary of SMC) and other miscellaneous receivables.

3.4.1.4 Advance, deposit and prepayments

Advances are initially measured at cost. After initial recognition advances are carried at cost less deductions or adjustments. Deposits are measured at payment value. Prepayments are initially measured at cost. After initial recognition prepayments are carried at cost less charges to statement of income and expenditure.

3.4.1.5 Investment in subsidiary

The Company has investment into SMC Enterprise Limited and currently it holds 99.9999% (3,899,998 number of shares out of 3,900,000 with a face value of Tk. 100 each) of total outstanding shares of SMC Enterprise Limited. The investment is measured and recognized at cost.

3.4.1.6 Financial Lease (Lessor)

The Company leased out land and building (schedule of land and building includes such assets at Bhaluka, Cumilla, Khulna and Bogura) to SMC Enterprise Limited with a total value of BDT.363,582,381 on a yearly lease payment of BDT.9,275,979 including the finance expense of 1% on the outstanding balance for a tenure up to the year 2068 under finance lease. As per IFRS-16, with the company as a lessor, the present value of the lease payments are recognized as a receivable. The difference between the gross receivable and the present value of the receivable is recognized as unearned finance income. The lease income is recognized over the lease term using the net investment method, which reflects a constant periodic rate of return.

3.4.2 Financial liability

All other financial liabilities are recognized initially on the transaction date at which the Company becomes a party to the contractual provisions of the liability.

The Company derecognizes a financial liability when its contractual obligations are discharged or cancelled or expired.

Financial liabilities include accrued expenses, other liabilities and creditor for other finance.

3.4.2.1 Accounts and other payables

The accounts and other payables includes payables to SMC Enterprise Ltd. (Subsidiary of SMC), advance received from donors and other miscellaneous payables.

3.4.2.2 Contingent liabilities

A contingent liability is a liability that may occur depending on the outcome of an uncertain future event due to past event and the event is beyond the control of the Company. A contingent liability is disclosed if the contingency is probable and the outcome of resources can not be estimated with sufficient reliability.

3.5 Impairment of financial assets

A financial asset not carried at fair value through gain or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

Objective evidence that financial assets are impaired can include default or delinquency by a debtor, restructuring of an amount due to the Company on terms that the Company would not consider otherwise, indications that a debtor or issuer will enter bankruptcy, adverse changes in the payment status of borrowers or issuers in the Company.

3.6 Foreign currency transactions

Foreign currency transactions are converted into Bangladeshi Taka at exchange rates prevailing on the dates of transactions. Assets and liabilities in foreign currency at each reporting period is converted into Taka/BDT at the exchange rate prevailing on closing date.

3.7 **Employee benefits**

3.7.1 Short term benefits

Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided.

3.7.2 Defined contribution plan (provident fund)

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. This fund is recognized by the NBR and its operation managed by the Trustees.

3.7.3 Defined benefits plan

Defined benefit plan is a retirement benefit plan under which amounts to be paid as retirement benefits are determined by reference to employees' earnings and/or year of services. The Company has funded gratuity fund. The Employees' Gratuity Fund is being considered as defined benefit plan as it meets the recognition criteria of IAS-19 Employee Benefits. The Company's obligation is to provide the agreed benefits to current employees as per condition of the fund. This fund is also recognized by the NBR and its operation managed by the Trustees.



Gratuity:

"The Company operates a gratuity scheme for its permanent employees; provision for gratuity is made annually against the following:

Gratuity (1 Gratuity = 1 basic for each year of service)

Management Employee: Service 1-4 Years -1 gratuity, Service 5 & above Years -1.5 gratuity and Service 10 Years & above -2 gratuity (In case of retirement, death or permanent disability)

Graded Employee: Service 1 to 4 Years -1 gratuity, 5 to 8 Years-1.5 gratuity, 9 Years and above -2 gratuity

Ex-gratia:

Ex-gratia for graded employee: (1Ex-gratia=Basic+House Rent+Medical allowance per month) 10 Years of service = 3.15 Ex-gratia , 11 Years of service = 2.85 Ex-gratia , 12 Years of service = 2.60 Exgratia, 13 Years of service = 2.30 Ex-gratia , 14 Years of service = 2.00 Ex-gratia , 15 Years of service = 1.70 Ex-gratia, 16 Years of service = 1.45 Ex-gratia, 17 Years of service = 1.15 Ex-gratia, 18 Years of service = 0.85 Ex-gratia, 19 Years of service = 0.55 Ex-gratia, 20 Years of service = 0.30 Ex-gratia and 21 Years of service & above = No Ex-gratia."

3.7.4 Staff Welfare Assistance (SWA)

Staff Welfare Assistance (SWA) is paid each year and the amount is determined as per approved policy of the Board. Applicable tax burden of employees for this benefit is borne by the Company to ensure parity for all employees of SMC and SMC EL.

3.7.5 **Group Insurance**

The company has a Group insurance policy which cover accidental loss/injury of all employees during their employment with the company. In the event of death while being employed by the company, insurance benefit will be paid to his/her nominee.

3.8 **Provisions for Liabilities**

Provisions are recognized in the statement of financial position when the Company has a legal and constructive obligation as a result of past events and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate thereof can be made.

3.8.1 Provision for income tax

Corporate income tax is the expected tax payable or receivable on the taxable income or loss for the year using tax rates (currently at 27.5% rate) incurred or substantively incurred at the reporting date, and any adjustment to tax payable in respect of previous years any penalty imposed thereon.

3.9 Finance income and finance costs

Finance income comprises interest income on funds invested. Interest income is recognized as it accrues, using the effective interest method. Finance costs comprise interest expense on borrowings. Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset are recognized in income and expenditure statement using the effective interest method.

3.10 Income tax

"Income tax expense comprises of current year tax and any arrear tax imposed by NBR. Income tax expense is recognized in the statement of income and expenditure except to the extent that it relates to items recognized directly in equity, in which case it is recognized in equity.

Current tax

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantively enacted at the reporting date, and any adjustment to tax payable in respect of previous years. SMC qualifies as a ""Private Limited Company" hence the applicable tax rate is 27.5% (as per Income Tax Act 2023).

Deferred tax

Deferred tax is measured in respect of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. Deferred tax is measured at the tax rates that are expected to be applied to the temporary differences when they are reversed, based on the laws that have been enacted or substantively enacted by the reporting date. Deferred tax assets and liabilities are offset if there is a legally enforceable right to offset current tax liabilities and assets, and they relate to income taxes levied by the same tax authority on the same taxable entity.

A deferred tax asset is recognized for unused tax losses, tax credits and deductible temporary differences, to the extent that it is probable that future taxable profits will be available against which they can be utilized. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realized."

3.11 Events after the reporting period

Events after the reporting period that provide additional information about the Company's position at the date of statement of financial position or those that indicate the going concern assumption is not appropriate are reflected in the financial statements. Events after the reporting period that are not adjusting event are disclosed in the notes when material.

3.12 Related party transaction

Related party transaction is a transfer of resources, services or obligations between a reporting entity and a related party, regardless of whether the price is charged. As, the Company owned 99.9999% (3,899,998 number of shares out of 3,900,000 with a face value of Tk. 100 each) of ordinary shares of SMC Enterprise Limited is a related party and transactions with SMC Enterprise Limited are considered as related party transaction. Ref:Note-27.

3.13 **Program Expense**

Program expense includes operational expenditures and supplies & equipment with different implementing partners for both donor funded and SMC resources. Program expenses of donor funded projects are recorded as per donor regulations.

Compliance of International Accounting Standards (IASs) and International Financial Reporting 3.14 Standards (IFRSs)

While preparing the financial statements, SMC applied most of the International Accounting Standards (IASs) and International Financial Reporting Standards (IFRSs) as adopted by the Institute of Chartered Accountants of Bangladesh (ICAB) as applicable to the SMC:

No. of IAS	Name of IAS	Remarks
1	Presentation of Financial Statements	*
2	Inventories	Complied
7	Statements of Cash Flows	Complied
8	Accounting Policies, Changes in Accounting Estimates	Complied
10	Events after the Reporting Period	Complied
12	Income Taxes	Complied
16	Property, Plant & Equipment	*
19	Employee Benefits	Complied
20	Government Grants	Complied
21	The Effects of Changes in Foreign Exchanges Rates	Complied
24	Related Party Disclosures	Complied
32	Financial Instruments: Presentation	Complied
36	Impairment of Assets	Complied
37	Provisions, Contingent Liabilities & Contingent Assets	Complied
38	Intangible Assets	Complied
39	Financial Instruments: Recognition & Measurement	Complied
No. of IFRS	Name of IFRS	Remarks
7	Financial Instruments: Disclosures	Complied
9	Financial Instruments	Complied
12	Disclosures of interest in Other Entities	Complied
13	Fair value measurement	Complied
15	Revenue from Contracts with Customers	Complied
16	Leases	Complied

^{*} Relevant disclosures are made according to the regulation of donors.



3.15 Compliance of donor regulations over IAS/IFRS

In the following cases the Company practices accounting treatments which are mostly practiced by the not- for-profit organizations in Bangladesh over IFRSs/IASs:

Contents	IAS/IFRS	Practiced by Not-for-profit Organization	
Presentation of Financial Statements	As per IAS-1, "Statement of Profit or Loss and Other Comprehensive Income" is one of the components of financial statements.	· ·	
	As per IAS-1, "Statement of Changes in Equity" is one of the components of financial statements.	,	
Property, Plant and Equipment	Items of property, plant, and equipment should be recognized as assets when it is probable that the future economic benefits associated with the asset will flow to the entity, and the cost of the asset can be measured reliably.	· · · · · · · · ·	

3.16 General information

- i) Statement of Changes in Equity has been renamed by Statement of Changes in Capital Fund;
- ii) Classification of some assets has been rearranged during the year but depreciation expense is not affected by this change;
- iii)Previous years' balances have been rearranged where necessary.

				30.06.2024 Taka	30.06.2023 Taka
4.	Property, plant and eq	uipment			
	Opening Balance			1,335,514,305	1,323,016,643
	Addition during the yea	ar		9,361,186	14,332,833
	Sales/Adjustments duri			(11,866,992)	(1,835,171)
	Accumulated deprecia			(513,502,756)	(495,034,627)
				819,505,743	840,479,678
4.1	Accumulated depreci	ation		-	
	Opening Balance			495,034,627	465,106,943
	Charged during the year	ar		30,242,417	31,745,113
	Sales/adjustments duri			(11,774,287)	(1,817,429)
	•		·	513,502,757	495,034,627
	A schedule of preoperty, pla	nt and equipment is given	in Annexure-A	_	
4.2	Intangible assets	1 1			
	Opening Balance			1,000,685	635,066
	Addition during the yea	ar		_	365,619
	Accumulated deprecia			(387,918)	(234,726)
	'		l	612,767	765,959
	A schedule of intangibl	e assets is given in Ar	nnexure-A	<u> </u>	<u> </u>
5.	Finance lease receivab	-			
	Opening Balance			337,746,502	343,586,616
	Adjusted during the year	ar		(5,898,514)	(5,840,113)
	, J		l	331,847,988	337,746,502
5.1	Non current portion o	f finance lease receiv	able ·	<u> </u>	
	Above 1 year but up to			30,693,128	30,389,235
	Above 5 years	- y		295,197,360	301,458,753
	,		l	325,890,488	331,847,988
5.2	Current portion of fina	ance lease receivable		5,957,500	5,898,514
					.,,
6.	Name of Shareholders	No. of shares	Face value per share	Amount in Taka	Amount in Taka
	Represented by Mr. Muhammed Ali,	3,899,998	100	389,999,800	389,999,800
	Board of Director				
	=	3,899,998	: :	389,999,800	389,999,800
7.	Inventories				
	a. Donor products (USAID) :	ſ		
	Relax (IUD)			104,400	98,017
	Sayanapress			57,000	328,880
	i-Plant (Implant)			458,550	712,350
	SOMA-JECT			35,605,459	23,569,745



		30.06.2024 Taka	30.06.2023 Taka
	b. Donor product (GAIN/CIFF) FullCare :	18,005,558	12,306,922
	c. SMC products:		
	SOMA-JECT	37,780,433	-
	Pregnancy Test Kit	2,989	8,086
	Easy Clean (Paper & Tube Soap)	982,015	136,619
	SDK (Safe delivery kits)	1,035,892	1,607,696
	Quick Test & Cassette	447,981	2,454,286
	SMC Zinc	5,362,083	3,787,632
	MoniMix Plus	3,039,903	5,152,730
	Forbon Tablet	4,965,936	-
	Vermicid	9,152,792	12,012,530
	MoniMix	20,737,525	18,700,550
		83,507,550	43,860,129
	Total (a+b+c)	137,738,516	80,876,043
	A schedule of donor's and SMC product is given in Ar	nexure-B	
	d. Pharmacy products (SMC Clinic & SMC Niltara Clinic)	8,184,352	7,386,519
	e. Spare Parts	540,841	-
	Total (a+b+c+d+e)	146,463,708	88,262,562
8.	Accounts and other receivables		
	Management fees from ACTB project	920,795	483,474
	Interest income from Banks (MISHD)	-	1,881,034
	BRAC Bank -credit card settlement	-	2,914,708
	Receivable from Donor (Overhead-MMS)	-	3,165,659
	Receivable from IPDC (principal amount)	-	4,247,337
	Receivable from IIDFC (principal amount)	-	4,725,800
	Receivable from tenants (Electricity bills)	932,315	297,988
	Receivable for (Medical check-up)	2,725,758	638,900
	Receivable from SMC EL (Sales, Medical check-up)	120,305,397	43,747,062
	Interest income from Banks and NBFIs	88,889,546	62,835,547
9.	Advance, deposits and prepayments	213,773,811	124,937,510
Э.	a. Advance		
	Advance to Suppliers	494,920	_
	Advance to suppliers Advance for office rent	288,500	18,500
	Bank guarantee- Progati Insurance Ltd.	200,000	200,000
	Advance against import	3,902,482	671,853
	Advance against import Advance to employee against expenses & TA/DA	1,178,812	1,389,092
	Employees' vehicle loan (note 9.1)	18,439,346	24,021,541
	Employees vehicle loan (note 3.1)	10,433,340	24,021,041

		30.06.2024 Taka	30.06.2023 Taka
	Advance to employees for programs	21,064,297	-
	Advance to area offices	514,397	26,279,358
	Advance to NGO Partners	32,703,074	38,830,080
	Advance income tax (note 9.2)	478,596,257	367,076,269
		557,382,085	458,486,693
b.	Security deposits		
	Deposits against / with:		
	Bangladesh Telecommunications Company Limited	284,290	284,290
	Dhaka Electric Supply Authority	482,000	482,000
	Alpine Fresh Water System Ltd.	-	19,500
		766,290	785,790
c.	Prepayments		
	Insurance premium	1,802,017	2,096,365
	Total (a+b+c)	559,950,392	461,368,849
9.1 En	nployees' vehicle loan		

The loan was given by the Company to its employees to increase their operational efficiency. Entire amount is receivable against motor car/motorbike loan under this scheme through a fixed number of installments.

	Opening balance	24,021,541	14,961,706
	Addition during the year	2,672,500	13,705,784
		26,694,041	28,667,490
	Adjustment during the year	(8,254,695)	(4,645,949)
		18,439,346	24,021,541
9.2	Advance income tax		
	Opening balance	367,076,269	305,511,402
	Paid during the year	126,573,288	124,466,919
		493,649,557	429,978,321
	Adjustment of AIT for FY 2014-15	(15,053,300)	(62,902,052)
		478,596,257	367,076,269
10.	Investment in fixed deposits		
	Banks	1,722,836,380	1,201,492,775
	Non-Banking Financial Institutions (NBFIs)	97,933,972	492,503,711
		1,820,770,352	1,693,996,485
11.	Cash and bank balances		
	Cash in hand	250,000	250,000
	Cash at banks	406,873,183	403,244,658
		407,123,183	403,494,658
12.	Capital fund		
	Opening balance	3,176,825,270	3,396,313,929
	Net deficit after tax (Transferred from Statement of I \uptheta E)	(22,862,317)	(138,415,255)



		30.06.2024 Taka	30.06.2023 Taka
	Adjustment of AIT for FY 2014-15	(15,053,300)	(62,902,052)
	Adjustment of Tax provision for FY 2014-15	16,707,160	-
	Adjustment of additional VAT (FY 2016 to FY 2021)	-	(18,171,352)
		3,155,616,812	3,176,825,270
13.	Provision for taxation		
	Opening balance	440,358,320	324,787,527
	Addition for the year	126,573,288	196,882,129
	Adjustment for FY 2014-15	(16,707,160)	-
	Adjustments of additional VAT and tax on final settlements	(11,730,714)	(81,311,336)
		538,493,733	440,358,320
14.	Accounts and other payables		
	a. Accounts payable:		
	Payable to staff provident fund	-	41,569
	Payable to SMC area offices for expense reimbursement	-	1,010,727
	Payable to SMC (partners) NGO's for reimbursement	9,878,661	17,399,739
	Payable for expenses	133,544,617	71,664,838
	Payable to staff gratuity fund (Note: 14.1)	36,589,251	32,826,257
	Accounts Payable for Stock Transfer Order	5,164,320	-
	VAT Clearing A/C (Stock Transfer Order)	1,498,698	-
	Inter-compay payable (SMC EL)	151,317,954	121,690,617
		337,993,500	244,633,746
	b. Other payables:		
	Tax and VAT payable	-	146,043
	Security deposits from suppliers and contractors	11,301,349	13,469,863
	Advance/ security deposits from tenants	21,692,470	27,073,151
	Advance received from donors	296,856,296	286,702,410
		329,850,116	327,391,468
	Total (a+b)	667,843,616	572,025,214
14.1	Payable to staff gratuity fund		
	Opening Balance	32,826,257	15,743,122
	Provision made during the Year	36,589,251	32,826,257
	Paid during the year	(32,826,257)	(15,743,122)
		36,589,251	32,826,257
15.	Deferred income		
	Deferred income represents the closing stock of inventories sales revenue and interest on FDR.	of development partners	s products, unearned
	a. Products of USAID:		
	Opening balance	24,708,992	63,067,782
	Goods received during the year	172,662,600	80,263,385
	Goods sold during the year	(161,146,184)	(118,622,175)
		36,225,408	24,708,992

		30.06.2024 Taka	30.06.2023 Taka
	USAID-PI-sales deferred during the year	55,671,626	-
	Sub-Total (a+b)	91,897,035	24,708,992
C.	Products of CIFF/GAIN:		
	Opening balance	12,306,922	19,522,581
	Goods received during the year	97,061,148	61,009,146
	Goods sold during the year	(91,362,512)	(68,224,805)
	Closing balance	18,005,558	12,306,922
d.	CIFF/GAIN -PI-sales deferred during the year	205,529,184	113,924,514
e.	CIFF/GAIN -Accrued Interest on FDRs	12,661,808	902,773
	Sub-Total (c+d+e) CIFF/GAIN PI	236,196,549	127,134,209
	Total deferred income (a+b+c+d+e)	328,093,584	151,843,201

16. Deferred tax assets/ liabilities

Deferred tax Assets/liability has been measured in accordance with the provision of Intrernational Accounting Standard-12 based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

	Carrying amount Taka	Tax base Taka	Taxable/ (deductible) difference
As at 30 June 2024			
Property, plant and equipment - (Excluding land)	538,609,184	509,662,816	28,946,369
Gratuity provision	(36,589,251)	-	(36,589,251)
Taxable temporary difference			(7,642,882)
Applicable tax rate			27.50%
Deferred tax liability			(2,101,793)
Unabsorbed depreciation	-	525,900,000	525,900,000
Deductible temporary difference			525,900,000
Applicable tax rate			27.50%
Deferred tax assets			144,622,500
As at 30 June 2023			
Property, plant and equipment - (Excluding land)	559,583,119	542,390,291	17,192,828
Permanent difference for Vehicle exceeding Tk 3,000,000	1,295,761	-	1,295,761
			18,488,589
Gratuity provision	(32,826,257)		(32,826,257)
Taxable temporary difference			(14,337,668)



	Carrying amount Taka	Tax base Taka	Taxable/ (deductible) difference	
Applicable tax rate			30.00%	
Deferred tax liability			(4,301,300)	
Unabsorbed depreciation	_	525.900.000	525,900,000	
Unabsorbed depreciation Deductible temporary difference	_	323,900,000	525,900,000	
Applicable tax rate			30.00%	
Deferred tax assets			157,770,000	

16.1	Deferred tax (income)/ expense	30.06.2024 Taka	30.06.2023 Taka
	Closing balance of deferred tax liability	(2,101,793)	(4,301,300)
	Opening Balance of deferred tax liability	(405,245)	(3,896,055)
	Deferred tax (income)/expense recognized directly in profit	(1,696,547)	(405,245)

Note: For assessment years (2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011, 2011-2012, 2016-2017, 2018-2019) "Income from Business and Profession U/S 28 & 29" were assessed as losses by tax authorities/ through return (U/S 82BB 0f ITO-1984). As per section 71 of Income Tax Act-2023 (ITO 1984 -U/S 42), unabsorbed depreciation due to business can be carried forward for succeeding years and can be charged against business income. SMC has unabsorbed depreciaton amounting BDT 52.59 crore which will be utilized for future business income (if any). Unabsorbed depreciation is a deductible temporary difference and will create a deferred tax assests amounting BDT 14.46 crore as deferred tax assets. Due to nature of the company opereations (Not for profit), there is an uncertainty of adjusting accumulated unabsorbed depreciation in near future, following the conservatism principle, management decided not to recognize deferred tax in finanical statements. Deferred tax has been assessed as per Income Tax Act 2023.

			2023-2024 Taka	2022-2023 Taka
17.	Inco	ome		
	A.	Sales revenue		
	1.	Sales revenue from USAID donated products (Note 17.1)	108,683,365	152,443,521
	2.	Sales revenue from CIFF/GAIN products (Note 17.2)	-	-
	3.	Sales revenue from SMC products (Note 17.3)	270,638,754	149,491,047
		Sub-total Sub-total	379,322,119	301,934,568
	В.	Grants from		
	1.	USAID-MISHD	286,754,876	304,145,660
	2.	GAIN/CIFF-MMS Project	270,533,322	168,597,145
	3.	icddr'b-USAID ACTB	73,275,223	66,182,104
		Sub-total	630,563,421	538,924,909
	C.	Income from Clinic operations		
		Income from service through -Consultant	6,110,346	4,939,775
		Income from service through -Lab	24,447,003	17,919,147
		Income from sale of medicine	56,324,264	47,331,189
		Sub-total	86,881,613	70,190,111
	D.	Corporate income		
		Member's subscription	31,000	22,000
		Vehicle rental income (for employees only)	102,232	153,062
		Income from sale of scrap & others	276,808	311,756
	4.	Gain/(loss)from sales of fixed assets	2,233,315	370,553
	5.	Income from lease-SMC EL	3,377,465	3,435,866
	6.	Management fee & overheads	19,770,572	13,658,088
	7.	Interest on FDR's and savings accounts at Banks *	131,560,997	116,936,168
	8.	Rental income	130,361,281	123,495,964
	9.	Dividend from subsidiary	299,999,862	259,999,867
			587,713,533	518,383,323
	Tota	al income (A+B+C+D)	1,684,480,686	1,429,432,911

^{*}Interest on savings accounts at banks includes Tk. 45,76,497 generated from MISHD program income bank account.

Sales revenue from USAID donated products 17.1

17.2

Brand Name	Qty (Unit)	Average Selling Price	FY2023-2024	FY2022-2023
		Taka	Taka	Taka
SOMA-JECT	4,916,686	33.24	163,414,492	149,083,761
Sayanapress (Vial)	66	80.00	5,280	2,502,700
Relax (IUD)	9,636	20.00	192,720	175,160
Implant	4,950	150.00	742,500	681,900
Sub-total			164,354,992	152,443,521
Less: Transfer to deferred income			55,671,626	-
Sub-total			108,683,365	152,443,521
Sales revenue from CIFF/GAIN pro	oducts			
CIFF/GAIN - FullCare Tablet	2,694,255	34.00	91,604,670	69,128,766
Less: Transfer to deferred income *			(91,604,670)	(69,128,766)
Sub-total			-	-

^{*} Income from sale of PI products will be recognized as sales revenue after getting the approval from concerned donor.



17.3 Sales revenue from SMC products

Brand Name	Qty (Unit)	Average Selling price	2023-2024 Taka	2022-2023 Taka
Easy Clean	41,808	8.00	334,464	469,240
Easy Clean-Tube	28,260	16.00	452,160	-
Forbon Tablet-500mg	549,406	25.86	14,207,832	-
Pregnancy Test Kit (PTK)	101	12.00	1,212	7,092
Quick Test	2,678	25.00	66,950	404,850
Quick Test-Cassette	148,823	13.00	1,934,699	1,465,425
MoniMix	43,112,508	2.19	94,410,296	84,092,247
MoniMix Plus	5,498,790	2.16	11,855,756	10,550,789
SMC Zinc	862,106	14.76	12,720,525	12,601,089
Vermicid	11,085,422	3.40	37,715,298	25,410,980
SOMA-JECT	2,752,638	34.11	93,899,884	10,653,798
Safe Delivery Kit (SDK)	45,286	80.00	3,622,880	4,383,600
Sub-total			271,221,956	150,039,110
Less: Trade VAT			(583,202)	(548,062)
Sub-total			270,638,754	149,491,047
Total			379,322,119	301,934,568

		2023-2024 Taka	2022-2023 Taka
18.	Salary and benefits		
	Corporate-head office	192,597,990	200,229,411
	Donor programs	101,999,929	99,594,071
	SMC programs	34,780,317	30,838,201
		329,378,236	330,661,683
19.	Travel expenditure		
	Corporate-head office	24,410,958	13,492,306
	Donor programs	23,889,938	26,211,239
	SMC programs	1,045,740	1,444,057
		49,346,635	41,147,602
20.	Packaging materials		
	Corporate-head office	-	-
	Donor programs	2,904,846	8,033,403
	SMC programs	-	-
		2,904,846	8,033,403
21.	General operating expenses		
	Corporate-head office	94,712,752	67,858,335
	Donor programs	42,631,220	91,999,891
	SMC programs	16,416,559	11,739,684
		153,760,530	171,597,910
22.	Advertisement		
	Corporate-head office	13,964,339	1,834,165
	Donor programs	75,123,945	123,062,638
	SMC programs	1,356,534	1,913,023
		90,444,817	126,809,826
23.	Commodity expenditure :		
	A. SMC products		
	Opening stock	43,860,129	49,776,829
	Purchase during the year	284,461,704	121,802,607
	Closing stock	(83,507,549)	(43,860,129)
	Sub-total	244,814,283	127,719,308

		2023-2024 Taka	2022-2023 Taka
	A schedule of donor product and SMC product is g	iven in Annexure-B	
	B. Commodity expenditure -medicine		
	SMC Niltara Clinic-Dhaka Uddan	30,571,087	27,056,260
	SMC Clinic-SMC Tower-2	20,153,059	17,272,926
	Sub-total	50,724,146	44,329,186
	Total commodity expenditure (A+B)	295,538,429	172,048,494
24.	Research & development		
	Corporate-head office	4,952,273	5,454,014
	Donor programs	6,644,675	3,240,459
	SMC programs	_	-
		11,596,948	8,694,473
25.	Program expenditure		
	Corporate-head office	1,661,333	-
	Donor programs	490,681,959	454,618,547
	SMC programs	112,269,604	93,626,746
		604,612,896	548,245,293
26.	Staff development expenditure		
	Corporate-head office	2,454,501	3,307,603
	Donor programs	-	16,270
	SMC programs	18,334	
	Total	2,472,835	3,323,873

27. Related party transaction:

The Company has been carrying out a good number of transactions with its subsidiary, SMC EL at arm's length in normal course of business that fall within the definition of related parties as per International Accounting Standard (IAS) - 24 "Related Party Disclosures". SMC has the following transactions with SMC Enterprise Limited:

	Transactions Type	Received during the year	Paid during the year	Other transactions during the year
1	Sale proceeds of SMC's product (Inter-company sales)	368,977,397	1	1
2	Payment for Vermicid & MoniMix purchase	-	107,213,431	-
3	MoniMix Bonus Card	-	4,549,824	-
4	Packaging expenses (SOMA- JECT)	-	166,513	-
5	Advance received and Return	150,000,000	-	-
6	Received for Lease	9,275,797	-	-
7	Reimbursement for common services	25,013,695	-	
8	Office rent	64,986,169	-	-



SOCIAL MARKETING COMPANY

SCHEDULE OF PROPERTY, PLANT AND EQUIPMENT

As at 30 June 2024

Annexure - A

(Amount in Taka)

			÷.					20:		
		<u>ั</u>	780				מבות	Depreciation		Written
Particulars	Balance at 01 July 2023	Addition during the year	Sales/ adjustment during the year	Balance at 30 June 2024	Rate (%)	Balance at 01 July 2023	Charged during the year	Sales/ adjustment during the year	Balance at 30 June 2024	down value as at 30 June 2024
Land	280,896,559	ı	1	280,896,559	1	I	I	ı	I	280,896,559
Building	600,843,196	967,343	ı	601,810,539	2.5	134,030,209	11,676,866	I	145,707,075	456,103,464
Furniture & Fixture	21,328,316	1,459,104	19,882	22,767,538	10	11,860,732	1,002,874	10,932	12,852,673	9,914,865
Health & Safety Equipment	43,590,835	50,525	ı	43,641,360	20	33,466,315	2,025,456	I	35,491,771	8,149,589
IT Equipment	25,703,252	2,444,249	1,408,234	26,739,266	20	16,178,235	2,168,024	1,404,811	16,941,448	9,797,819
Mechanical, Electric Equipment	263,615,808	4,286,145	-	267,901,953	20	226,356,137	8,077,442	-	234,433,579	33,468,374
Office Equipment	27,980,965	153,820	72,002	28,062,783	20	14,187,931	2,775,302	29,958	16,933,276	11,129,508
Vehicles	71,555,374	ı	10,366,874	61,188,500	20	58,955,067	2,516,453	10,328,586	51,142,934	10,045,566
Tangible Assets	1,335,514,305	9,361,186	11,866,992	1,333,008,499		495,034,626	30,242,417	11,774,287	513,502,756	819,505,743
Intangible Assets (Software)	1,000,685			1,000,685	20	234,726	153,192		387,918	612,767
Balance as on 30 June 2024	1,336,514,990	9,361,186	11,866,992	1,334,009,184		495,269,352	30,395,609	11,774,287	513,890,673	820,118,511
FY2022-23:										
Tangible Assets	1,323,016,643	14,332,833	1,835,171	1,335,514,305		465,106,943	31,745,113	1,817,429	495,034,627	840,479,678
Intangible Assets (Software)	990'529	365,619		1,000,685		79,798	154,928		234,726	765,959
Balance as on 30 June 2023	1,323,651,709	14,698,452	1,835,171	1,336,514,990		465,186,740	31,900,042	1,817,429	495,269,352	841,245,638

SOCIAL MARKETING COMPANY

STATEMENT OF COST OF GOODS SOLD AND CLOSING STOCK

For the year ended 30 June 2024

Annexure - B

(Amount in Taka)

		Donors	ſS						SN	SMC products	ts							
Particulars	USA	USAID PI	GAIN/ S CIFF PI	SMC-SOMA- Quick JECT Test	Quick Test	Quick Test- Cassette	PTK (Pregnancy Test Kit)	SMC Zinc	MoniMix	Easy Clean	Easy Clean (Tube)	SDK (Safe delivery kit)	MoniMix- Plus	Forbon	Vermicid	Total SMC products	FY-2023-24 FY-2022-23	FY-2022-23
Opening stock	24,7.	708,992	24,708,992 12,306,922	1	66,772	2,387,514	8,086		3,787,632 18,700,550 136,619	136,619	'	1,607,696	5,152,730	-	12,012,530	43,860,129	80,876,043	132,367,192
Add: Cost of production/	uction/																	
purchase/donation	nation																	
received during	ng																	
the year	172,6(172,662,600	97,061,148 126,082,389	126,082,389	ı	ı	ı	11,958,058	11,958,058 88,905,246 306,520 1,322,075 1,698,000	306,520	1,322,075	1,698,000	8,641,333	17,403,289	28,144,794	284,461,704	8.641,333 17,403,289 28,144,794 284,461,704 554,185,452	263,075,138
	197,3	371,592 1	09,368,070	197,371,592 109,368,070 126,082,389 66,772	66,772	2,387,514	8,086	15,745,690	8.086 15,745,690 107,605,796 443,139 1,322,075 3,305,696 13,794,063 17,403,289 40,157,324 328,321,833 635,061,495	443,139	1,322,075	3,305,696	13,794,063	17,403,289	40,157,324	328,321,833	635,061,495	395,442,330
Less: Consumption/		ı	1	88,301,956 52,188	52,188	1,954,118	5,097	10,383,607	5,097 10,383,607 86,868,270 410,949	410,949	372,250	2,269,804	10,754,159	12,437,353	31,004,532	244,814,283	372,250 2.269,804 10,754,159 12,437,353 31,004,532 244,814,283 244,814,283	127,719,308
	197,3	371,592 1	197,371,592 109,368,070	37,780,433 14,584	14,584	433,397	2,989	5,362,083	20,737,526	32,190	949,825	949,825 1,035,892	3,039,904	4,965,936	9,152,792	83,507,550	83,507,550 390,247,212	267,723,023
Less: Goods sold during the year		161,146,184	91,362,512	1	ı	1	ı	ı	1	ı	1	1	ı	1	ı	1	252,508,696	186,846,979
Closing stock	36,2,	25,409	36,225,409 18,005,558	37,780,433 14,584	14,584	433,397	2,989	5,362,083	20,737,525	32,190	949,825	1,035,892	949,825 1,035,892 3,039,903 4,965,936	4,965,936	9,152,792	83,507,549	83,507,549 137,738,516	80,876,043



SOCIAL MARKETING COMPANY

DETAIL EXPENDITURE (SOURCE WISE)

For the year ended 30 June 2024

Annexure - C

Particulars	Note	USAID Note Cash Fund (MISHD)	USAID Program Income (MISHD)	icddr'b (ACTB) Cash Fund	MMS/ CIFF PI	MMS/CIFF Cash Fund	Total Donor's Funded Program	SMC Corporate	SMC Own Programs	01 July' 23 to 30 June' 24	01 July' 22 to 30 June' 23
		٧	В	U	О	ш	F=(A+B+C+D+E)	IJ	Ι	I=(F+G+H)	J.
Expenditure:											
Salary & benefits	18	20,010,000	ı	37,629,485	1	44,360,445	101,999,929	192,597,990	34,780,317	329,378,236	330,661,683
Travel expenditure	19	7,957,402	ī	13,081,409	ı	2,851,127	23,889,938	24,410,958	1,045,740	49,346,635	41,147,602
Packaging materials	20	ı	2,904,846	1	ı	1	2,904,846	ı	ı	2,904,846	8,033,403
General operating expenses	21	6,816,366	52,378	52,378 13,106,690	51,580	22,604,207	42,631,220	94,712,752	16,416,559	153,760,531	171,597,910
Municipal Tax		1	ı	ı	ı	1	ı	10,317,932	1	10,317,932	9,572,695
Advertisement	22	23,559,767	25,105,591	296,759	ı	26,161,827	75,123,945	13,964,339	1,356,534	90,444,817	126,809,826
Commodity/Medicine expenditure	23	ı	ı	ı	ı	1	ı	244,814,283	50,724,146	295,538,429	172,048,494
Research & development	24	5,943,615	660,742	29,285	ı	11,033	6,644,675	4,952,273	1	11,596,948	8,694,473
Staff development	26	ı	ı	ı	ı	1	ı	2,454,501	18,334	2,472,835	3,323,873
Depreciation		ı		1	ı	-	ı	27,411,737	2,983,872	30,395,609	31,900,042
Sub-total		64,287,150	28,723,557	64,287,150 28,723,557 64,143,628	51,580	95,988,639	253,194,554	615,636,764	107,325,501	976,156,818	903,790,000
Program Expenditure:											
Supplies & equipment		1,288,219	1,403,869	2,250,939	ı	2,405,563	7,348,590	1	1	7,348,590	51,031,076
Program expenditure		88,610,880	83,134,086	6,880,657	1	139,062,053	317,687,675	1,661,333	31,512,739	350,861,748	335,688,692
Program expenditure -partners' *		132,568,627	1	ı	I	33,077,067	165,645,694	1	80,756,865	246,402,559	161,525,524
Sub-total	52	222,467,726 84	84,537,955	9,131,595	'	174,544,683	490,681,959	1,661,333	112,269,604	604,612,896	548,245,293
Total expenditure		286,754,876 113,261,512 73,275,223 51,580 270,533,322	113,261,512	73,275,223	51,580	270,533,322	743,876,513		219,595,106	617,298,097 219,595,106 1,580,769,715	1,452,035,293
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161,525,524	80,756,865 246,402,559	80,756,865	'	165,645,694	33,077,067			,	132,568,627	Total program expenditure -partners' 132,568,627
5,674,269	5,596,744	I	-	5,596,744	-	-	ı	-	5,596,744	PSI
59,480,393	94,257,608	23,121,655	ı	71,135,953	12,549,001	1	1	ı	58,586,952	Shimantik
32,432,716	42,627,892	36,570,380	ı	6,057,512	6,057,512	1	1	1	ı	Sachetan
39,865,374	61,704,206	19,479,832	ı	42,224,374	7,842,733	ı	ı	ı	34,381,641	CWFD
24,072,772	42,216,109	1,584,998	I	40,631,111	6,627,821	1	1	ı	34,003,290	PSTC



SMC ENTERPRISE LIMITED A SUBSIDIARY OF SMC



COMPANY INFORMATION

SMC Enterprise Ltd (A fully owned subsidiary of SMC)

Legal Status

The Company is a wholly owned subsidiary of Social Marketing Company (SMC). SMC Enterprise Ltd ("SMC EL of "the Company"), a private company limited by shares was incorporated in Bangladesh bearing Registration No. C-118753/14, dated 20 October, 2014 under the Companies Act, 1994. The Company obtained registration from the Bangladesh Investment Development Authority (BIDA), Government of Bangladesh under Registration No. L-30031503052-H, dated 16 March, 2015. Commercial operation started from 01 January, 2015.

Registered Office

SMC Tower, Road-17 33 Banani Commercial Area Dhaka-1213, Bangladesh

Factory Address

ORS FACTORY

Holding No. 5/82, Zamirdia, Hobir Bari, P.O.: Seed Store Bazar P.S: Bhaluka, Mymensingh

HYGIENE PRODUCTS FACTORY

Dhaka Chattogram Old Trunk Road 85/2, Baubond Sadar Dakshin Cumilla-3500

FMCG FACTORY

Bhabanipur, Gazipur

Statutory Auditors

ACNABIN

Chartered Accountants

BDBL Bhaban (Level-13 & 15) 12 Kawran Bazar Commercial Area Dhaka-1215, angladesh

Tax Consultants

K.M. Hasan & Co.

87, New Eskaton Road, Dhaka-1000

M/s. Hadee Lutful & Co.

House # 77 (2nd Floor), Road # 04, Block # C Banani, Dhaka, 1213



SMC Enterprise Ltd (A fully owned subsidiary of SMC)

Main Bankers

Pubali Bank Limited

Banani Branch

The City Bank Limited

Gulshan Branch

Dutch-Bangla Bank Limited

Banani Branch

Standard Chartered Bank

Gulshan Branch

Brac Bank

Banani Branch

Uttara Bank Limited

Gulshan Branch

First Security Islami Bank Limited

Banani Branch

Eastern Bank Limited

Gulshan Branch

UCBL Bank Limited

Gulshan Branch

Dhaka Bank Limited

Gulshan Branch

Sonali Bank Limited

Gulshan Branch

Meghna Bank Limited

Gulshan Branch

Legal Advisor

H& H Company

56-57, Motijheel Commercial Area Shareef Mansion (2nd Floor) Dhaka-1000. Bangladesh

Md. Fazlur Rahman Khan

Legal Access, SIAAM Tower Level-5, Plot-15, Sector-3, Uttara. Dhaka

Website

www.smc-bd.org

Social Media Platforms

https://www.facebook.com/SMCEnterpriseLimited https://www.youtube.com/@smcbdvideo

LinkedIn

https://www.linkedin.com/company/smc-el/about/

BOARD OF DIRECTORS OF SMC EL



MR. WALIUL ISLAM Chairman of the Board of Directors SMC EL

Mr. Waliul Islam is a retired civil servant of the People's Republic of Bangladesh. He served in the position of Secretary to the Ministry of Planning (Statistics Division) and also as the Director General of Bangladesh Bureau of Statistics. He was also the Secretary of the Ministry of Communication and Ministry of Shipping of the Government of Bangladesh. He was a Deputy Secretary in the General Administration Division of the first Government of the People's Republic of Bangladesh at Mujibnagar in 1971. He was the first Deputy Commissioner appointed by the Government of Bangladesh and joined Jashore District on December 9, 1971.

Upon his retirement in 1999, he worked as a freelance consultant. Amongst others, he served as Statistical Advisor, Post Primary Education Census 1999 under Ministry of Education; UNICEF Bangladesh as a Team Leader, Program Coordination Cell, Health & Population Sector Program, Ministry of Health & Family Welfare; Senior Policy Adviser, NGO Service Delivery Program under Research Triangle Institute International, USA; Asian Development Bank as Staff Consultant, Urban Health; and Lead Consultant for the preparation of Health Care Financing Strategy for Bangladesh under Abt Associates Inc., USA.



MR. MUHAMMED ALI Director

Mr. Muhammed Ali joined the erstwhile Civil Service of Pakistan (CSP) in 1964 and served in various important positions in the then East Pakistan and in Bangladesh over a span of 34 years from 1964 to 1998. He served in the positions of Secretary to the Ministry of Civil Aviation and Tourism; Ministry of Land; Ministry of Power, Energy and Mineral Resources; Ministry of Communication (Jamuna Bridge Division) and Ministry of Health and Family Welfare of the Government of Bangladesh. He was also the Chief Advisor and Head, Management Change Unit (MCU), Ministry of Health and Family Welfare, Government of Bangladesh.

Mr. Ali is also the former Chairman of Sonali Bank Ltd. and Janata Bank Ltd. He also served as a member of the Board of Directors of icddr'b and as a member of Dhaka University Syndicate. He has almost 50 years of experience in various sectors of public service like administration, management, health, environment, education and social welfare. He visited 36 countries across the globe and participated in a number of seminars, workshops and negotiations at the World bank, ADB, IDB, UNFPA and other international organizations. Mr. Ali also acted as a Senior Consultant in projects primarily in the health & population sector funded by the World bank, ADB and JICA.

Mr. Ali has been associated with SMC as a member of the Board of Directors since his retirement from government service and acted as its Chairman during 2013 to 2017. Currently, he is the Chairman of Surjer Hashi Network, a company operating 361 health and family planning clinics across the country funded by USAID and as a Member of Social Development Foundation (SDF) an organization promoting rural development, women's empowerment and employment etc. funded by the World Bank and Government of Bangladesh.





MR. MD. SIDDIQUE ULI AH Director

Mr. Md. Siddique Ullah is the Engineering Advisor of Bangladesh Medical Studies and Research Institute (BMSRI and also the Co-Chairman, EC, BMSRI. After completing his graduation in Civil Engineering, he joined the Construction and Building (C & B) Department in 1962 and served in different capacities in the said Department and retired as Chief Engineer, Public Works Department (PWD), Government of Bangladesh in 1998. He is a life member of Bangladesh Cancer Society, Pallima Sangshad Khilgaon, Bangladesh Government Employees' Welfare Association and Lakshmipur Zila Samity.



MR. SIDDIQUR RAHMAN CHOUDHURY Director

Mr. Siddiqur Rahman Choudhury is a former civil servant who retired in 2007 after serving the Government of Bangladesh for more than 30 years. As a civil servant, Mr. Choudhury held many senior positions in the Ministry of Finance and the Bangladesh Audit Department. He also held the positions of Secretary, Ministry of Commerce, Food & Disaster Management and immediately before retirement, he was Finance Secretary, Government of Bangladesh. During his tenure in the government and also after retirement, Mr. Choudhury was in the Board of a number of government owned corporations, companies and financial institutions. He was the Chairman of Agrani Bank, Sonali Bank (UK) Ltd. and Shadharan Bima Corporation. He was a member of the Board of Bangladesh Bank, Sonali Bank, House Building Finance Corporation, IDCOL, Biman Bangladesh Airlines, SABINCO, Jamuna Oil Company and Eastern Refinery Limited.

Mr. Choudhury represented Bangladesh in many international conferences and seminars including annual meetings of the Board of Governors of the World Bank and IMF, Commonwealth and SAARC Finance Ministers' Conferences.

After retirement, he has been working as a freelance consultant and was involved in a number of consultancy assignments in the field of Public Financial Management, Aid Effectiveness and review of Health Sector Development Program.



DR. JAHIR UDDIN AHMFD

Director

Dr. Jahir Uddin Ahmed, MBBS, M.Sc. in CHDC, LSH&TM, London University, London has joined in the Government service; starting as District Technical Officer/ Principal, FWVTI, Cumilla from April 2, 1977 and retiring as Director Planning and Director Logistics and Supply of the Directorate General of Family Planning, MoH&FW.

Dr. Ahmed was the ADG (3 years) and DG (2 years) of FPAB (IPPF) from September 2005 to September 2010. He also worked as consultant in several national and international organizations like WHO, Engender Health, GHI, USAID, Abt. Associates Incorporate, SHOPS, NIPORT, UNFPA, PSSMRTD, icddr,b, READ, Ecorysn Europa (ASIE/2005017-585-EC), GHI-Bridge 3 USAID, MaMoni (SCF) Final Evaluation USAID etc. He was the Adjunct Professor of MPRHGD course of East West University from 2009 to 2013.

Dr. Ahmed joined Department of Midwifery and Nursing (DMN), BRAC University as the Chairman of the Department on 15 January 2015 and completed his contract service on January 14, 2017 as the Head of the Midwifery Education Program, BRAC University. Currently he is the Director of SMC and SMC EL.

As the Adjunct Faculty of MPH course at American International University - Bangladesh (AIUB) since 2010, Dr. Ahmed has been teaching Epidemiology of Infectious Diseases, Adolescent Reproductive Health, Reproductive Health and Health Care Project Planning and Financing. Dr. Ahmed was involved with SMC in the different program development since his joining in 198



MR. AFTAB UL ISLAM FCA

Director

Mr. Aftab ul Islam is the Chairman of IOE (Bangladesh) Limited. Having 36 years of experience, he began his career with U.S.A. based multinational IT Company NCR Corporation and headed this organization for a number of years. He was elected President of the Bangladesh Computer Samity (BCS). He was instrumental and played a key role in setting up BCS Computer City at IDB Bhaban. Mr. Islam is a former President of Dhaka Chamber of Commerce and Industry (DCCI) and American Chamber of Commerce in Bangladesh (AmCham). He was also elected as Director, FBCCI (Federation of Bangladesh Chambers of Commerce and Industry) for the periods 2005-2010 and 2017-2019.

Honorable Prime Minister nominated Mr. Islam as the Chairman of the SME Foundation (Small and Medium Enterprise) in 2009 to 2011. Mr Islam is a Member of the Board of Governors of the Institute of Business Administration (IBA), University of Dhaka. He is the Chairman of Asia Pacific General Insurance Company Ltd. and founder Chairman of BD Venture Ltd., the first Venture Capital Company of Bangladesh. Mr. Aftab ul Islam is currently a Director of the Board Bangladesh Bank and British American Tobacco Bangladesh (BAT). He is also the Chairman of Impect PR and Principal Partner of Islam Aftab Kamrul & Co.





MR. FARUQUE AHMED

Director

Mr. Farugue Ahmed was the Executive Director of BRAC International for seven years. Under his leadership BRAC International developed its Africa strategy and established regional office in Nairobi and expanded country program in three additional countries totaling BRAC's presence in eleven countries outside Bangladesh. He also played a critical role as a member of the steering committee that guided the development of BRAC's global strategy in early 2019.

Previously, Mr. Ahmed was the Director of BRAC's health programme for 10 years, playing a critical role in shaping the organisation's health strategy and scaling several community-based health and nutrition interventions. Before joining BRAC, Mr. Ahmed worked as senior operations officer in the Health, Nutrition and Population team at the World Bank, Bangladesh. Mr. Ahmed started his career as a Research and Planning Officer in 1976 and then worked in the Ministry of Health and Family Welfare. Formerly, he represented civil society on the GAVI Alliance, Board.

He is a Working Group Member of the Bangladesh Health Watch; Advisor to Kumudini Welfare Trust; Board Member BRAC Foundation & Chairperson and Member of the Board of Trustees of Rangpur Dinajpur Rural Service (RDRS). He is a Working Group Member of the Bangladesh Health Watch and Advisor to Kumudini Welfare Trust. He is also serving as the Board Member BRAC Foundation.



MR. MUHAMMED FARHAD HUSSAIN FCA Director

Mr. Muhammed Farhad Hussain is the Managing Partner of Hussain Farhad & Co., Chartered Accountants. He is also serving as the director of Bay Asset Management Limited and Prime Bank Investment Limited. Earlier Mr. Hussain served as Manager (Accounts, Legal and Personnel) in IPDC as Head of Accounts, Project Monitoring, Legal Divisions, Personnel and HR for six years.

Mr. Hussain is a past president of the Institute of Chartered Accountants of Bangladesh (ICAB) and Former Director of Dhaka Stock Exchange Ltd.; Sadharan Bima Corporation.; Agrani Bank LTd.; Prime Bank Ltd.; Matin Spinning Mills Ltd.; Al-Haj Textile Mills Ltd.; Walton Hi-tech Industries Ltd.; Dhaka WASA and Prime Exchange Co. Pvt. Ltd. Singapore. He is also a former Board Member of South Asian Federation of Accountants (SAFA) & Confederation of Asian and Pacific Accountants (CAPA). He has more than 40 years of experience in the field of accounting, auditing and business advisory services along with six years' experience in Bringham, U.K., covering the Accountancy, Auditing, Taxation and Investigation area. He also has a part time teaching experience for 16 years in the Institute of Chartered Accountants of Bangladesh (ICAB) and two years in the Independent University, Bangladesh.



MS. RUPALI HAQUE CHOWDHURY Director

Ms. Rupali Chowdhury serves as the Managing Director of Berger Paints Bangladesh Ltd. and Jenson & Nicholson (Bangladesh) Ltd., steering these companies to sustained success. Her extensive professional portfolio includes roles as a Director of Surjer Hashi Network, Independent Director of Linde Bangladesh, Evercare Group, and Bata Shoe Company Limited (Bangladesh). She is also the Chairman of Prothom Alo Trust and an Advisory Board Member of UNICEF. Ms. Chowdhury is also the Vice Chairman of the Bangladesh Economic Zone Investors Association and a Trustee of the Board of the Bangladesh Business and Disability Network.



MR. TOSLIM UDDIN KHAN Director

Mr. Toslim Uddin Khan was appointed as the Managing Director & CEO of SMC on January 1, 2023 and became the Ex-Officio Director of SMC by virtue of his position. He has an illustrious career in the health and family planning sector of Bangladesh for over 33 years where he has a thorough understanding of the overall program dynamics of the country. A graduate of the University of Dhaka, he completed his Masters in Social Welfare as well as MBA in Marketing from the same university and he also obtained Masters in Family Planning Program Management from the University of Exeter in the United Kingdom. During his long and illustrious career with SMC since 2022 culminating in the position of Deputy Managing Director, he contributed significantly towards improving the health and family planning situation of the country. As the Chief of Program Operations, he was the responsible for implementing different donor funded health programs and projects across the country mainly funded by the United States Agency for international Development (USAID).

Under his strategic guidance and dynamic leadership, SMC is successfully implementing Blue Star, Green Star, Pink Star, Gold Star, Rose Star network, sustainable clinic operations, life cycle approach of nutrition, maternal health, tuberculosis and adolescent health & hygiene program.

Mr. Khan has written a number of technical papers and scholarly articles on various public health issues which were well accepted in international conferences/seminars. His paper on community mobilization activities in the World Social Marketing Conference held in Australia in 2015 was awarded as the best paper in the Conference. He is a renowned public health speaker on reproductive health, family planning, nutrition, child and adolescent health and has a through understanding of the overall dynamic programs of the country.



SENIOR MANAGEMENT TEAM OF SMC EL



Mr. Sayef Uddin Nasir Managing Director SMC Enterprise Ltd



Mr. Md. Feroze-Ul Alam Deputy Managing Director, Operations, SMC Enterprise Ltd



Mr. Abul Bashir Khan FCMA Chief Financial Officer SMC Enterprise Ltd



Mr. Syed Mohammad Zubeyr Ali Company Secretary Social Marketing Company & SMC Enterprise Ltd



Mr. Rana Kaiser Ahmed General Manager, HR & Admin SMC Enterprise Ltd



Mr. Khandaker Shamim Rahman General Manager, Marketing SMC Enterprise Ltd



Mr. Mohammad Abdur Rouf General Manager, Supply Chain Management SMC Enterprise Ltd



Mr. Chandra Nath Mandal General Manager, Sales SMC Enterprise Ltd



Mr. Md. Aktaruzzaman Bhuyain General Manager Bhaluka Factory, SMC Enterprise Ltd



Mr. Ohiduzzaman Khan General Manager Health & Hygiene Factory, Cumilla SMC Enterprise Ltd



Mr. Mohammad Giash Uddin Faisal, PMP
General Manager, ICT Division
SMC Enterprise Ltd



Mr. Md. Feroz Iftekher FCA Additional General Manager Internal Audit Social Marketing Company & SMC Enterprise Ltd



Mr. Md. Mujibul Haque Khan Plant Head, FMCG SMC Enterprise Ltd



Mr. Shohrab Hossain Additional General Manager Food Products, SMC Enterprise Ltd



Mr. Rokibul Hasan Khan Head of Human Resources SMC Enterprise Ltd



Mr. Mizanur Rahman Head of Hygiene Products SMC Enterprise Ltd



Mr. Quazi Mohd. Jafrullah Head of Region, East-West SMC Enterprise Ltd



Mr. Md. Salim Chowdhury Head, Distribution & Logistics SMC Enterprise Ltd



Mr. Iftekhar Ahmed FCMA Head of Cost, Budget & Financial Reporting SMC Enterprise Ltd



Mr. Azizul Huq Head of Procurement SMC Enterprise Ltd



Mr. Md. Golam Reaz Head of Region- North-South SMC Enterprise Ltd

STATEMENT OF THE MANAGING DIRECTOR, SMC EL



LOOKING AHEAD TO FY 2024-25, WE AIM TO LEAD IN DELIVERING HIGH-QUALITY, AFFORDABLE PRODUCTS, ENSURING SUSTAINABLE, PROFITABLE GROWTH THROUGH CUSTOMER CENTRICITY, INNOVATION, AND SUSTAINABILITY.

Sayef Uddin Nasir Managing Director







Dear valued Shareholders

As we reflect on another transformative year at SMC Enterprise Ltd (SMC EL), I am filled with pride for our collective achievements and the strategic milestones we've reached.

Despite the challenges of FY 2023-24, our resilience and commitment to excellence have propelled us forward. We not only weathered the storm but emerged stronger.

Growth Highlights

Our financial performance has been impressive, with a 10% increase in top-line growth with Net Profit after Tax Tk 97 crore, despite political, economic volatilities . We registered growth across all our business verticals (Consumer Division 9%, Pharmaceutical Division 23%). This has been the outcome of our innovative strategy implementation coupled with proactive effective cost management. We are proud to be recognized as one of the highest VAT payers by the NBR, and our marketing efforts have garnered both local and international accolades

Operational Excellence

Innovation and efficiency remain our priorities. Our state-of-the-art FMCG Plant, has been commissioned successfully and now in commercial production. We continued to sustain our high standard of production at our Bhaluka (ORSaline N ORS, Taste Me Powder Drink, Bolt Glucose Powder Drink, Pharmaceuticals) and Cumilla Plant (Joya Sanitary Napkin, Smile Baby Diaper and Baby Wipes) thru the year

Digital Transformation

Our ongoing digital transformation, highlighted by complete transition to SAP from the legacy platform, implementation of Microsoft 365 platform to productivity, collaboration, and data-driven decisionmaking to attain sustainable competitive edge.

Employee Engagement

Our people are our greatest asset. We have invested in training and mentorship, empowering over 2,000 employees in areas like Lean manufacturing and sales management, fostering a culture of growth and positivity.

Strategic Vision

Looking ahead to FY 2024-25, we aim to lead in delivering high-quality, affordable products, ensuring sustainable, profitable growth through customer centricity, innovation, and sustainability.

With a clear roadmap and a dynamic team, we are poised for continued success to generate surplus profit to support SMC mission to improve the health and wellbeing of women, children and families through social marketing of products and services in family planning, maternal and child health, nutrition and other socially beneficial areas.

I extend my heartfelt gratitude to the Board, Management, and every Member of the SMC EL family for your unwavering support. Together, we will navigate any challenges and achieve even greater heights.

Thank you for your trust in SMC EL. I invite you to explore this annual report for a comprehensive overview of our journey.

Sincerely,

Sayef Uddin Nasir Managing Director

SMC Enterprise Limited

DIRECTORS' REPORT FY: 2023-24





DIRECTORS' REPORT-SMC ENTERPRISE LIMITED

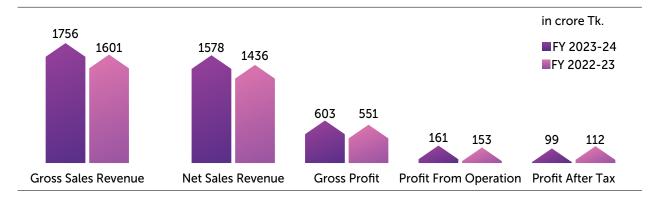
Dear Shareholders.

On behalf of the Board of Directors of the Company, I am happy to present the Directors' Report along with the audited financial statements of SMC Enterprise Limited (SMC EL) for the Financial Year 2023-24 and the Auditor's Report thereon for your consideration and adoption.

This report offers a clear and transparent overview of the Company's performance over the past fiscal year, highlighting key achievements despite facing significant business challenges. Inside the report, you will find insight into the Company's financial performance and a strategic roadmap outlining its future direction.

The Company invested Tk 187 cr. to support its future growth by setting up new plant, modernizing existing plants. The most significant of this is the FMCG Plant at Bhabanipur, Gazipur with state-of-the-art aseptic technology and first of its kind equipment from Tetra Pak.

The Company is poised to continue to deliver sustainable profitable growth in the coming years with focus on existing categories (Rehydration, Contraceptive, Health & Hygiene, Food & Beverage, Pharmaceutical), Driving efficiency gains in manufacturing, sales & marketing, and introduction of new products and services to enrich the living standard of consumers of Bangladesh.



During the Fiscal Year 2023-24, SMC EL has achieved Revenue: Tk. 1756 cr. (+10% growth vs last fiscal year), Net Profit after Tax Tk. 99 cr (-12% growth vs last fiscal year). This is a significant achievement considering global economic uncertainties and the political turmoil, scarcity of US Dollar that led devaluation of Taka. The currency devaluation reduced the net profit by almost Tk 10 cr.

Consumer Segment Performance

In addition to 4 brands with over Tk. 100 cr. revenue, SMC Plus became the 5th SMC brand to achieve this feat. It is worth noting that the Company started in 2014 with only 12 brands and 40 SKUs. Now, it has grown to over 30 brands and 100 SKUs with a diversified product portfolio. The following section presents the revenue generation by product Category.

Category	AC FY 23/24 (Tk in crore)	% Rev AC 23/24 vs LY
Rehydration products	825	-4%
Contraceptive	290	16%
Н&Н	309	19%
F⊕B	189	58%
Program Products	14	63%
Pharma	129	23%
Grand Total	1,756	10%

The decline in the sale of the Rehydration product category was due to significant reduction of diarrheal episodes (dropped from 50% to 35%). Contraceptive category dynamics is also changing as consumer preference is shifting pills to injectables, infiltration of counterfeit condoms through grey channel. However, SMC EL partially overcame these challenges by adopting the market needs, creating and leading new category of electrolyte drinks.

Sales Distribution Network

SMC EL runs it sales operation thru 12 Area Offices across Bangladesh servicing almost 800,000 outlets through its direct sales and distributors' sales representatives.

Promotional Activities

SMC Enterprise Ltd (SMC EL) has excelled in managing a diverse product portfolio across multiple categories. Through demand creation initiatives the brand building activities viz. advertising over conventional media (TV, radio, print, billboard, shop-sign, etc.), digital media (social media, YouTube, GDN, etc.). As recognition of these efforts, the Company received numerous prestigious accolades including the 5th Best Brand for ORSaline-N and Digital Marketing Award for Sensation condom, Superbrands Award, Commward Digital Marketing Award.

Through integrated communication strategies and a robust digital presence, SMC EL has upheld its leadership in core product categories, making significant contributions to public health and consumer well-being. The company's marketing campaigns have not only increased sales but also earned numerous prestigious accolades.



With a strong commitment to market expansion through demand creation. SMC EL continues to set benchmarks in phenomenal success rate for it's product innovation and brand communication nationwide.

The highlights of the major category-wise marketing campaign are narrated below:









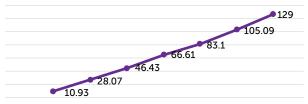
Pharma Business Performance

The Pharma division has consistently expanded and has been exceeding its sales targets since its inception. In the fiscal year 2023-24, it achieved gross sales revenue of Tk. 129 crore, representing a 19% growth



over the previous year with an operating profit of Tk. 7 crore. Staying true to its mission, the Division remains committed to healthcare excellence, continually working to offer high-quality pharmaceutical products at affordable prices.

Pharma sales Trend-Revenue



FY17-18 FY18-19 FY19-20 FY20-21 FY21-22 FY22-23 FY 23-24 Revenue

The Pharma portfolio comprises of different kinds of OTC and therapeutic products (antibiotics, NSAIDs, PPIs, antihistamines, anti-asthmatics), and Vitaminmineral supplements.

SMC Pharmaceutical Division has launched a new

product segment (infusior named AMINOBOST (Solution of 5% composite Amino aciwith electrolytes & D sorbito infusion. **AMINOBOST** indicated for faster recovery afte surgery, severe malnutrition burns, renal insufficiency hepatic insufficiency, effective management of cancer, etc This brand has created nev



opportunities to cover more customers and meet the demand of customers.

The commitment to delivering high-quality products and exceptional value to consumers is the foundation of its operations.

Financial Results and Appropriations

The Company has built a robust financial base over the years, allowing it to sustain healthy cash flow for seamless operations. SMC EL maintains a favorable debt-equity ratio and has demonstrated significant progress in various financial indicators such as net asset value, shareholder equity, and dividend payout ratio. As a result, the Company continues to enhance shareholder value, achieving a consistent growth of 10% during the reporting period.

Though the Company achieved a 10% revenue growth, it could not achieve the targeted revenue, and as a result, the profitability target was not achieved. This was due to a shortfall in the top-line target, an increase in COGS and exchange fluctuations. Despite mobilizing the full financial resources to achieve the target, a 12% de-growth was witnessed in terms of net profit compared to last year.

The overall performance of the Company for the years 2023- 24 though not achieved the targeted profit, yet the dividend payment capability of the Company has been increased. Therefore, the Board of Directors, in its 96th Meeting held on November 19, 2024 has recommended a 77% cash dividend amounting to Tk. 30 crore (Tk. 76.92 per share) only. It is pertinent to mention that the Company paid same amount of cash dividend in last year i.e. in FY 2022-23.

(Tk. in crore)

Particulars	FY 2023-24	FY 2022-23	% Change
Gross sales revenue	1,756	1,601	10
Net sales revenue	1,560	1,415	10
Gross profit	504	470	7
Net profit after tax	99	112	(12)
Shareholders' equity	684	621	10
Debt-equity ratio	0.95	0.69	38
Earnings per share (absolute)	Tk. 253	Tk. 286	(12)
Dividend per share (Cash)	Tk. 76.92	Tk. 76.92	-
Net asset value per share (Absolute)	Tk. 1,755	Tk. 1,591	10
Dividend payout ratio	30%	27%	-

The appropriation of the Net Profit earned during the period FY 2023-24 has been depicted in the following manner:

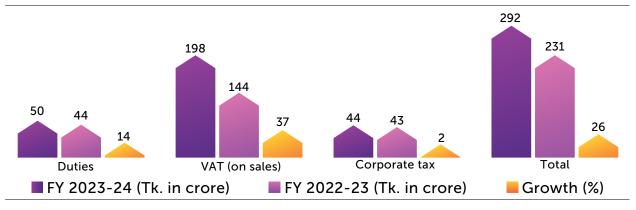
Particulars	FY 2023-24	FY 2022-23
Net profit before tax	147	154
Less: Provision for income tax	48	43
Net profit after tax	99	112
Add: Un-appropriated profit brought forward	581	496
Profit Available for distribution	680	608
Less: Appropriation of Dividend paid FY 2022-23 and adjustment for final demand of tax for AY 2022-23	35	26
Un-appropriated profit carried forward	645	582

Contribution to the National Exchequer

The Company contributed Tk. 292 crore to the government treasury in the form of tax and VAT.

Contribution to the National Exchequer

(Tk. in crore)



Manufacturing Operations

Bhaluka Factory, Mymensingh: Unit - 1 & 2

In the fiscal year 2023-2024, the Bhaluka Factory of SMC Enterprise Ltd made significant strides in its manufacturing operations ensuring both quality and efficiency. So is the case with the Food Manufacturing Division for production of Taste Me, SMC Fruity, and Bolt brands. The factory generates employment for more than 1,600 people in different roles.





Health & Hygiene Factory, Bau band, Cumilla: Unit -3

The Health & Hygiene Factory in Bauband, Cumilla, is a state-of-the-art facility certified with ISO 9001:2015 and licensed by BSTI, dedicated to producing essential hygiene products. It manufactures Joya Sanitary Napkins, Smile Baby Diapers, and baby wipes. In FY 2023-2024, the factory maintained it's high standards of consistent quality and efficiency. Adhering to international standards, the factory received BSTI certification.



FMCG factory Bhabanipur, Gazipur: Unit-4

SMC EL, in with collaboration with Tetra Pak, completed building it's state of the art and first of it's kind in Bangladesh, Ready to Drink, aseptically processed packaged Beverage plant at the FMCG Plant, Bhabanipur. The plant went into commercial production of SMC Plus electrolyte drink products from October 2024.









Blending Machine

Aseptic Processing Machine





Filling Machine

Secondary Packaging Machine

Tetra Pak line ready for commercial production Supply Chain Management (SCM)

During the reporting period, the SCM Division faced significant challenges to maintain timely availability of imported raw and packaging material while the local banks were facing acute scarcity of foreign currency for import payments.

SCM division also played a crucial role in optimizing cost, minimizing the associated risks, through strategic relationships, operational improvements.

ICT Activities

The business transformation under the SAP ERP environment was successfully implemented with relentless effort of both the Management team and the ICT team. The SAP ERP has offered business solutions from A to Z. The introduction of Microsoft 365 Suite enhanced operations by streamlining workflows and improving collaboration. The said division also launched an e-tendering system and established essential ICT infrastructure at the FMCG factory, ensuring reliable communication and data exchange. Besides, extensive training programs were conducted for the management staff to develop their knowledge base and skill set. Further, the ICT team maintained strong vigilance against cyber threats with the highest priority.

Human Resource Management

The Human Resource Division of the Company is committed to nurturing employees to maximize their potential and foster a positive work environment aligned with the company's vision and mission. Key strengths include placing talent in suitable roles, performancebased pay, and building a strong talent pipeline. The total workforce grew by 1,925 in the reporting period, with 115 new hires, emphasizing comprehensive hiring, development, and retention practices.

Capacity building is a priority, with various training initiatives - such as leadership development, on-thejob and off-the-job training, overseas training, and the introduction of an e-learning platform, which trained 1,504 employees in both functional and soft skills.

The HR Division also focuses on harmonious industrial relations. It completed an agreement with the CBA. effective August 2023, further strengthening the mutual commitment to achieving common goals. The details of the HRM are discussed on Page 180 of the Directors Report.

Directors' Statement on Financial Reporting

The Board of Directors of the Company, in accordance with the Corporate Governance Code of the Bangladesh Securities and Exchange Commission, confirm the following to the best of their knowledge:

- The financial statements prepared by the Management of the Company present fairly its state of affairs, the results of its operations, cash flows, and changes in equity.
- Appropriate accounting policies have been consistently applied in preparing the financial statements, and the accounting estimates are based on reasonable and prudent judgment.
- International Accounting Standards (IAS) or International Financial Reporting Standards (IFRS), as applicable in Bangladesh, have been followed in preparing the financial statements, and any departure therefrom has been adequately disclosed.
- The internal control system is sound in design and has been effectively implemented and monitored.

Board Meeting and Attendance

The Articles of Association ("AoA") of the Company requires the Board to meet at least four times a year once every quarter in accordance with Section 96 of the Companies Act 1994. The Board of Directors of the Company met nine times during the reporting period. The notice of each Board Meeting along with the Board working paper had been served in writing ahead of the meeting.

Related Party Transactions

Details on related parties with whom transactions have taken place and their relationship as identified and certified by the Management are disclosed in the 'Related party disclosures under IAS-24' in Note No. 29 of notes to the financial statements.

Appointment of Statuary Auditors

Pursuant to clause 113 of the Articles of Association and the provisions of section 210-213 of the Companies Act 1994, the statutory auditor of the Company, M/s. ACNABIN, Chartered Accountants, shall retire in the 10th AGM and, being eligible, offer themselves for reappointment. The Board of Directors of the Company in its 96th Board Meeting held on 19th November 2024 also recommended their re-appointment for the year 2024-2025 with an audit fee of Tk. 6,06,375 exclusive of VAT and to continue till the next AGM of the Company. The existing audit was Tk. 5,51,250 exclusive of VAT. The Company's statutory auditors have given reports on the Company's financial statements for the year ended 30.06.2024, which forms part of the Annual Report. There is no qualification. reservation, adverse remark, comments, observations, or disclaimer given by the statutory auditors in their reports.

FY 2024-25 - Business Outlook

We are confident about our ability to adapt to changing market dynamics and continue delivering high double digit topline growth along with sustainable profit through product innovation, market expansion, and operational excellence.

We'll continue to focus on consolidating our leadership in our core categories (Rehydration, Contraceptive, Health & Hygiene, Food & Beverage, and Pharmaceuticals) to make consistent quality products accessible to our consumers.

Appreciation

The Board extends its deepest appreciation to the entire management team for their unwavering commitment and dedication, which have been pivotal in driving the Company's success. The Board also wishes to express its sincere gratitude to all stakeholders-shareholders, customers, suppliers, and regulatory authorities-for their ongoing support and trust. Their steadfast backing has been crucial in helping the Company navigate a challenging business environment and accomplish its goals.

On behalf of the Board of Directors.



Waliul Islam

Chairman of the Board of Directors SMC Enterprise Limited



HUMAN RESOURCE MANAGEMENT-SMC EL

Introduction

The Human Resource Management is the strategic approach to nurturing and supporting employees to best utilize their potential and to ensuring a positive work environment. This serves as a platform for the high performing work teams to drive sustainable business performance. The Division is fully aligned with the vision and mission of the organization and relentlessly works in partnership with the other Divisions towards achieving the common goals.

HR Strengths

The Division focuses on ensuring the right people in the right place, performance based pay and developing a robust talent pipeline to meet the future need. During the reporting period, the total manpower was 1.925 of which 1201 management staff and 724 graded staff and a number of 115 employees have been newly hired. HRD is having a comprehensive set of practices for hiring, developing and retaining core and talented employees with right skills and cultural fit.

Capacity Building

To create and maintain a long term sustainable competitive advantage, the HRD aims to maintain a

highly skilled workforce so that it can even thrive in the most challenging environment. Towards that end, the Division has been arranging different capacity building initiatives such as Leadership development programs, On-the-job training, Off-the-job training. Foreign training etc. to help employees perform at their full potential and make them ready to take future challenges. During this year HRD has introduced, e-Learning platform for the first time in SMC which will allow employees to learn from distance at their convenience. During the reporting period, 1504 employees have been trained in various areas through which they attained both work related functional and soft skills.

Industrial Relation

The HR Division of the Company is maintaining and fostering a harmonious relationship between the Management and Labors that consists of mutual respect, deep understanding. and a philosophy that labor force are the integral part of the Company's success. During the reporting period, HRD has successfully and amicably completed the agreement of Charter of Demand with the CBA which has been effective from August 17, 2023. The agreement has further, strengthened the relationship and the mutual commitment towards achieving the common goals.



STANDALONE STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

SMC Enterprise Limited

Particulars	FY' 2023-24	FY' 2022-23	FY' 2021-22	FY' 2020-21	FY' 2019-20
Gross Revenue	17,558,361,124	16,007,586,206	12,115,101,463	10,502,041,117	8,926,372,407
VAT Sales Return Discount on Sales	1,852,141,550 12,410,267 91,953,560	1,668,585,310 1,694,792 198,718,528	1,276,164,649 1,965,032 97,448,911	1,196,675,400 3,770,125 73,122,277	878,568,368 - 75,470,215
Net Revenue	15,601,855,748	14,148,587,576	10,739,522,871	9,228,473,314	7,972,333,824
Cost of goods sold	(10,558,768,701)	(9,450,284,592)	6,704,694,916	5,685,488,727	4,853,376,213
Gross profit	5,043,087,047	4,698,302,984	4,034,827,955	3,542,984,587	3,118,957,612
Administrative expenses	(1,597,842,728)	(1,482,741,291)	1,166,948,515	967,513,764	838,533,197
Selling & marketing expenses	(1,696,638,193)	(1,470,096,664)	1,170,369,715	1,017,010,264	968,036,568
Total Operating Expenses	3,294,480,921	2,952,837,955	2,337,318,230	1,984,524,028	1,806,569,765
Finance expenses	(305,480,977)	215,131,198	28,340,588	3,550,939	5,425,535
Net Operating Profit	1,443,125,149	1,530,333,831	1,669,169,138	1,554,909,620	1,306,962,312
Other Income	105,238,588	94,082,962	61,544,303	57,447,490	26,448,638
Profit before WPPF & Tax	1,548,363,737	1,624,416,793	1,730,713,441	1,612,357,110	1,333,410,949
Provision for WPPF	(77,418,187)	81,220,840	86,535,672	80,617,856	66,670,547
Income Tax	(484,068,287)	42,64,47,345	467,999,110	464,315,734	414,199,308
Net profit after Tax	986,877,263	111,67,48,608	1,176,178,659	1,067,423,521	852,541,094

^{*}Other income includes interest income, Insurance claim and sale of scrap.

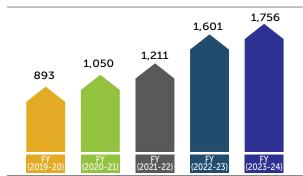
Particulars	As on 30.06.2024	As on 30.06.2023	As on 30.06.2022	As on 30.06.2021	As on 30.06.2020
Share Capital	390,000,000	390,000,000	390,000,000	390,000,000	100,000,000
Retained Earnings	6,454,406,726	581,67,16,330	4,964,241,642	3,924,562,983	2,907,139,462
Non-current liabilities	668,902,678	709,229,187	748,323,480	688,353,295	571,123,871
Current liabilities	5,789,100,025	3,590,868,068	3,147,352,180	2,189,714,572	1,870,474,588
Total Equity and Liabilities	13,302,409,428	10,506,813,584	9,249,917,302	7,192,630,850	5,738,737,921
Non-current assets	5,134,743,776	3,538,976,450	3,027,720,757	2,527,907,991	2,209,086,729
Current assets	8,167,665,653	6,967,837,135	6,222,196,545	4,664,722,859	3,529,651,191
Total Assets	13,302,409,428	10,506,813,584	9,249,917,302	7,192,630,850	5,738,737,921



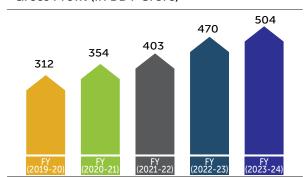
BUSINESS PERFORMANCE OF LAST FIVE YEARS FROM FY'2019-20 TO FY'2023-24

SMC Enterprise Ltd.

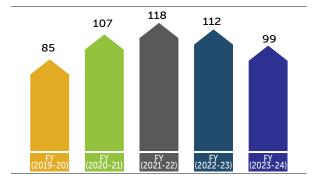




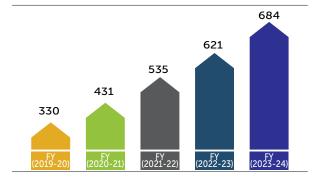
Gross Profit (In BDT Crore)



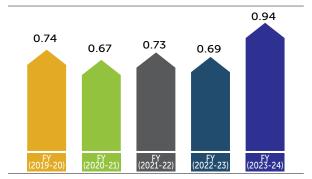
Net Profit after Tax (In BDT Crore)



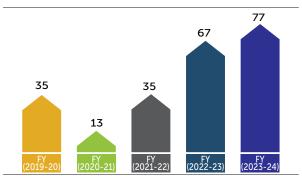
Shareholders Equity (In BDT Crore)



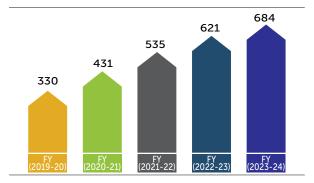
Debt-equity ratio



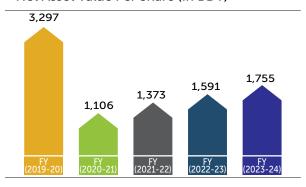
Dividend per share



Net Asset Value (In BDT Crore)



Net Asset Value Per Share (In BDT)



FINANCIAL STATEMENTS FY: 2023-24





SMC ENTERPRISE LIMITED

Independent Auditor's Report and Audited Financial Statements For the year ended 30 June 2024



BDBL. Bhaban (Lcvel-13 & 15) 12 Kawran Bazar Commercial Area Dhaka-1215. Bangladesh.

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INDEPENDENT AUDITOR'S REPORT

To the Shareholders of SMC Enterprise Limited

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of SMC Enterprise Limited ("SMC EL" or "the Company"), which comprise the statement of financial position as at 30 June 2024, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information and other explanatory information.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Company as at 30 June 2024, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs) as disclosed in Note # 2.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with ethical requirement that are relevant to our audit of the financial statements in Bangladesh, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

Management is responsible for the other information. The other information comprises all the information, but doesn't include the financial statements and our auditor's report thereon. The other information is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements. our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management and Those Charged with Governance for the Financial Statements and Internal Controls

Management is responsible for the preparation of financial statements that give a true and fare view in accordance with International Financial Reporting Standards (IFRSs) as disclosed in Note # 2, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the **Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high



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level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if. individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based

- on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Report on other Legal and Regulatory Requirements

We also report that the financial statements comply with the Companies Act, 1994 and other applicable laws and regulation. We also report that-

- we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit and made due verification thereof;
- b) in our opinion, proper books of accounts as required by law have been kept by the Company so far as it appeared from our examination of those books; and
- c) the statements of financial position and statement of profit or loss and other comprehensive income dealt with by the report are in agreement with the books of account and returns.

Signed for & on behalf of

ACNABIN Chartered Accountants

Md. Moniruzzaman, FCA

Partner ICAB Enrollment No. 787 DVC:2411140787AS397554

Dhaka

Date: 06 Nov. 2024



STATEMENT OF FINANCIAL POSITION

As at 30 June 2024

Particulars	Notes	30.06.2024 Taka	30.06.2023 Taka
Assets			
Non-current assets		5,134,743,776	3,538,976,450
Property, plant and equipment	04	2,881,452,831	2,754,378,109
Intangible assets	4.1	27,166,293	14,162,124
Right of use (ROU) assets	4.2	260,636,463	341,441,953
Capital work-in-progress	05	1,965,488,190	428,994,264
Current assets		8,167,665,652	6,967,837,134
Inventories	06	3,375,996,873	2,999,865,767
Accounts receivable	07	167,888,632	131,271,925
Other receivables	08	252,592,272	178,604,293
Advance, deposit and prepayments	09	2,177,950,338	1,575,055,069
Investment in FDRs	10	1,384,058,874	1,169,373,384
Cash and bank balances	11	809,178,663	913,666,696
Total assets		13,302,409,428	10,506,813,584
Equity and liabilities			
Capital and equity		6,844,406,726	6,206,716,330
Share capital	12	390,000,000	390,000,000
Retained earnings	13	6,454,406,726	5,816,716,330
Non-current liabilities		668,902,678	709,229,187
Lease Liabilities (After current portion)	14	505,517,678	568,082,154
Payable for gratuity	15	137,026,955	100,543,286
Deferred tax liability	16	26,358,046	40,603,747
Current liabilities		5,789,100,023	3,590,868,068
Lease Liabilities (Current portion)	14	114,646,740	126,191,346
Security deposits	17	30,798,885	19,866,850
Accounts payable	18	712,568,721	610,640,539
Short term loan	19	3,284,881,418	1,663,653,476
Other payables	20	867,416,636	405,835,102
Provision for WPPF & WF	21	77,418,187	81,220,840
Provision for Income Tax	22	701,369,437	683,459,915
Total equity and liabilities		13,302,409,428	10,506,813,584

This Financial Statement should be read in conjunction with annexed notes.

Abul Bashir Khan, FCMA

Chief Financial Officer

Sayef Uddin Nasir

Managing Director

Waliul Islam Chairman

Signed for & on behalf of ACNABIN

Chartered Accountants

Md. Moniruzzaman, FCA Partner

ICAB Enrollment No. 787 DVC:2411140787AS397554



STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2024

Particulars	Notes	2023-2024 Taka	2022-2023 Taka
Net revenue	23	15,601,855,748	14,148,587,576
Cost of goods sold	24	(10,558,768,701)	(9,450,284,592)
Gross profit		5,043,087,047	4,698,302,984
Operating expenses		(3,294,480,921)	(2,952,837,955)
Administrative expenses	25	(1,597,842,728)	(1,482,741,291)
Selling & marketing expenses	26	(1,696,638,193)	(1,470,096,664)
Gross operating profit for the year		1,748,606,126	1,745,465,029
Finance expenses	27	(305,480,977)	(215,131,198)
Net operating profit for the year		1,443,125,149	1,530,333,831
Other income	28	105,238,588	94,082,962
Profit before WPPF & WF for the year		1,548,363,737	1,624,416,793
Provision for contribution to WPPF & WF		(77,418,187)	(81,220,840)
Profit before tax for the year		1,470,945,550	1,543,195,954
Income tax expense		(484,068,287)	(426,447,345)
Current tax expense		(498,313,988)	(432,324,025)
Deferred tax Income/(expense)	16	14,245,701	5,876,680
Total comprehensive income		986,877,263	1,116,748,609

This Financial Statement should be read in conjunction with annexed notes.

Abul Bashir Khan, FCMA Chief Financial Officer

Sayef Uddin Nasir Managing Director Waliul Islam Chairman

This is the Statement of Profit or Loss and Other Comprehensive Income referred to in our separate report of even date.

Signed for & on behalf of ACNABIN Chartered Accountants

Md. Moniruzzaman, FCA Partner

ICAB Enrollment No. 787 DVC:2411140787AS397554

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2024

Particulars	Share Capital	Retained Earnings	Total Equity
Opening balance	390,000,000	5,816,716,330	6,206,716,330
Net Profit for the year	-	986,877,263	986,877,263
Cash Dividend paid for the year 2022-23	-	(300,000,000)	(300,000,000)
Adjustment for final demand of tax for AY 2022-23	-	(49,186,867)	(49,186,867)
Balance as at 30 June 2024	390,000,000	6,454,406,726	6,844,406,726
Opening balance	390,000,000	4,964,241,642	5,354,241,642
Net Profit for the year	-	1,116,748,608	1,116,748,608
Cash Dividend paid for the year 2021-22	-	(260,000,000)	(260,000,000)
Adjustment for final demand of tax for AY 2019-20 & 2021-22		(4,273,920)	(4,273,920)
Balance as at 30 June 2023	390,000,000	5,816,716,330	6,206,716,330

Abul Bashir Khan, FCMA Chief Financial Officer

Sayef Uddin Nasir Managing Director Waliul Islam Chairman



STATEMENT OF CASH FLOWS

For the year ended 30 June 2024

	Particulars		2023-2024 Taka	2022-2023 Taka
A.	Cash flows from operating activities			
	Net profit before interest and taxes		1,776,426,527	1,758,327,151
	Item not involving in movement of cash:			
	Depreciation on property, plant and equipment	Annexure A	354,107,377	282,149,075
			2,130,533,904	2,040,476,226
	Changes in working capital/Non Operating/ Non Cash Ite	ms		
	(Increase)/Decrease in advances, deposit and prepayments		(602,895,269)	22,965,733
	(Increase) in inventories		(376,131,106)	(795,322,333)
	Decrease/(Increase) in accounts receivables		(36,616,707)	(59,090,194)
	Decrease/(Increase) in other receivables		(73,987,979)	(77,586,889)
	Increase in provision for WPPF		(3,802,653)	(5,314,832)
	(Decrease)/Increase in provision for gratuity		36,483,669	71,620,078
	(Decrease)/Increase in other payables		488,581,534	130,871,425
	Increase/(Decrease) in security deposits		10,932,035	4,408,541
	Increase/(Decrerase) in accounts payables		101,928,182	169,024,087
	Increase/(Decrerase) in Short term loan		1,621,227,942	220,178,753
	Increase of Lease Liability		(74,109,082)	(100,332,883)
	Payment of Finance Expenses		(305,480,977)	(215,131,198)
	Adjustment of income tax		(556,591,333)	(516,754,842)
			229,538,255	(1,150,464,555)
	Net cash flow from operating activities		2,360,072,159	890,011,671
B.	Cash flows from investing activities			
	Acquisition of property, plant and equipment	4	(296,746,277)	(266,349,163)
	Acquisition of intangible assets	4.1	(16,976,441)	(9,326,082)
	Addition of ROU Assets	4.2	(61,452,915)	(5,996,702)
	Disposal of Fixed Assets		737,008	236,986
	Addition of capital work-in-progress		(1,575,436,079)	(511,969,807)
	Investment in FDR		(1,004,188,473)	(227,136,422)
	Encashment of FDR		789,502,983	569,611,041
	Net cash used in investing activities		(2,164,560,193)	(450,930,150)
C.	Cash flows from financing activities			
	Dividend Paid		(300,000,000)	(260,000,000)
	Net cash used in financing activities		(300,000,000)	(260,000,000)
	Net increase/(decrerase) cash and bank balances(A+B+C)		(104,488,034)	179,081,521
	Cash and bank balances at beginning of the year		913,666,696	734,585,174
	Cash and bank balances at end of the year		809,178,663	913,666,696

Abul Bashir Khan, FCMA Chief Financial Officer

Sayef Uddin Nasir Managing Director Waliul Islam Chairman

NOTES TO THE FINANCIAL STATEMENTS

As at and for the year ended 30 June 2024

1. Background and business activities of the Company

1.1 Company Profile

SMC Enterprise Limited ("SMC EL" or "the Company"), a private company limited by shares was incorporated in Bangladesh bearing Registration No. C-118753/14, dated 20 October, 2014 under the Companies Act, 1994. Registered address of the company is SMC Tower, 33 Banani Commercial Area, Dhaka 1213. The Company obtained registration from the Bangladesh Investment Development Authority (BIDA), Government of Bangladesh under Registration No. L-30031503052-H, dated 16 March, 2015. Commercial operation started from 1 January 2015.

A vendor's agreement has been executed between Social Marketing Company (Vendor) and SMC Enterprise Limited (Vendee) on 01 January 2015 to acquire and take over the business of manufacturing, trading and other commercial operations of Social Marketing Company. Social Marketing Company has authorized SMC Enterprise Limited at the Board meeting held on 22 December 2014 to receive the scheduled property and stock at their net book value of Tk 1,480,556,533 as certified by MABS & J Partners, Chartered Accountants. An addendum was incorporated in the vendor's agreement dated 03 May 2017 as per the decision of the Board. The consideration for such transactions was settled in the following manner:

Particulars	BDT
a) Total Consideration	1,480,556,533
Less: Adjustment against excess valuation of property & stock	40,652,052
Total consideration after adjustment	1,439,904,481
Less: Cash payment made upto 30 June 2020	950,000,000
Less: Shares issued till 30 June 2020	100,000,000
Outstanding amount to be paid:	389,904,481
b) Due Amount to be paid in Cash	
30 March 2020	50,000,000
30 September 2020	50,000,000
31 December 2020	49,904,481
	149,904,481
Adjusted with Lease agreement made on 25 June 2020	-
	149,904,481
Adjusted with land sold by SMC	-
Total cash consideration to be paid	149,904,481
c) Shares to be issued in phases	290,000,000
29,00,000 new shares alloted on August 16,2020	(290,000,000)
Outstanding shares to be issued	-

1.2 Nature of business

SMC Enterprise Limited was formed as a 'for-profit subsidiary' of Social Marketing Company to run commercial operations. All manufacturing and trading operations of self-financed products are implemented through the Enterprise. The company markets a diverse range of brands under multiple product categories such as pills, condoms, ORSaline-N, health & hygiene, pharma products, food products, beverage items etc. to specific segments supported with brand-specific advertising and promotion, and manages a nationwide distribution operation through 12 area offices located across the country.



SMC EL has made a contract dated 04 May 2016 with Julphar Bangladesh Limited (Now Jenphar Bangladesh Limited) for Toll Manufacturing of the pharma products. As per contract the commercial operation was started dated May 2017 and the sales was started in August 2017, where Jenphar Bangladesh Limited produces total 30 pharma items for SMC EL. In addition to this SMC EL made an agreement dated 20 May 2021 with Naafco Pharma Ltd. to produce pharmaceutical products.

SMC EL also procures ORS-N, Contraceptive Pills, SMC Fruity, SMC Plus, Germ Kill (Hand wash) SMC Honey, SMC petroleum jelly from Renata Ltd, Popular Pharmaceuticals Ltd., ACME Laboratory Ltd., Essential Drugs Company Ltd. (EDCL), Naafco Pharma Ltd. Care Nutrition Limited, AANT Cosmetics Limited, under the Contract Manufacturing Agreement.

2. Basis of preparation of Financial Statements

2.1 Statement of compliance

The financial statements have been prepared in compliance with the requirements of the International Financial Reporting Standards (IFRSs) and International Accounting Standards (IASs), the Companies Act 1994, and other relevant local laws as applicable.

In addition to the above, the entity is also required to comply with the requirements of the following:

The Income Tax Act, 2023;

The Value Added Tax Act & Supplementary Duty Act, 2012;

The Value Added Tax & Supplementary Duty Rules, 2016;

Tax Deduction at Source Rules 2023;

The Customs Act, 1969 & 2023

The Bangladesh Labour Act 2006;

The Sale of Goods Act 1930:

2.2 **Basis of Measurement**

The financial statements have been prepared on going concern concept, historical cost convention and on accrual basis in accordance with International Accounting Standards (IASs) and International Financial Reporting Standards (IFRSs) and in compliance with the Companies Act 1994.

2.3 Components of financial statements

- -Statement of Financial Position
- -Statement of Profit or Loss and Other Comprehensive Income
- -Statement of Changes in Equity
- -Statement of Cash Flows
- -Notes to the Financial Statements

2.4 Functional and presentation currency

These financial statements are presented in Bangladeshi Taka (BDT) which is the functional currency of the company. The amounts in these financial statements have been rounded off to the nearest integer.

2.5 Use of estimates and judgments

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revision of accounting estimates is recognized in the year in which the estimate is revised if the revision affects only that year, or in the year of revision and future years if the revision affects both current and future years.

In particular, the key areas of estimation, uncertainty and critical judgments in applying accounting policies that have the most significant effect on the amounts recognized in the financial statements are described in the following notes:

Note: 4 Depreciation on property, plant and equipment.

Note: 4.1 Intangible Assets

Note: 4.2 Right of Use (ROU) Assets

Note: 6 Inventory valuation

Note: 7 Accounts receivables

Note: 15 Payable for gratuity

Note: 16 Deferred tax liabilities

Provision for Income Tax Note: 21

2.6 Reporting period

The financial year of the company covers one year from 01 July to 30 June and will be followed consistently.

3. Significant accounting policies

3.1 Basis of accounting

The financial statements have been prepared under the historical cost convention and after due compliance with the International Financial Reporting Standards (IFRSs), the Companies Act, 1994 and other applicable laws and regulations.

3.2 Property, plant and equipment

3.2.1 Recognition and measurement

Property, plant and equipment are stated at cost value less accumulated depreciation in compliance with International Accounting Standard (IAS)-16: Property Plant and Equipment. The cost of acquisition of an asset comprises its purchase price and any directly attributable cost of bringing the assets to its location and condition for its intended use inclusive of inward freight, duties and non-refundable taxes.

3.2.2 **Subsequent Costs**

The cost of replacing a part of an item of property, plant and equipment is recognized in the carrying amount of the item of it is probable that future economic benefits associated with the item will flow to the entity and the cost of the item can be measured reliably. All other repair and maintenance costs are charged to the statement of profit or loss and other comprehensive income during the financial period in which they incurred.

3.2.3 Depreciation

Depreciation is charged on property, plant and equipment (except Land) using reducing balancing method of each item of property, plant and equipment. Depreciation on addition to property, plant and equipment is charged from the date when assets is put into use for commercial operation. Depreciation of Tk. 17,42,08,878.00 has been charged in factory overhead and depreciation Tk. 17,98,98,499.00 has been charged in operating expenses.

The management of the company decided to follow reducing balance method from 01 July 2022 to onwards for each item of property, plant and equipment. Previously the company followed straight line method



The rates of depreciation varies from 2.5% to 33.33% p.a. based on useful lives and nature of the assets. Rates of depreciation are as follows:

Category of Assets	Rate (%)
Office Building	2.50
Building -Factory	5.00
Plant & Machinery	10.00
Plant & Machinery-Factory	10.00
Mechanical, Electrical Equipment	20.00
Mechanical, Electrical Equipment-Factory	20.00
Furniture & Fixture	10.00
Furniture & Fixture-Factory	10.00
IT Equipment	33.33
IT Equipment-Factory	33.33
Office Equipment	20.00
Office Equipment-Factory	20.00
Treatment Plant & Reservoirs-Factory	15.00
Vehicles	20.00
Vehicles-Factory	20.00
Health & Safety Equipment	20.00
Health & Safety Equipment-Factory	20.00
QC & PD Equipment- Factory	10.00
Renovation & Decoration	20.00
Renovation & Decoration-Factory	20.00
Intangible assets	20.00
Intangible assets (SAP)	10.00

3.2.4 Amortization

Amortization

Intangible assets, like software development, of the company has been amotized at 20% and 10% per year. ROU assets of the company have also been amortized at straightline method.

3.3 Financial assets

Financial assets of the company include cash and bank balances, investment in FDR, accounts receivables and other receivables. The company initially recognizes receivable on the date they are originated. All others financial assets are recognized initially on the date at which the company becomes a party to the contractual provisions of the transaction. The company derecognizes a financial asset when, and only when the contractual rights or probabilities of receiving the cash flows from the asset expire or it transfers the right to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risk and rewards of ownership of the financial asset are transferred.

3.3.1 Investment in FDR

The Company has the positive intent and ability to hold FDR to maturity and such financial assets are classified as held to maturity. Held-to-maturity financial assets are recognized initially at fair value. Subsequent to initial recognition, held-to-maturity financial assets are measured at amortized cost using the effective interest method.

3.3.2 Account receivables

Account receivables are initially recognized as invoice amount and subsequently measured at invoice amount less any provisions for doubtful debts. Provisions are made where there is evidence of a risk of non-payment, taking into account aging, previous experience and general economic conditions. When an account receivable is determined to be uncollected it is written off, firstly against any provision available and then to the profit or loss and other comprehensive income. Subsequent recoveries of amounts previously provided for are credited to the profit or loss and other comprehensive income.

3.3.3 Cash and bank balances

Cash and bank balances include cash in hand and at banks which are held and available for use by the company without any restriction.

3.3.4 Advance, deposit and prepayments

Advances are initially measured at cost. After initial recognition advances are carried at cost less deductions or adjustments. Deposits are measured at payment value. Prepayments are initially measured at cost. After initial recognition prepayments are carried at cost less charges to statement of profit or loss and other comprehensive income.

3.4 Financial liabilities

Financial liabilities are recognized initially on the transaction date at which the company becomes a party to the contractual provisions of the liability. The company derecognizes a financial liability when its contractual obligations are discharged or cancelled or expired. Financial liabilities include liabilities for expenses, accounts payable, other payables and other financial obligations.

3.4.1 Loans and borrowings

Borrowings repayable after twelve months from the date of statement of financial position are classified as non-current liabilities whereas the portion of borrowings repayable within twelve months from the date of statement of financial position, unpaid interest and other charges are classified as current liabilities.

3.4.2 Finance income and expenses

Finance income comprises interest income on investment in FDRs, interest on SND account. Interest income is recognized using accrual principle.

Finance expenses (Note # 26) comprise interest on UPAS L/C and O/D account, on the outstanding balance of internal lease rental as per deed of Lease Agreement with Social Marketing Company and foreign exchange loss for opening UPAS L/C. Interest expenses under administrative expenses (Note # 24) was incurred for complying of IFRS 16. Banks and NBFIs service charges were recognized in the statement of Profit or Loss and other comprehensive income.

3.4.3 IFRS 16. Leases

IFRS 16 eliminates the distinction between operating and finance leases and requires lessees to recognize all leases with a lease term of greater than 12 months in the statement of financial position. Most of the agreements of Head office, warehouses and area offices are more than 12 months and hence the company as a lessee has brought in both assets and liabilities of the statement of financial position as at 30 June 2024. The company adopted this standard from FY 2019-20.

In the context of the transition to IFRS 16, Right of Use (ROU) assets Tk. 260.63 million (after accumulated depreciation) and lease liabilities Tk. 288.32 million were recognized as on 30th June 2024. Tk. 99.78 million is due within one year and Tk. 188.53 million is due with two years but less than 5 years of these lease liabilities

3.4.4 Contingent liability

A contingent liability is a liability that may occur depending on the outcome of an uncertain future event such as pending lawsuits. A contingent liability is recorded if the contingency is likely and the amount of the liability can be reasonably estimated.



3.5 Inventories

Inventories are carried at the lower of cost and net realizable value as prescribed by IAS 2: "Inventories". Cost is determined on weighted average cost basis. The cost of inventories comprises of expenditure incurred in the normal course of business in bringing the inventories to their present location and condition. Net realizable value is based on estimated selling price less any further costs expected to be incurred to make the sale.

3.6 Revenue Recognition

In compliance with the requirements of IFRS-15: Revenue is recognized only when it completes the 5 steps model:

- Identify the contract with a customer. Step-1
- Step-2 Identify the performance obligations in the contract.
- Step-3 Determine the transaction price.
- Step-4 Allocate the prices to the performance obligations
- Step-5 Recognize revenue.

3.7 Value Added Tax exempted products

VAT is exempted for all kinds of contraceptive, Sheath Contraceptive and Sanitary napkin as per SRO # 136/ AIN/2023/213-Mushak, dated 21 May, 2023. Other products are VATable.

3.8 **Employee** benefits

3.8.1 Defined contribution plan (provident fund)

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. The Company has recognised provident fund as approved by NBR.

3.8.2 Defined benefit plan (Gratuity)

Defined benefit plan is a retirement benefit plan under which amounts to be paid as retirement benefits are determined by reference to employees' earnings and/or year of services. The Company has funded gratuity fund approved by NBR. The Employees' gratuity fund is being considered as defined benefit plan as it meets the recognition criteria of IAS-19, Employee Benefit. The Company's obligation is to provide the agreed benefits to current employees as per condition of the fund.

The Company operates a NBR approved Gratuity Scheme for its permanent employees; provision of gratuity for management staff is made annually against one month's basic salary for employees who served for 1 to 4 years. 1.5 basic salary for the employees who served for 5 years and above, 2 basic salary for the employees who served for 10 years & above (In case of retirement, death or permanent disability).

Provision of Gratuity for graded staff is made annually one gratuity for 1 to 4 years of completed service, one & half gratuity for 5 to 8 years of completed years of service and two gratuity for 9 and above years of service.

3.8.3 Workers' Profit Participation Fund (WPPF)

This is required to be made in compliance with section 234(1)(b) of Bangladesh Labour Act 2006 (as amended in 2013). As per that Act, 5% of the net profit of each year, not later that 9 (nine) months from the close of that period, is required to be transferred to the fund, the proportion of the payment to the participation fund and the welfare fund being 80:10. The remaining 10% shall be paid by the company to the workers' welfare foundation fund, as formed under the provision of the Bangladesh Workers' Welfare Foundation Act 2006. Of the 80% being transferred to the participation fund, two-third has to be distributed in equal proportions to all the members (beneficiary) of the fund in cash and one-third has to be invested in accordance with the manner stated in section 242 of that Act.

The company makes provision @ 5% of its net profit before tax as a contribution to workers' profit participation fund before tax and charging such expense in accordance with The Bangladesh Labour Act 2006 (As amended in 2013).

3.8.4 Group Insurance

The company has a Group insurance policy which cover loss of accident of all permanent employees during their employment with the company. In the event of death while being employed by the company, the nominee/s shall be paid the benefit of the policy as per entitlement.

3.9 Taxation

Income tax expense comprises of current and deferred tax. Income tax expense is recognised in the statement of profit or loss and other comprehensive income except to the extent that it relates to item recognised directly in equity.

According to para 3 of 3rd Schedule of Income Tax Act 2023, "any realized loss regarding any asset item shall be capitalized to the acquisition cost of the asset". The tax base of the property, plant and equipment and provision for current tax are calculated based on this newly added guideline.

3.9.1 Current tax

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantially enacted at the reporting date. The applicable tax rate for the Company is 27.50%. Provision for current tax expenses has been made on the basis of Finance Act 2024 of Income Tax Ordinance 1984.

3.9.2 Deferred tax

Deferred tax is calculated using the carrying amount and tax base of assets and liabilities. Deferred tax arises due to temporary difference deductible or taxable for the events or transactions recognised in the statement of profit or loss and other comprehensive income. A temporary difference is the difference between the tax base of an asset or liability and its carrying amount/reported amount in the statement of financial position. Deferred tax asset or liability is the amount of income tax recoverable or payable in future periods recognised in current year. The deferred tax asset/income or liability/expense does not create a legal recoverability/liability to and from the income tax authority.

3.10 Statement of cash flows

Statement of cash flows is prepared principally in accordance with IAS-7: Statement of Cash Flow and the cash flows from operating activities have been presented under indirect method.

3.11 Provision

A provision is recognized on the date of financial position if, as a result of past events, the company has a present legal obligation that can be estimated reliably and it is probable that an outflow of economic benefits will be required to settle the obligation in accordance with IAS 37: Provisions, Contingent Labilities and Contingent Assets.

3.12 Foreign currency transactions

Foreign currency transactions are converted into Bangladesh Taka at exchange rates prevailing on the dates of transactions. Assets and liabilities in foreign currency as at 30 June 2024 were converted into BDT at the exchange rate prevailing on the closing date.

3.13 Events after the reporting period

Amounts recognised in the financial statements are adjusted for events after reporting periods that provide evidence of conditions that existed at the end of the reporting period. So there is no event after the reporting period.

3.14 General

- i. Figures have been rounded off to the nearest Taka.
- ii. Previous year's figures have been rearranged wherever considered necessary to conform to the current year's presentation.



3.15 Comparative information

Comparative information has been presented in respect of the prior period in accordance with IAS-1: Presentation of Financial Statements, for all numeric information in the financial statements and also the narrative and descriptive information where it is relevant for understanding of the current period's financial statements.

3.16 Status of compliance of International Accounting Standards

The Company's status of compliance with applicable Financial Reporting Standards is as under:

IAS	Title	Remarks
1	Presentation of Financial Statements	Complied
2	Inventories	Complied
7	Statement of Cash Flows	Complied
8	Accounting Policies, Changes in Accounting Estimates and Errors	Complied
10	Events after the Reporting Period	Complied
12	Income Taxes	Complied
16	Property, Plant & Equipment	Complied
19	Employee Benefits	Complied
21	The Effects of Changes in Foreign Exchange Rates	Complied
24	Related Party Disclosures	Complied
32	Financial Instruments: Presentation	Complied
37	Provisions, Contingent Liabilities and Contingent Assets	Complied
IFRS	Title	Remarks
7	Financial Instruments: Disclosures	Complied
12	Disclosure of Interest in Other Entities	Complied
13	Fair value measurement	Complied
15	Revenue from Contracts with Customers	Complied
16	Leases	Complied
	Lease Tenure	Lease Amount
1 year but	less than 2 years	105,739,636
2 years bu	t less than 5 years	222,373,692
Above 5 ye	ears	292,051,090
Total	620,164,418	

		30.06.2024 Taka	30.06.2023 Taka
l.	Property, plant and equipment		
۸.	Cost		
	Opening balance	4,054,560,621	3,410,092,267
	Add: Addition during the year	335,688,430	645,277,640
		4,390,249,050	4,055,369,907
	Less: Disposal during the year	3,370,589	809,286
	Total	4,386,878,461	4,054,560,621
В	. Accumulated depreciation		
	Opening balance	1,300,182,512	1,147,039,578
	Add: Charged during the year	207,876,700	153,715,234
		1,508,059,212	1,300,754,812
	Less: Adjustment for disposal during the year	2,633,581	572,300
	Total	1,505,425,630	1,300,182,512
	Written down value (A-B)	2,881,452,831	2,754,378,109
l.1	Intangible assets		
С	. Opening balance	25,929,155	16,603,073
	Add: Addition during the year	16,976,441	9,326,082
	Total	42,905,596	25,929,155
D.	. Accumulated amortization		
	Opening balance	11,767,032	9,255,232
	Add: Charged during the year	3,972,272	2,511,799
	Total	15,739,303	11,767,032
	Written down value (C-D)	27,166,293	14,162,124
1.2	Right of Use (ROU) Assets		
Е	. Opening balance	676,654,821	670,658,119
	Add: Addition during the year	61,452,915	5,996,702
		738,107,736	676,654,821
	Less: Adjustment during the year	36,462,552	-
	Total	701,645,184	676,654,821
F	. Accumulated depreciation		
	Opening balance	335,212,868	209,290,825
	Add: Charged during the year	142,258,405	125,922,043
		477,471,273	335,212,868
	Less: Adjustment during the year	36,462,552	-
	Total	441,008,721	335,212,868
	Written down value (E-F)	260,636,463	341,441,953

A schedule of property, plant and equipment is given in **Annexure-A**



30.06.2024 Taka

30.06.2023 Taka

4.2 Property, plant and equipment includes land & buildings of Taka 134,668,703 and Taka 229,669,842 respectively, which has been acquired from Social Marketing Company (SMC) through vendor's agreement dated 01 January 2015. A lease agreement has been made between SMC (Lessor) and SMC Enterprise Ltd. (Lessee) on 25 June 2020. The Lessee agreed to take the "DEMISED PROPERTY" under finance lease for a period of 50 (fifty) years. The DEMISED PROPERTY consists of Land and Building at a total value of Taka 36,35,82,381. Out of the above amount taka 13,39,12,539 and 22,96,69,842 for Land and buildings respectively.

	amount taka 13,39,12,539 and 22,96,69,842 fc	or Land and buildings res	spectively.	
5	Capital work-in-progress			
	Construction work at Bhaluka for ORS facto	ry	-	6,977,998
	FMCG Production facilities at Bhabanipur		1,802,017,330	317,097,078
	Cumilla Area Office		2,338,941	1,184,804
	Construction work at Khulna		52,720,411	2,928,088
	Construction work at Rongpur		1,680,755	-
	Land Development		55,410,402	-
	Software Development		26,581,375	-
	Property, plant and equipment (Other than o	construction works)	24,738,976	100,806,297
			1,965,488,190	428,994,264
	The movement and subsequent position of	this amount is as unde	r:	
	Opening balance		428,994,264	295,952,934
	Add: Addition during the year		1,575,436,079	511,969,807
			2,004,430,343	807,922,741
	Less: Transfer to property, plant and equipments during the year		38,942,152	378,928,477
			1,965,488,190	428,994,264
6.	Inventories			
	Raw Materials		1,227,569,923	999,502,208
	Packaging Materials		225,935,939	370,225,980
	POP materials		19,330,405	17,603,655
	Spare parts		125,022,679	85,263,823
	Generator Fuel		5,367,579	4,297,080
	Work in Progress		4,996,685	20,588,446
	Finished Goods		1,767,773,663	1,502,384,575
			3,375,996,873	2,999,865,767
7.	Accounts Receivable			
	Receivable (Consumer sales)	(Note: 7.1)	55,128,795	50,067,048
	Receivable (Pharma Sales)	(Note: 7.2)	112,759,837	81,204,878
			167,888,632	131,271,925
7.1	Accounts receivable-Consumer sales			
	Opening balance		50,067,048	55,156,344
	Add: Sales during the year		16,268,573,819	14,957,453,711
			16,318,640,866	15,012,610,055

			30.06.2024 Taka	30.06.2023 Taka
	Less: Collection during the year		16,263,081,451	14,962,543,007
	Less: Allowance for Bad Debt		430,620	-
			55,128,795	50,067,048
7.2	Accounts receivable-Pharma sales			
	Opening balance		81,204,878	17,025,387
	Add: Sales during the year		1,289,787,305	1,050,132,494
			1,370,992,182	1,067,157,882
	Less: Collection during the year		1,258,232,345	985,953,004
			112,759,837	81,204,878
	The aging of above accounts receivables as at t	the statement of fin	ancial position date w	/as:
	Aging of the above receivables is given below			
	Past due 0-30 days		134,497,904	110,825,071
	Past due 31-90 days		20,592,203	17,472,237
	Past due over 91 days		12,798,525	2,974,617
			167,888,632	131,271,925
8.	Other Receivables			
	Receivable for Material Loan		13,030,652	26,526,656
	Receivable from SMC		151,317,954	105,446,156
	Receivable from ACME Agrvet & Beverage Ltd		66,127,922	36,249,775
	Interest receivable on FDRs		22,115,744	10,381,706
			252,592,272	178,604,293
09.	Advance, deposit and prepayments			
	Advance against expenses		2,039,623	132,380,983
	Advance against import		808,194,252	480,602,896
	Advance Income Tax	(Note: 9.1)	643,895,052	700,753,633
	Prepaid Expenses		16,948,577	1,794,519
	Vehicle loan	(Note-9.2)	49,075,349	42,418,879
	Advance Against Salary		19,647,969	2,619,408
	Advance to area offices and factory		-	1,977,685
	Security Deposits	(Note-9.3)	14,773,376	12,773,376
	Advance Input VAT		12,326,503	-
	Advance Sales VAT		51,709,970	-
	VAT on Stock		206,947,470	101,471,152
	Advance to suppliers	(Annexure-F)	352,392,197	98,262,538
			2,177,950,338	1,575,055,069



		30.06.2024 Taka	30.06.2023 Taka
9.1	Advance Income Tax		
	Opening balance	700,753,633	783,830,089
	Add: Addition during the period	450,545,885	429,404,466
		1,151,299,518	1,213,234,555
	Adjustment for the assessment year 2021-22	-	386,089,123
	Adjustment for the assessment year 2022-23	323,491,716	126,391,799
	Adjustment of TDS for the assessment year 2023-24	183,912,750	-
		643,895,052	700,753,633

As per clause 1(a) of section 94 of Income Tax Ordinance 1984, if NBR does not assess the income of two years from the end of the first assessment year in which the income was first assessable then the amount of tax provision can be adjusted based on the acknowledgement receipt from NBR at the time of payment of tax as per return under section 82BB. So here SMC Enterprise Limited has adjusted the tax paid for the assessment year 2021-22 (Sec.: 82BB) against the advance income tax. The company subsequently will adjust if there is any over or under provision assessed by NBR.

9.2 Vehicle Loan

The above loan was provided by the Company to its sales and management staff to increase their operational efficiency. Entire amount Tk 49,075,349 was receivable from the sales and management level personnel against motor car/Motorbike loan under this scheme through a fixed number of installments without interest.

The movement and subsequent position of this amount is as under:

	Opening balance	42,418,879	34,866,842
	Add: Advance given during the year	17,413,625	20,441,520
		59,832,504	55,308,362
	Less :Adjusted/Realized during the year	10,757,155	12,889,483
		49,075,349	42,418,879
9.3	Security Deposits		
	Performance Security to BRAC	30,000	30,000
	Titas Gas	539,780	539,780
	Pragati Insurance Limited	2,160,000	2,160,000
	Gazipur Palli Biddut Samitee	8,054,620	6,054,620
	Ansar & VDP, Mymensingh	744,016	744,016
	Power Development Board (PDB)	768,000	768,000
	Rural Electrification Board (REB), Bhaluka, Mymensingh	2,476,960	2,476,960
		14,773,376	12,773,376
10.	Investment in FDR		
	Bank	1,234,385,157	1,025,929,655
	Non Banking Financial Institution (NBFI)	149,673,717	143,443,729
		1,384,058,874	1,169,373,384

		30.06.2024 Taka	30.06.2023 Taka
11.	Cash and Bank balances		
	Cash in hand	4,912,914	4,665,867
	Cash at MFS	35,715,373	5,865,092
	Cash at bank (Note: 11.1)	768,550,376	903,135,737
		809,178,663	913,666,696
11.1	Cash at bank		
	Name of Bank		
	BRAC Bank Ltd	12,475,379	6,285,540
	Dhaka Bank Ltd	8,380,483	1,154,035
	Dutch Bangla Bank Ltd	9,868,824	6,799,140
	Eastern Bank Ltd	7,829,874	49,953,787
	First Security Islami Bank Ltd	8,023,955	17,042,804
	Meghna Bank Ltd	18,219,452	151,718,451
	Prime Bank Ltd.	28,583,793	2,181,281
	Pubali Bank Ltd	119,659,373	82,616,932
	Sonali Bank Ltd	2,038,372	14,394,672
	Standard Bank Ltd	15,496,817	2,119,198
	Standard Chartered Bank Ltd	28,091,383	190,638,415
	Shahjalal Islami Bank PLC	5,909,686	-
	The City Bank Ltd	398,110,906	243,410,441
	United Commercial Bank Ltd	52,657,842	110,853,604
	Uttara Bank Ltd	53,204,237	23,934,374
	Bangladesh Krishi Bank Ltd	-	33,064
	Total	768,550,376	903,135,737
12.	Share capital		
	a. Authorized share capital		
	5,000,000 Ordinary shares of BDT 100 each	500,000,000	500,000,000
	b. Issued, subscribed and paid-up share capital		
	3,900,000 ordinary shares of BDT 100 each fully paidup	390,000,000	390,000,000
	c. The composition of fully paid-up share capital is as follows:		

Name of Shareholders	Position	Nationality	No. of shares	Face value per share BDT	Amount in BDT	Amount in BDT
SMC (Represented by its director Mr. Muhammed Ali)	Shareholder	Bangladeshi	3,899,998	100	389,999,800	389,999,800
Mr. Siddiqur Rahman Chowdhury	Director	Bangladeshi	1	100	100	100
Mr. Toslim Uddin Khan	Director	Bangladeshi	1	100	100	100

390,000,000 390,000,000 3,900,000



		30.06.2024 Taka	30.06.2023 Taka
13.	Retained earnings		
	Opening Balance	5,816,716,330	4,964,241,642
	Add: Net profit for the year	986,877,263	1,116,748,608
		6,803,593,593	6,080,990,250
	Less: Dividend paid in cash during the period	(300,000,000)	(260,000,000)
	Less: Adjustment for final demand of tax for AY 2022-23	(49,186,867)	(4,273,920)
		6,454,406,726	5,816,716,330

13.1 The company maintained sufficient provision for income tax for the assessment year 2022-23. Subsequently, the company paid income tax as per section 64 and 74 of Income Tax Ordinance 1984 (section 154 and 173 of Income Tax Act 2023). Upon receiving the final assessment order, there was a total demand of taka 4,91,86,867.00 out of which taka 2,70,00,000.00 was paid subsequently.

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14.	Lease Liabilities with SMC		
	Opening Balance	337,746,504	343,586,617
	Less: Transferred to accounts payable	5,898,514	5,840,113
	Closing Balance	331,847,990	337,746,504
	Current portion (a)	5,957,500	5,898,515
	Non Current portion ©	325,890,490	331,847,989
	Total	331,847,990	337,746,504
	Lease Liabilities (other than SMC)		
	Opening Balance	356,526,996	451,019,766
	Add: Addition during the year	61,452,915	33,658,981
		417,979,911	484,678,747
	Less: Adjustment during the year	129,663,483	128,151,751
	Closing Balance	288,316,428	356,526,996
	Current portion (b)	108,689,240	120,292,831
	Non Current portion (d)	179,627,188	236,234,165
	Total	288,316,428	356,526,996
	Total Current portion (a+b)	114,646,740	126,191,346
	Total Non Current portion (c+d)	505,517,678	568,082,154
		620,164,418	694,273,500
15	Payable for gratuity		
	Opening Balance	100,543,286	28,923,208
	Add: Provision made during the Period	137,026,955	100,543,286
		237,570,241	129,466,494
	Less: Transferred to fund during the year	100,543,286	28,923,208
		137,026,955	100,543,286

30.06.2024 Taka

30.06.2023 Taka

16 **Deferred Tax Liabilities**

Deferred tax liability has been recognized in accordance with the provision of IAS-12 based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

	Carrying amount	Tax base	Taxable/ (Deductible) Temporary Difference
As at 30 June 2024			
Property, plant and equipment - (Excluding land)	2,168,351,001	1,935,476,607	232,874,394
Gratuity provision	(137,026,955)		(137,026,955)
Taxable temporary difference			95,847,439
Applicable Tax Rate			27.50%
Deferred tax liability			26,358,046
As at 30 June 2023			
Property, plant and equipment - (Excluding land)	2,036,598,760	1,788,405,486	248,193,274
Gratuity provision	(100,543,286)		(100,543,286)
Taxable temporary difference			147,649,988
Applicable Tax Rate			27.50%
Deferred tax liability			40,603,747

		30.06.2024 Taka	30.06.2023 Taka
	Deferred (Income)/ Expense		
	Closing balance of Deferred tax liability	26,358,046	40,603,747
	Opening Balance of Deferred tax liability	40,603,747	46,480,427
	Deferred tax income	14,245,701	5,876,680
17	Security deposit		
	A Schedule of Accounts payable is given in Annexure-E	30,798,885	19,866,850
18	Accounts payable	712,568,721	610,640,539
	A Schedule of Accounts payable is given in Annexure-C		
19	Short term Loan		
	Pubali Bank PLC (O/D Account)	152,129,977	-
	Liabilities for UPAS LCs	3,132,751,440	1,663,653,476
		3,284,881,418	1,663,653,476
20	Other payables		
	Withholding tax and VAT	4,438,783	820,473
	Payable to area offices and factories	10,085,104	44,149
	Liabilities for expenses	262,138,676	207,118,310



		30.06.2024 Taka	30.06.2023 Taka
	Liabilities for Incentive payable	110,560,967	93,768,591
	Payable to PF, GF & WPPF	6,482,899	3,691,151
	Input VAT	-	921,849
	Payroll Tax payable	2,984,880	2,464,458
	Advance collection from customers	1,267,918	247,366
	Sales VAT payable	-	86,917,657
	Liabilities for customers' payment	9,048,833	8,115,860
	Liabilities for staffs' gratuity loan	-	1,016,973
	GR/IR Clearing Account	460,198,798	-
	Payable for Material Loan	180,278	-
	Payable for Car maintenance	-	680,666
	SMC EL Shromik O Kormochary League	29,500	27,600
		867,416,636	405,835,102
21	Provision for Worker's Profit Participation Fund & Welfare Fund		
	Opening Balance	81,220,840	86,535,672
	Add: Provision made during the year	77,418,187	81,220,840
		158,639,027	167,756,512
	Less: Paid during the period	81,220,840	86,535,672
		77,418,187	81,220,840
22	Provision for Income Tax		
	Opening Balance	683,459,915	763,616,811
	Add: Provision made during the year	498,313,988	432,324,026
	Add: Adjustment of tax provision (2.50%) for assessment year 2023-24	40,104,579	-
	Add: Adjustment of tax provision for assessment year 2022-23	27,000,000	-
		1,208,773,903	1,195,940,837
	Less: Adjustment for the assessment year 2022-23	323,491,716	512,480,922
	Less: Adjustment of TDS for the assessment year 2023-24	183,912,750	-
		701,369,437	683,459,915
23	Net Revenue		
	Gross revenue	17,558,361,124	16,007,586,206
	Less : VAT on sales	1,852,141,550	1,658,585,310
	Less: Sales Return	12,410,267	1,694,792
	Less : Discount on Sales	91,953,560	198,718,528
		15,601,855,748	14,148,587,576

Details of gross revenue is given in **Annexure-D**.

			30.06.2024 Taka	30.06.2023 Taka
24	Cost of Goods Sold			
	Consumption of Raw Materials	(Note-23.1)	4,764,409,014	3,751,655,911
	Consumption of Packing Materials	(Note-23.2)	2,028,253,454	1,788,260,106
	Factory Overhead	(Note-23.3)	1,559,611,838	1,183,982,322
	Total Cost		8,352,274,306	6,723,898,339
	Opening work in process		20,588,446	29,292,032
	Closing work in process		(4,996,685)	(20,588,446)
	Cost of Production		8,367,866,067	6,732,601,925
	Opening stock of finished goods		1,520,668,217	1,004,337,149
	Purchase of commodities during the year (Net)		2,380,146,005	3,215,730,094
	Closing stock of finished goods		(1,767,773,663)	(1,520,668,217)
	Allowance for inventory write off		57,862,074	18,283,640
	Cost of Goods Sold		10,558,768,701	9,450,284,592
24.1	Consumption of Raw Material			
	Opening stock of Raw materials		999,502,208	830,892,704
	Purchase of Raw materials during the year (Net)		4,988,771,530	3,920,265,415
	Closing stock of Raw materials		(1,227,569,923)	(999,502,208)
	Consumption Of Raw Material		4,764,409,014	3,751,655,911
24.2	Consumption of Packing Material			
	Opening stock of Packing materials		370,225,980	269,432,587
	Purchase of Packing materials		1,883,963,413	1,889,053,499
	Closing stock of Packing materials		(225,935,939)	(370,225,980)
	Consumption Of Packing Materials		2,028,253,454	1,788,260,106
24.3	Factory Overhead			
	Salaries and Wages		465,125,978	389,961,562
	Human Resource Supplier & Management		230,851,441	168,031,272
	Local Travel & Conveyance Expenses		11,802,024	11,334,643
	General factory overhead	(Note-24.3.1)	653,351,442	460,479,386
	Depreciation		174,208,878	131,767,718
	Staff/Workers free Breakfast, Lunch & Dinner		24,272,075	22,407,741
			1,559,611,838	1,183,982,322



		30.06.2024 Taka	30.06.2023 Taka
24.3.1	General Factory Overhead		
	Automobile Servicing	139,535	496,485
	Bank & NBFI Service	2,029,760	-
	Consulting & Supervisory Fees	283,667	198,167
	Courier and Express Mail Service	42,774	26,990
	Electricity Bill	111,543,267	90,352,279
	Entertainment	3,006,573	3,047,763
	Factory supplies	122,584,735	70,413,380
	Fuel from Oil Marketing Companies	32,915,434	51,171,123
	Fuel from Petrol Pump	559,950	971,540
	GAS Bill	2,717,716	2,081,771
	Govt. Taxes & License fees	1,886,630	2,494,578
	House Cleaning and Maintenance	741,153	662,514
	Incentive	37,704,820	29,441,916
	Internet Service	392,901	1,200
	Legal and professional expenses	113,233	150,000
	Loading & Unloading Charges	6,604,582	9,187,640
	Medical Expenses	10,767,019	8,088,640
	Meeting and conference expenses	-	63,745
	Printing Expenses	510,356	-
	Repairing & Servicing	7,268,098	12,652,936
	Security services	10,849,631	10,201,506
	Telephone bill	1,005,999	908,553
	Contract Manufacturing Charges	276,470,514	146,250,209
	Uniform & Liveries	3,927,281	6,504,351
	Warehouse Expenses	19,285,816	15,112,100
		653,351,442	460,479,386
25	Administrative Expenses		
	Audit fees	656,250	707,250
	Automobile Garage & Workshops	11,938,536	10,973,806
	Bad Debt Expenses	383,039	357,005
	Bank & NBFI Service	7,445,432	6,096,569
	Board Meeting Fees	4,546,584	6,153,285
	BRTA Expenses (Tax, Fitness etc)	341,103	692,723
	Consulting & Supervisory Fees	2,903,605	12,847,048

	30.06.2024 Taka	30.06.2023 Taka
Courier and Express Mail Service	1,325,513	1,213,390
Credit Rating Services	107,500	107,500
Depreciation	80,218,395	72,236,896
Electricity Bill	6,639,134	6,700,599
Entertainment	16,726,694	13,320,700
Fuel from Petrol Pump	74,048,016	66,198,648
Gas Bill	564,493	495,540
Govt. Taxes & License fees	9,190,370	23,670,570
House Cleaning and Maintenance	2,842,957	2,810,656
Human Resource Supplier & Management	-	1,070,862
Insurance Expenses (General)	14,557,415	12,402,582
Interest Expenses (Lease-ROU assets)	20,930,790	25,946,625
Internet Service	3,968,708	1,146,347
Legal Professional Services	5,197,506	4,153,018
Life Insurance	1,934,453	2,755,731
Medical Expenses	29,420,001	14,178,328
Meeting & Conference Expenses	22,545,773	14,627,517
Office Supply	52,359,528	144,303,088
Printing Expenses	158,006	272,043
Product Registration Fees	-	149,614
Recruitment Expenses	1,235,800	2,770,186
Rent	100,053,413	77,222,379
Repairing & Servicing	3,434,905	5,273,772
Salaries and benefits	1,050,212,727	894,203,259
Sample Expenses	45,150	37,096
Security services	20,973,118	20,376,439
Software & Hardware Support Services	24,946,822	11,824,666
Staff/Workers free Breakfast, Lunch & Dinner	8,690,191	6,643,698
Subscription on Trade & Professional Bodies (registered)	1,484,389	109,358
Tear note exchange expenses	98,900	139,228
Telephone Bill	13,955,912	17,155,231
Uniform & Liveries	1,205,531	1,156,746
Water Bill	402,738	241,296
CSR Expenses	153,333	
	1,597,842,728	1,482,741,291



		30.06.2024 Taka	30.06.2023 Taka
26	Selling & Distribution Expenses		
	Advertisement Expenses	224,044,959	318,804,951
	Cartage & porter	134,536,305	109,856,693
	Depreciation	99,680,104	78,144,463
	Fuel from Petrol Pump (Gas)	36,518,069	34,305,875
	Incentive Selling	81,148,530	52,075,907
	Local Traveling & Conveyance	263,780,209	230,593,285
	Promotional Expenses	218,899,882	92,497,247
	Research & Development	9,830,943	4,836,527
	RMP/TBA/Seminar/GDS	-	1,291,458
	Salary and wages for SR/Deliveryman/part time workers	272,862,301	209,070,849
	Training Expenses	3,804,899	5,776,821
	Transport Contractors	351,531,993	332,842,589
		1,696,638,193	1,470,096,664
26.1	Promotional Expenses Tk. 218,899,882.00 includes Tk. 11,800,120 expenses during FY 2023-24.	0.00 which was incur	red for foreign tour
27	Finance Expenses		
	Interest on UPAS L/C & OD account	199,476,628	38,535,294
	Interest on Lease	3,377,465	3,435,866
	Foreign exchange loss (net)	102,626,885	173,160,038
		305,480,977	215,131,198
28	Other Income		
	Interest on FDR investment	77,062,074	75,929,326
	Interest on STD accounts	12,885,332	7,106,721
	Income from sale of scrap	12,393,451	10,753,677
	Income from insurance claim	802,589	140,000
	Income from Sale of Property, Plant & Equipment	211,129	153,238
	Revenue from Other Income	1,884,013	-
		105,238,588	94,082,962
29	Related party transactions		

The Company has carrying out a good number of transactions with it's parent entity, Social Marketing Company (SMC) at arm's length in normal course of business that fall within the definition of related parties as per International Accounting Standard (IAS) - 24 "Related Party Disclosures". SMC Enterprise Limited has the following transactions with SMC:

S.L No.	Transactions Type	Received during the year	Payment during the year	Other transactions during the year
1	Sales procceds of SMC's products	-	368,977,397	-
2	Sales proceeds of Vermicid & Monimix	107,213,431	-	-
3	Somaject packaging bill	166,513	-	-
4	Monimix bonus card	4,549,824	-	-
5	Lease Payment	-	9,275,979	-
6	Advance payment	-	150,000,000	-
7	Expenses incurred for common services	-	25,013,695	-
8	Office rent (SMC Tower & Tower-2)	-	64,986,169	-

30 Capital Expenditure Commitment

There is no other capital expenditure commitment or contract except Vendor's Agreement as on 30 June 2024.

			Amount	t in FCY
31	Payments in foreign currency		2023-2024	2022-2023
	Import of machineries			
		USD	1,561,042	2,249,386
		EURO	118,133	190,084
		GBP	97,860	-
	Import of raw materials			
		USD	41,699,429	25,728,103
		EURO	153,294	105,371

32 Disclosure as per Schedule XI, Part II, Para 3 of the Companies Act 1994:

The company had 1,685 permanent employees as at 30 June 2024 and a varying number of seasonal and temporary workers as required. All permanent employees receive remuneration in excess of taka 86,000.00 per annum each.

	2023-2024	2022-2023
Permanent employees	1,685	1,585
Contractual & seasonal employees	244	234
	1,929	1,819

33 Disclosure as per Schedule XI, Part II, Para 4 of the Companies Act 1994:

The Directors of the company except Managing Director did not take any benefit from the company other than the board meeting attendence fees.

Managing Director's remuneration and benefit for the year

	2023-2024	2022-2023
Basic Salary	5,071,590	3,712,500
Other benefit	5,212,486	5,162,955
	10,284,076	8,875,455



35

34 Disclosure as per Schedule XI, Part II, Para 7 of the Companies Act 1994:

Particulars		
Production (In Pcs)		
Installed Capacity (Targeted production)	1,230,000,000	1,200,000,000
Actual Production	1,202,950,000	1,146,867,000
Utilization	97.80%	98.27%
Toll Manufacturing (In Packs)		
Production Contract	4,601,437	3,406,390
Actual Received	4,601,437	3,406,390
Accomplishment	100%	100%
Financial risk management		

International Financial Reporting Standard IFRS 7: Financial Instruments: Disclosures - requires disclosure of information relating to: both recognized and unrecognized financial instruments, their significance and performance, accounting policies, terms and conditions, net fair values and risk information- the companies policies for controlling risks and exposures. The company has exposure to the following risks from its use of financial instruments.

- Credit risk
- Liquidity risk
- Market risk

The Board of Directors has overall responsibility for the establishment and oversight of the company's risk management framework. The Board oversees how management monitors compliance with risk management policies and procedures, and reviews the adequacy of the risk management framework in relation to risks faced by the company.

35.1 Credit risk

Credit risk is the risk of a financial loss to the company if a client or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the company's receivables.

In monitoring credit risk, debtors are grouped according to their risk profile i.e. their legal status, financial condition, ageing profile etc. Accounts receivable are mainly related to sales of finished goods. The maximum exposure to credit risk each represented by the carrying amount of each financial assets in the financial statement of financial position.

Exposure to credit risk

The carrying amount of financial assets represent the maximum credit exposure. The maximum exposure to credit risk at the reporting date was:

	2023-2024 Taka	2022-2023 Taka
Accounts receivables	167,888,632	131,271,925
Other receivables	252,592,272	179,085,966
Advance & deposit & prepayments	2,177,950,338	1,574,573,396
Cash and bank balances	809,178,663	913,666,696
	3,407,609,905	2,798,597,983

35.2 Liquidity risk

Liquidity risk is the risk that the company will not be able to meet its financial obligations as they falls due. The company's approach to manage liquidity (cash and Bank balance) is to ensure, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the company's reputation.

The following are the contractual maturities of financial liabilities of the company:

As at 30 June 2024	Contractual cash	1 year or less	More than 1 year
As at 30 Julie 2024	flows (Taka)	BDT.	BDT.
Lease Liability	620,164,418	105,739,636	514,424,782
Security deposits	30,798,885	30,798,885	-
Accounts payable	712,568,722	712,568,722	-
Other payables	867,416,636	867,416,636	-
Income tax provision	701,369,437	701,369,437	-
As at 30 June 2024			
Lease Liability	694,273,500	126,191,345	568,082,155
Security deposits	19,866,850	19,866,850	-
Accounts payable	610,640,538	610,640,538	-
Other payables	2,069,488,578	2,069,488,578	-
Income tax provision	683,459,914	683,459,914	-

35.3 Market risk

Market risk is the risk that any change in market prices, such as foreign exchange rates and interest rates will affect the company's income or the value of its holdings of financial instruments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters.

a) Currency risk

The company is exposed to currency risk on payment of import of inventory and plant θ machineries through letter of credit. All of the company's foreign currency transactions are denominated in USD, JPY, EURO, GBP.

	2023-2024 Taka	2022-2023 Taka
i) Exposure to currency risk		
The company's exposure to foreign currency risk was as follows based on notional amounts:		
Foreign currency denominated assets		
Receivable from the Prime Bank against FDR Lien	80,000,000	80,000,000
Receivable from the Standard Chartered Bank against FDR Lien	214,032,283	300,000,000
Receivable from the Dhaka Bank against FDR Lien	55,632,031	50,000,000
Receivable from the Pubali Bank against FDR Lien	133,255,957	50,000,000
Receivable from the Meghna Bank against FDR Lien	111,037,730	100,000,000
Receivable from the Standard Bank against FDR Lien	53,154,391	50,000,000
Receivable from the Shahjalal Islami Bank against FDR Lien	70,000,000	-
Receivable from the Eastern Bank against FDR Lien	53,304,000	50,000,000
Receivable from The City Bank against FDR Lien	425,101,105	150,000,000
	1,195,517,496	830,000,000
The following rate has been applied (as on 30 June 2024):	BDT.	BDT.
US Dollar (\$)	119.00	110.00

The rate of exchange has been applied which was circulated from the Bangladesh Bank in the bank's website as on 30-June 2024.



Accounting classification and fair values

Fair value of financial assets and liabilities together with carrying amount shown in the statement of financial position are as follows:

	30- June-2024	
	Carrying Amount	Fair Value
Financial Assets		
Held to Maturity		
Investment in fixed deposit (short term)	1,384,058,874	1,384,058,874
Loans and receivables		
Accounts receivables	167,888,633	167,888,633
Other Receivables	252,592,272	252,592,272
Advance, deposit and prepayments	2,177,950,338	2,177,950,338
Financial Liabilities		
Liabilities carried at amortized costs		
Security deposits	30,798,885	30,798,885
Accounts payable	712,568,722	712,568,722
Other payable	867,416,636	867,416,636
	30- Ju	ne-2023
	30- Ju Carrying Amount	ne-2023 Fair Value
Financial Assets		
Financial Assets Held to Maturity		
Held to Maturity	Carrying Amount	Fair Value
Held to Maturity Investment in fixed deposit (short term)	Carrying Amount	Fair Value
Held to Maturity Investment in fixed deposit (short term) Loans and receivables	Carrying Amount 1,169,373,384	Fair Value 1,169,373,384
Held to Maturity Investment in fixed deposit (short term) Loans and receivables Accounts receivables	Carrying Amount 1,169,373,384 131,271,925	Fair Value 1,169,373,384 131,271,925
Held to Maturity Investment in fixed deposit (short term) Loans and receivables Accounts receivables Other Receivables	Carrying Amount 1,169,373,384 131,271,925 179,085,966	1,169,373,384 131,271,925 179,085,966
Held to Maturity Investment in fixed deposit (short term) Loans and receivables Accounts receivables Other Receivables Advance, deposit and prepayments	Carrying Amount 1,169,373,384 131,271,925 179,085,966	1,169,373,384 131,271,925 179,085,966
Held to Maturity Investment in fixed deposit (short term) Loans and receivables Accounts receivables Other Receivables Advance, deposit and prepayments Financial Liabilities	Carrying Amount 1,169,373,384 131,271,925 179,085,966	1,169,373,384 131,271,925 179,085,966
Held to Maturity Investment in fixed deposit (short term) Loans and receivables Accounts receivables Other Receivables Advance, deposit and prepayments Financial Liabilities Liabilities carried at amortized costs	1,169,373,384 131,271,925 179,085,966 1,574,573,396	1,169,373,384 131,271,925 179,085,966 1,574,573,396

SCHEDULE OF PROPERTY PLANT AND EQUIPMENT **SMC Enterprise Limited**

Annexure -A

Amount in Taka

For the year ended 30 June 2024

260,636,463 3,169,255,587 3,109,982,186 673,933,538 29,486,805 85,370,919 740,268,124 946,635,879 70,517,085 34,702,063 38,625,945 6,220,421 7,418,789 27,957,922 510,936 9,603,728 2,644,090 2,423,982 2,881,452,831 164,687,760 2,905,998 -6,397,307 7,034,207 3,539,261 568,070 Written down value as on 30.06.2024 (39,096,133) 1,962,173,657 (572,300) 1,647,162,411 83,861,559 21,553,493 17,242,517 52,393,701 (2,633,581) 1,505,425,630 45,424,367 160,506,992 13,286,844 259,615,802 10,406,869 5,581,009 8,843,233 643,751,697 8,667,346 43,034,577 929,382 842,863 79,529,131 22,429,481 9,898,087 441,008,721 Total balance 7,626,682 30.06.2024 as on Adjustments (36,462,552) (1,173,789)181,441) (50,930)(207,817)(314,622)(44.946)329,931) (61,535)(268,568)Depreciation/Amortization during the period 3,972,272 142,258,405 **354,107,377** 1,717,357 34,336,447 100,517,992 2,781,115 ,478,378 207,876,700 282,149,075 4,222,763 2,977,635 730,680 16,759,806 520,920 17,539,225 624,018 661,023 1,678,871 5,330,461 127,733 142,017 4,499,433 7,726,131 504,694 during the Charged period 13,766,543 35,184,407 1,647,162,414 126,170,545 78,738,915 35,577,015 1,300,182,512 335,212,868 Balance as on 41,201,603 543,548,328 242,855,996 20,893,565 8,470,640 338,169 76,551,496 7,625,754 21,425,760 7,484,664 14,343,800 268,359 13,729,954 7,050,011 4,956,991 01.07.23 Taka 10.00 20.00 10.00 00.01 20.00 10.00 20.00 20.00 15.00 20.00 20.00 20.00 20.00 10.00 20.00 20.00 Rate 42,905,596 701,645,184 128,405,497 330,132,887 51,944,580 3,573,472 3,266,845
 (36,462,552)
 701,645,184

 (39,833,141)
 5,131,429,244

 (809,286)
 4,757,144,597
 740,268,124 210,112,126 834,440,530 109,015,937 590,387,577 16,192,842 38,826,788 91,019,646 16,627,291 15,701,553 17,316,877 9,120,270 111,819,481 22,064,429 8,194,751 38,446,961 (3,370,589) 4,386,878,461 **Total balance** 30.06.2023 as on (466,526)(292,250)(1,211,429)8 (86,571)(334,131)(303,051)(73.092)550,847) (52,684)Adjustments during the period 16,976,441 1,421,284 335,688,430 35,328,031 1,555,446 6,073,368 3,055,946 3,318,042 105,000 4,778,800 561,764 414,117,786 660,600,424 4,576,002 198,578,951 9,889,611 692,598 5,024,567 32,402,368 8,326,65 during the period 799,112,499 4,054,560,621 731,941,473 210,112,126 104,439,934 .392,275,152 320,243,284 45,944,304 78,514,547 15,206,007 14,051,519 9,015,270 53,422,394 96,337,260 25,929,155 676,654,821 4,757,144,600 4,097,353,458 37,574,393 15,095,527 97,332,931 22,064,429 3,573,472 2,705,081 17,404,271 8,194,751 Balance as on 01.07.23 Plant & Machinery-Factory Furniture & Fixture-Factory Office Equipment-Factory Total as at 30 June 2023 Renovation & Decoration-Renovation & Decoration Right of use (ROU) assets Mechanical, Electrical IT Equipment-Factory Mechanical, Electrical QC & PD Equipment-Equipment-Factory Equipment-Factory **Particulars** Furniture & Fixture Plant & Machinery Reservoirs-Factory Office Equipment Freatment Plant & **Building -Factory** Intangible assets Vehicles-Factory Health & Safety Health & Safety Developments IT Equipment Land & Land **Grand Total** Equipment Equipment Vehicles Building Factory Factory

Depreciation Allocated 30- June-2024 30- June-2023	30- June-2024	30- June-2023
to:	BDT	BDT
Factory Over head	174,208,878	131,767,717
Administrative expenses	80,218,395	72,236,895
Selling & Distribution	101 089 00	791111167
expenses	+01,000,cc	CO+,++1,0 /
Total	354,107,377	282,149,075



SMC Enterprise Limited SCHEDULE OF INVENTORIES As at 30 June 2024

(Amount in Taka)

Annexure -B

2 Health θ Hygine Unit 507,344,602 373,797,0 3 Pharma Unit 212,630,980 99,725,0 4 MoniMix Unit 22,985,874 16,941,9 5 Bulk Unit 188,067,843 2,447,2 6 ORSaline-N Unit 139,613,609 360,104,5 Total Raw Materials 1,227,569,923 998,357,7 Packaging Materials 225,935,939 370,225,9 Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 2 Panther 27,259,527 102,448,7 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U & me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	SL#	Particulars	30.06.2024	30.06.2023
2 Health & Hygine Unit 507,344,602 373,797,0 3 Pharma Unit 212,630,980 99,725,0 4 MoniMix Unit 22,985,874 16,941,5 5 Bulk Unit 188,067,843 2,447,2 6 ORSaline-N Unit 139,613,609 360,104,5 Total Raw Materials 1,227,569,923 998,357,7 Packaging Materials 225,935,939 370,225,9 Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 2 Panther 27,259,527 102,448,7 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U & me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0		Raw Materials:		
3 Pharma Unit 212,630,980 99,725,0 4 MoniMix Unit 22,985,874 16,941,9 5 Bulk Unit 188,067,843 2,447,2 6 ORSaline-N Unit 139,613,609 360,104,5 Total Raw Materials 1,227,569,923 998,357,2 Packaging Materials 225,935,939 370,225,9 Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 2 Panther 27,259,527 102,448,7 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U & me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	1	Food Manufacturing Unit (FMCG)	156,927,015	145,341,897
4 MoniMix Unit 22,985,874 16,941,5 5 Bulk Unit 188,067,843 2,447,2 6 ORSaline-N Unit 139,613,609 360,104,5 Total Raw Materials 1,227,569,923 998,357,7 Packaging Materials 225,935,939 370,225,9 Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 2 Panther 27,259,527 102,448,2 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U & me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	2	Health & Hygine Unit	507,344,602	373,797,026
5 Bulk Unit 188,067,843 2,447,2 6 ORSaline-N Unit 139,613,609 360,104,5 Total Raw Materials 225,935,939 370,225,9 Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 2 Panther 27,259,527 102,448,7 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U δ me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	3	Pharma Unit	212,630,980	99,725,022
6 ORSaline-N Unit 139,613,609 360,104,5 Total Raw Materials 1,227,569,923 998,357,3 Packaging Materials 225,935,939 370,225,9 Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 2 Panther 27,259,527 102,448,4 3 Sensation 61,937,065 64,800,3 4 Hero 13,246,250 18,463,7 5 U θ me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	4	MoniMix Unit	22,985,874	16,941,957
Total Raw Materials 1,227,569,923 998,357,359 Packaging Materials 225,935,939 370,225,935 Work in process 4,996,685 20,588,455 Finished Product Stock: 529,406,152 309,751,335 1 ORSaline-N 529,406,152 309,751,335 2 Panther 27,259,527 102,448,433 3 Sensation 61,937,065 64,800,935 4 Hero 13,246,250 18,463,735 5 U & me 20,317,584 21,153,64 6 Xtreme 7,767,195 14,932,03	5	Bulk Unit	188,067,843	2,447,293
Packaging Materials 225,935,939 370,225,935 Work in process 4,996,685 20,588,435 Finished Product Stock: 529,406,152 309,751,233 Panther 27,259,527 102,448,433 Sensation 61,937,065 64,800,933 Hero 13,246,250 18,463,733 U θ me 20,317,584 21,153,633 Ktreme 7,767,195 14,932,033	6	ORSaline-N Unit	139,613,609	360,104,506
Work in process 4,996,685 20,588,4 Finished Product Stock: 529,406,152 309,751,2 1 ORSaline-N 529,406,152 309,751,2 2 Panther 27,259,527 102,448,6 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U & me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0		Total Raw Materials	1,227,569,923	998,357,701
Finished Product Stock: 1 ORSaline-N 2 Panther 3 Sensation 4 Hero 5 U & me 6 Xtreme Finished Product Stock: 529,406,152 309,751,2 309		Packaging Materials	225,935,939	370,225,980
1 ORSaline-N 529,406,152 309,751,2 2 Panther 27,259,527 102,448,4 3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U & me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0		Work in process	4,996,685	20,588,446
2 Panther 27,259,527 102,448,73 Sensation 61,937,065 64,800,94 Hero 13,246,250 18,463,75 U & me 20,317,584 21,153,66 Xtreme 7,767,195 14,932,0		Finished Product Stock:		
3 Sensation 61,937,065 64,800,9 4 Hero 13,246,250 18,463,7 5 U θ me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	1	ORSaline-N	529,406,152	309,751,190
4 Hero 13,246,250 18,463,7 5 U θ me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	2	Panther	27,259,527	102,448,421
5 U 8 me 20,317,584 21,153,6 6 Xtreme 7,767,195 14,932,0	3	Sensation	61,937,065	64,800,916
6 Xtreme 7,767,195 14,932,0	4	Hero	13,246,250	18,463,799
	5	U & me	20,317,584	21,153,696
7 Amore 4,824,270 5.546.4	6	Xtreme	7,767,195	14,932,058
, , , , , , , , , , , , , , , , , , , ,	7	Amore	4,824,270	5,546,478
8 Skin 24,045,700	8	Skin	24,045,700	
9 Raja 23,452,925 13,393,6	9	Raja	23,452,925	13,393,666
10 Minicon 7,380,710 13,973,4	10	Minicon	7,380,710	13,973,463
11 Noret-28 13,005,228 31,053,8	11	Noret-28	13,005,228	31,053,837
12 Ovacon gold 160,279 692,9	12	Ovacon gold	160,279	692,966
13 Mypill 725,688 1,455,3	13	Mypill	725,688	1,455,108
14 Femipill 17,121,192 15,707,9	14	Femipill	17,121,192	15,707,991
15 SmartPill 665,560 3,071,	15	SmartPill	665,560	3,071,214
16 Norix 20,069,868 19,561,8	16	Norix	20,069,868	19,561,833
17 Femicon 22,331,893 83,526,8	17	Femicon	22,331,893	83,526,807
18 Joya Sanitary napkin 79,856,980 243,139,4	18	Joya Sanitary napkin	79,856,980	243,139,455
19 Smile Baby Wipes 9,967,794 7,759,3	19	Smile Baby Wipes	9,967,794	7,759,338
20 Smile Baby Diaper 149,837,176 126,638,7	20	Smile Baby Diaper	149,837,176	126,638,754
21 Bolt 44,230,234 25,459,5	21	Bolt	44,230,234	25,459,526
22 SMC Fruity 91,640,182 78,281,0	22	SMC Fruity	91,640,182	78,281,076
23 Taste me 386,800,517 107,698,5	23	Taste me	386,800,517	107,698,502

SL#	Particulars	30.06.2024	30.06.2023
24	Biscuit	7,626,521	
25	Super Kid	702,842	43,474,430
26	SMC Honey	-	290,653
27	SMC Plus	2,018,110	11,335,039
28	Germ Kill all variants	4,400,211	11,128,533
29	SMC Petroleum Jelly	26,438,842	29,352,007
30	SMC Drinking Water	-	62,790
31	Pharma Products	167,949,869	97,885,308
32	Vermicid 400mg tablet	592,420	1,490,232
33	MoniMix 1gm	1,994,881	-
	Total Finished Goods	1,767,773,663	1,503,529,084
1	POP Materials	19,330,405	17,603,655
2	Generator Fuel	5,367,579	4,297,080
3	Spares parts	125,022,679	85,263,822
	Total Inventories	3,375,996,873	2,999,865,767



SMC Enterprise Limited

SCHEDULE OF ACCOUNTS PAYABLE As at 30 June 2024

(Amount in Taka)

Annexure -C

SL# **Particulars** 30.06.2024 30.06.2023 A.B Good Health 106,425 1 58,980 2 A1 Pest Specialist Pte Ltd. Aant Cosmetics Ltd. 2,538,878 70,421 Ab Chemical & Perfumeries 76.594 32,250 4 Abc Building Products Limited 5 1,117,148 Abdul Monem Sugar Refinery Limited 44,800 Accounting Students Association 6,957 Ace Controls Limited 575,952 8 9 Acme Consumer Products Ltd. 820,162 10 Acnabin & Co. 633,938 603,750 11 Acquaint Ad 1,303,400 99,619 598,000 12 Adcomm Ltd. 13 Advanced Chemical Industries Ltd. 87,308 75,000 14 Advantis Intasl Bangladesh 2,735,278 15 Aerp Software Ltd. 46.666 16 Ah Khan & Co. Ltd. 62,842,719 57,927,942 17 Aiim Global Limited 1,196,395 Aj Overseas Company Ltd 1,174,147 452,138 18 Akij Ceramics Limited 468,589 19 Akij Flour Mills Ltd 740,000 21 Al-Arafah Belt House 33,200 22 Allied Graphics 57,500 23 Al-Noor Scientific Co. 23,090 Alpine Fresh Water System Ltd 12.411 25 Ancient Steamship Company Limited 181.054 6.533.888 Arena Phone Bd Ltd. 753.000 26 27 Arra Technologies Limited 11.600 Asha Enterprise 261,000 133.400 28 29 Ashraf Printing & Packaging 3.849.993 24,752 30 Asia Plastic Container Industries 7.069.141 737.999 31 Asiatic Marketing Communications Lt 65,518 2,619,017 32 Atn News Limited 1,022,925 33 Axis Corporation 25,200 34 Aziz & Company Limited 108,320

SL#	Particulars	30.06.2024	30.06.2023
35	Aziz Dry Cleaners.	20,076	-
36	Badal And Company	773,984	12,531,652
37	Banga Building Materials Limited	-	178,336
38	Bangla Tv Ltd.	-	1,858,960
39	Bangladesh Customs	2,468,624	-
40	Bangladesh Export Import Company	762,965	1,211,520
41	Bangladesh Lamps Limited	-	76,500
42	Bangladesh-Japan Training Institute	-	7,245
43	Bank Generic Venbdor	353,673	-
44	Barind Media Limited	-	1,185,075
45	Barishal Ex Cadets Association	34,783	-
46	Bashundhara Printing Zone	10,755,469	5,439,241
47	Bcs Customs & Vat	21,053	-
48	Bd Enterprise	9,000	-
49	Bdjobs.Com Limited	14,175	-
50	Bearing Betan	-	344,000
51	Bearing Sales Corporation	66,300	220,790
52	Bengal Flexipak Limited	24,739,738	15,669,587
53	Bengal Media Corporation Limited	-	4,673,409
54	Best Host Limited	96,400	-
55	Beximco Pharmaceuticals Limited	2,054,723	7,778,866
56	Bhaijan Production	156,975	-
57	Bijoy Tv Limited	-	191
58	Bismillah Corporation	-	252,145
59	Bismillah Engineering	225,000	-
60	Bismillah Plastics	1,264,115	480,000
61	Bitopi Advertising Limited	1,725,000	763,951
62	Bloc 1080 Limited	-	11,140,331
63	Boishakhi Media Limited	-	267,375
64	Bracnet Limited	37,081	36,960
65	Brand Practitioners Bangladesh	-	100,000
66	Brandzeal Consultancy Ltd.	-	57,501
67	Brenntag Bangladesh Ltd.	293,250	-
68	Bright International	273,038	-
69	Broad Band Telecom Services Limited	-	10,800
70	Buildtrade Foils Ltd.	759,118	1,452,409
71	C&F Generic Vendor	655,638	-
72	Care Nutrition Limited	16,164,255	6,965,660



SL#	Particulars	30.06.2024	30.06.2023
73	Charulata Printing Press	294,893	-
74	Chem Pure Bangladesh Ltd.	1,037,875	2,163,150
75	Chemica Trade Services	642,504	-
76	Chittagong Foils Limited	2,178,231	-
77	Clean Fuel Filling Station Limited	110,500	-
78	Colour Game Limited	6,513,633	1,262,142
79	Comfort Engineering Solution	48,400	-
80	Computer Ease Ltd.	-	141,750
81	Concepto Advertising	3,870,000	-
82	Corporate Projukti Limited	-	100,030
83	Creative Trade International	-	458,607
84	Creatrix Soft Tech Ltd	-	170,000
85	Cs Lab Ltd.	46,755	-
86	Dental Implant Association Of Bangl	60,526	-
87	Department Of Finance-Programs	-	239,584
88	Department Of Pharmacy Development	23,000	-
89	Dhaka Bangla Media & Communication	-	629,130
90	Digital Bridge	469,600	84,200
91	Diku International Limited	5,527,587	3,989,436
92	Dividend Payable To Mr. Ali Reza Khan	-	45
93	Dividend Payable To Mr. Siddiqur Rahman Chowdhury	-	45
94	Dr. Nasir Uddin Ahmed Mazumdar	146,578	243,800
95	Dr. Yasmin Hemayet Ahmed	-	24,444
96	Dsv Air & Sea Ltd	-	678,816
97	Dymon Science & Chemicals Ltd	-	52,600
98	Dymon Science & Equipment	263,427	-
99	East West Media Group Ltd	-	57,500
100	Eastern It	-	3,400
101	Elite Securitiy Services Limited	9,751,439	1,748,796
102	Employees Final Settlement	-	3,835,218
103	Enovak Industrial Solver	-	60,033
104	Enroute Lnternational Limited	5,089,609	-
105	Erebus Plastic Industries Ltd.	126,764	-
106	Eskayef Pharmaceuticals Limited.	511,175	-
107	Essential Drugs Company Ltd	12,796,025	-
108	Excel Technologies Ltd	599,129	-
109	F.M. Science Center	395,049	-
110	Firetech Solutions Limited	-	106,639

SL#	Particulars	30.06.2024	30.06.2023
111	Fm Enterprise	-	427,158
112	Fortune Scientific Company	49,199	168,900
113	Fully Furnished Limited	200,670	-
114	Furniture Concept And Interior Ltd.	35,000	190,000
115	G. M. Packaging And Printing Ltd.	820,416	-
116	G4 Technologies Limited	42,000	-
117	Gaanchill Media Limited	-	151,800
118	Genteel Engineering Company Limited	-	55,000
119	Glide Printing & Packaging Ind. Ltd.	-	3
120	Global Brand (Pvt.) Ltd.	75,500	54,000
121	Global Capsules Ltd.	2,415,000	1,811,250
122	Gonoshasthaya Basic Chemicals Limit	2,587,500	-
123	Gph Ispat Limited	-	3,139,200
124	Grameenphone Ltd.	142,770	163,530
125	Grasshopper Corporation	20,000	-
126	Greentech	21,500	-
127	Grey Advertising (Bangladesh) Ltd.	-	460,000
128	Hamko Corporation Ltd.	-	1,073,050
129	Hamlet Engineering	323,599	323,599
130	Нарру	-	141,480
131	Hologram Bangladesh Ltd	-	238,140
132	Holy Enterprise	514,323	-
133	Horizon Techno Ltd.	17,000	-
134	Hrc Technologies Ltd	-	37,005
135	Ifad Multi Products Limited	1,810,884	4,079,634
136	Impress Telefilm Ltd	-	4,227,112
137	Ingenious Resources	1,043,510	520,898
138	Inova International	296,100	537,500
139	Insight Metrics Limited	-	569,250
140	International Television Channel Ltd.	-	2,198,799
141	Ip Awareness Programme	24,211	-
142	Isabah Packaging & Accessories Ind.	40,624	-
143	Islam & Sons	179,956	2,103,898
144	James International	519,010	3,410,512
145	Jenphar Bangladesh Limited	9,325,879	11,578,091
146	Jita Social Business Bangladesh Ltd	-	929,527
147	Jmi Syringes & Medical Devices Ltd.	3,413	-
148	K&A Logistics Limited	6,784,409	-



SL#	Particulars	30.06.2024	30.06.2023
149	K.M. Hasan & Co.	189,750	172,500
150	K.S. Printing & Packaging	398,999	-
151	Kalyar Replica Ltd.	6,431,313	4,598,045
152	Kansai Nerolac Paints (Bangladesh) Limited	-	1,905,604
153	Kashpia Printing & Packaging Ind. L	428,490	-
154	Kazi Media Limited	-	2,033,046
155	Keshob Store	13,135	-
156	Khadim Ceramics Limited	43,096	-
157	Khan'S Kitchen Ltd.	652,096	247,224
158	Kiam Metal Industries Limited	3,583,177	-
159	L&D Consulting Bd	162,500	-
160	Leo Positive	-	6,085
161	Lighthouse Bangladesh Corporate Pro	254,167	-
162	Local Supplier	-	124,746
163	Luminaries Research Limited	2,426,500	-
164	M/S Adway Publicity	1,895,062	4,603,954
165	M/S Bismillah Fruits	1,908	-
166	M/S Jawad Enter Mark	737,550	240,160
167	M/S Md. Shahin Mia.	12,050	-
168	M/S Nuha Enterprise	-	688,924
169	M/S Nurul Huda Filling Station	631,172	-
170	M/S R R Enterprise	304,589	328,357
171	M/S Rahman Traders	316,308	327,776
172	M/S Sonali Enterprise	2,015,107	1,337,657
173	M/S. Alim Packaging Printing	29,987	138,000
174	M/S. Beyond Rationale	-	137,500
175	M/S. Dewan Enterprise	16,594	255,428
176	M/S. M.K Electronics	889,975	-
177	M/S. Madina Chemical	-	3,225,000
178	M/S. Md. Abdul Malek.	3,720	-
179	M/S. Md. Najrul Islam	16,327	-
180	M/S. Nasir Toys	136,287	-
181	Maa Printing & Packaging	3,609,668	677,581
182	Maasranga Communications Ltd.	-	2,615,328
183	Mahtab Flexible Printing Limited	4,509,975	-
184	Mahtab Offset Printers	-	578,200
185	Manikgonj Printers & Packaging Ltd.	8,358,499	13,567,354
186	Mansur Biri Factory (Pvt.) Ltd.	98,009	97,272

SL#	Particulars	30.06.2024	30.06.2023
187	Maritime Enterpreneurs (Pte) Ltd.	147,750	87,250
188	Mark Asia Limited	-	69,585
189	Master Simex Paper Ltd.	111,996	75,000
190	Mayer Doa Enterprise	7,852,042	6,457,041
191	Mayer Doa Goshto Dokan.	18,720	-
192	Mazbah Printing And Packaging	50,485	-
193	Md Abdus Salam	-	57,500
194	Md. Fazlur Rahman Khan	-	122,445
195	Mech & Tech	122,596	-
196	Medi Graphic Trading Ltd.	728,200	-
197	Media World Ltd.	178,250	-
198	Mediastar Limited	295,047	-
199	Meghna Bank Limited	94,352	-
200	Meghna Foil Packaging Ltd.	86,336	-
201	Meghna Sugar Refinery Ltd.	2,148,750	-
202	Metlife Alico	-	23,174
203	Metro Foils Limited	935,771	-
204	Microtools & Mechineries	-	47,343
205	Millennium Media Limited	-	3,583,400
206	Modern Office Equipments	25,407	52,000
207	Mohona Television Limited	-	957,854
208	Moitry Plastic Industires Ltd.	-	48,300
209	Monthly Gonoshasta	55,200	82,800
210	Moral Enterprise	94,464	158,772
211	Moriom Enterprise	-	1,114,837
212	Mousumi Traders	214,500	-
213	Mozir & Co	-	235,988
214	Mr. Nurul Haque	102,378	-
215	Mra Automation & Engineering Ltd.	867,800	-
216	Mukti Printing	1,920,287	484,940
217	Multi Media Production	-	6,694,677
218	Multi Product Engineering Limited	118,850	66,000
219	Multitec Electric	6,697	-
220	Naafco Pharma Ltd.	4,376,827	933,624
221	Nabila Enterprise	68,126	-
222	Nadia Furniture Limited	-	360
223	Netplanet Information Systems Limit	51,960	5,000
224	New Firetech	45,669	-



SL#	Particulars	30.06.2024	30.06.2023
225	New Model Rent-A- Car	137,045	-
226	New Zealand Dairy Products Bd Ltd.	29,052	96,840
227	Nexus Trading	-	5,590,885
228	Nkn Trading & Logistic Services	6,210	-
229	Nsr Computer & Stationery	189,338	-
230	Nuvista Pharma Ltd.	15,801,565	10,554,600
231	Octopi Communications Ltd.	499,991	1,150,184
232	Optimal Technology (Pvt.) Limited	82,451	-
233	Ors - N Bonus Card Payable	840,961	-
234	Otobi Limited	293,113	-
235	Packstone Limited	2,532,126	-
236	Padma Blowing Ltd.	-	21,370
237	Padma Crown Ltd.	253,000	-
238	Padma Oil Company Limited	14,913,514	-
239	Padma Scientific Company	2,200	-
240	Padma Trading Corporation	626,904	646,181
241	Paradise Scientific Company Ltd.	7,775	-
242	Pdb, Cumilla.	2,948,526	-
243	Peb Steel Alliance Ltd.	-	8,541,308
244	Persona Hair And Beauty Limited	24,000	-
245	Photoghor	-	211,692
246	Pnl Holdings Limited	-	40,000
247	Popular Pharmaceuticals Plc	23,672,902	43,130,904
248	Pragati Insurance Limited	13,957,245	1,557,940
249	Pragati Life Insurance Limited	1,155,987	-
250	Pran Dairy Limited	-	565,800
251	Premier Scientific Stores	7,380	-
252	Print Age Limited	771,955	12,000
253	Print Media	1,799,911	1,400,311
254	Printing Mart Limited	1,457,387	1,457,387
255	Professional Consultants & Support	1,382,781	-
256	Pubali Bank Limited	48,751	-
257	Quality Printing & Packaging	7,937,446	6,096,500
258	Rahimafrooz Distribution Limited	150,402	-
259	Rancon Industrial Solutions Limited	-	29,150
260	Rangpur Metal Industries Ltd.	-	614,205
261	Rangs Electronics Limited	1,171,500	-
262	Ranks Itt Limited	-	15,000

SL#	Particulars	30.06.2024	30.06.2023
263	Rashid Filling Station	195,025	293,210
264	Remo Chemicals Limited	-	161,000
265	Renata Ltd.	63,705,275	58,214,756
266	Rfl Electronics Limited	-	2,344,951
267	Rifat Aluminium Packaging Ltd	141,235	-
268	Robi Axiata Limited	22,060	719,713
269	Rohan Electric	-	62,410
270	Roky Departmental Store	1,475	-
271	Romania Food And Beverage Ltd.	5,337,346	-
272	Royal Filling Station	84,828	149,759
273	Ruby Enterprise	252,344	252,344
274	Rupa Printing And Packaging	3,441,310	-
275	S A International	293,250	40,889
276	S.A. Printing & Packaging	280,274	-
277	S.A.R Shaheen Engineering Workshop	223,600	-
278	Saba Machinery Store	-	147,500
279	Safety Source Ltd	-	190,500
280	Sarah Printing & Packaging	804,500	-
281	Scorpion Services	-	12,686
282	Seven Circle (Bangladesh) Ltd	100,000	1,388,601
283	Sgs Bangladesh Limited	1,489,029	211,683
284	Shabnam Vegetable Oil Industries Ltd.	-	1,531,250
285	Shajinaz Exim Pack Ltd.	25,589,417	-
286	Shakib Al Hasan	3,703,000	-
287	Shamol Bangla Media Ltd	1,741,483	3,277,356
288	Shamprotik	414,000	-
289	Shawon Rent-A-Car	267,400	267,400
290	Sincos Automation Technologies	-	298,313
291	Sindabad.Com Ltd	-	28,060
292	Singer Bangladesh Limited	-	13,340,510
293	Si-Tech Computer	75,375	-
294	Sky Route Media Limited	57,500	-
295	Smc Clinic	-	546,722
296	Sms Trading International	1,609,853	-
297	Social Marketing Company	120,305,397	43,747,062
298	Sohel Auto Centre	60,000	-
299	Somoy Media Limited	-	245,717
300	Sonali Scientific Stores	292,655	59,300



SL#	Particulars	30.06.2024	30.06.2023
301	Sonic Incorporation	490,949	-
302	Source And Service	89,000	133,838
303	Source Trade Internatonal	399,625	-
304	Spectra Engineers Limited	-	20,157,454
305	Sristy Printers	1,856,174	1,033,680
306	Standard Bank Ltd.	26,289	-
307	Standard Calibration Service Privat	-	45,650
308	Star Agro Processing Industries	136,497	-
309	Star Seven Printing & Packaging Ltd	389,478	830,499
310	Starpath Holdings Limited	345,000	-
311	Suchona International	-	169,360
312	Sunimex Corporation	292,100	144,900
313	Tag Packaging Ltd.	169,326	-
314	Tampaco Foils Ltd.	825,878	3,550,067
315	Tarique Hasan And Associates Ltd	576,300	-
316	The Acme Agrovet And Beverages Ltd.	17,560,530	44,553,953
317	The Acme Laboratories Ltd.	21,740,096	15,269,101
318	The Bangladesh Post	25,760	-
319	The Bengal Glass Works Ltd	690,916	-
320	The City Bank Limited	30,707,009	-
321	The Incap	-	11,500
322	The Merchants Ltd.	27,620,271	6,354,032
323	The Mighty Byte Ltd	-	159,863
324	The Nielsen Company (Bangladesh) Limited.	-	1,144,250
325	The Pirojpur Printing & Packaging	349,699	631,971
326	The Prescription	-	1,326,000
327	Top Color Printing & Packaging	-	885,000
328	Top Of Mind	-	14,006,379
329	Tqcsi Bangladesh	-	152,000
330	Tradeex Bangladesh	52,500	63,000
331	Trans Asia Industries Ltd.	144,000	-
332	Troyee Platform	-	457,663
333	Truetech Pvt. Ltd	-	1,530,000
334	Trustful Trading Limited	144,000	-
335	Unique Electric	-	78,185
336	United Commercial Bank Plc	1,875,384	-
337	Unity Through Population Service (Utps)	-	345,457
338	V.M. International Ltd	-	184,000

SL#	Particulars	30.06.2024	30.06.2023
339	Wac Logistics Ltd.	13,433	236,943
340	Walton Hi-Tech Industries Plc.	25,110	388,179
341	Walton Plaza	-	415,806
342	Webable Bangladesh Limited	-	17,406,997
343	Xeon Technology	211,276	-
344	Yeasmin Stationery	23,600	-
345	Z N Network	1,655,973	1,110,000
346	Zakia Enterprise	41,925	49,294
347	Zk Plastic Ltd.	1,099,567	-
348	360	-	1,380,000
349	1000 Fix Services Limited	2,833	5,378
	Total	712,568,721	610,640,539





SMC Enterprise LimitedITEMWISE DETAILS OF GROSS REVENUE For the year ended 30 June 2024

Brand name (Unit)	Quantity	Average selling price per unit	2023-2024 Taka	2022-2023 Taka
HERO (Pcs)	23,398,362	5.0	115,867,618	84,632,901
Amore (Pcs)	1,402,663	21.6	30,315,640	26,449,128
Panther (Pcs)	93,338,123	5.6	525,220,545	350,343,917
Sensation (Pcs)	29,575,664	8.9	263,767,833	223,428,825
U & ME (Pcs)	13,768,907	12.9	177,664,860	153,514,566
Extreme (Pcs)	2,697,360	20.5	55,244,509	59,905,308
Skin Condom (Pcs)	362,704	24.6	8,937,159	-
RAJA (Pcs)	4,282,645	3.3	14,303,757	24,068,975
Sub-Total (Condom)			1,191,321,921	922,343,620
Femicon (Cyc)	31,410,649	34.6	1,085,927,841	1,047,072,399
Norix (Cyc)	5,368,787	52.6	282,529,113	222,536,120
Noret-28 (Cyc)	3,381,087	20.0	67,634,580	67,136,388
Femipill (Cyc)	9,059,261	19.2	173,534,158	138,449,532
Mypill (Cyc)	5,602	76.3	427,534	1,847,120
Minicon (Cyc)	3,184,039	32.2	102,607,093	95,012,641
Smartpill (Cyc)	170	322.6	54,840	58,190
Ovacon Gold (Cyc)	7,050	51.3	361,540	1,067,868
Sub-Total (Pill)			1,713,076,699	1,573,180,259
Orsaline-N (Sachet)	1,249,301,400	5.0	6,195,551,272	7,141,414,753
SMC Fruity (Sachet)	130,360,796	5.2	674,809,135	637,891,793
Smile Baby Diaper-all variants	6,101,508	149.4	911,597,219	885,037,486
Taste Me-all variants	135,964,282	12.3	1,678,133,021	1,165,015,625
Germ Kill (Hand Sanitizer)	4,207	68.0	286,163	4,518,506
Bolt-all variants	18,414,265	11.8	217,032,930	156,802,822
SMC Petroleum Jelly-all variants	820,474	21.9	17,962,717	22,094,830
Super Kid-all variants	5,965,052	8.0	47,467,823	26,617,426
SMC Honey-all variants	15	113.3	1,700	842,754
SMC Plus (Electrolyte Drink)	42,479,801	27.4	1,162,318,240	652,460,654
SMC Drinking Water-all variants	146	13.3	1,945	230,497

Brand name (Unit)	Quantity	Average selling price per unit	2023-2024 Taka	2022-2023 Taka
SMC Biscuits (all variants)	4,956,059	32.5	161,055,860	-
Joya (Pack)-all variants	47,455,946	45.6	2,162,470,942	1,675,435,557
Vermicid Tablet	8,961,000	3.1	28,143,450	31,281,390
Forbon Tablet	7,252,400	2.4	17,405,760	-
MoniMix 1 mg (Sachet)	45,432,060	2.0	89,937,021	62,285,739
Sub-Total (Consumer)			13,364,175,199	12,461,929,833
Actifast Tablet~10mg	86,876	248.1	21,552,900	20,347,504
Aziday 20 ml PFS	80,008	78.0	6,240,602	5,541,823
Aziday 35 ml PFS	155,429	116.9	18,173,577	13,909,338
Aziday 500mg tablet	360,919	370.7	133,795,218	102,830,259
Cefimax 200 Capsule	231,701	324.4	75,162,306	54,681,847
Cefimax 50 ml PFS	332,012	152.0	50,458,988	33,430,733
Ceframax 500 mg Capsule	92,827	311.8	28,945,298	24,020,008
Ciprodyl 500 mg Tablet	64,716	303.2	19,622,818	18,029,384
Dolwin Tablet~500mg	62,876	181.8	11,429,865	10,107,071
Esomium 20 Capsule	153,793	375.2	57,701,344	50,176,090
Esomium 40 Capsule	140,485	233.5	32,806,860	28,054,677
Ezepain 120 mg Tablet	63,806	208.0	13,270,385	11,263,308
Ezepain 90 mg Tablet	59,868	255.4	15,293,057	14,196,387
Ezevent 10 mg Tablet	185,707	302.0	56,089,530	50,172,184
Fenox Tablet~120mg	232,942	182.0	42,403,779	35,168,190
Flexidol 100 Tablet	90,231	300.5	27,115,641	23,702,747
Forbon Tablet~500mg	-	-	-	4,847,760
Kofmelt Syrup	221,733	38.9	8,633,079	8,278,070
Pantoprox 20 Tablet	65,851	223.0	14,684,696	7,828,644
Paragesic-C Tablet~500mg & 65mg	51,465	216.1	11,121,074	11,272,167
Prazomax 20 Capsule	302,354	367.6	111,133,578	109,903,849
Prazomax 40 Capsule	159,499	168.5	26,869,312	23,660,370
SMC Zinc Syrup	277,276	38.8	10,768,959	9,365,918
Moticare 10 Tablet	150,947	185.1	27,942,159	25,610,205
Nervaid 75mg Capsule	-	-	-	38,496
Neoclav 250 Tablet	252,278	311.4	78,568,828	55,069,309



Brand name (Unit)	Quantity	Average selling price per unit	2023-2024 Taka	2022-2023 Taka
Neoclav 500 Tablet	136,646	456.8	62,424,862	31,534,170
Nurowel Tablet	123,618	366.1	45,261,956	39,035,178
Seacoral D Tablet	208,568	449.0	93,637,159	98,665,542
Seacoral DX Tablet	178,012	311.5	55,446,150	44,725,925
Zifday Capsule	49,117	181.6	8,918,872	8,714,769
Secoxim 250 Tablet	83,745	208.3	17,446,021	13,760,174
Secoxim 500 Tablet	34,014	208.6	7,096,755	5,671,374
Fungicap 150 Capsule	36,926	346.9	12,810,023	6,599,736
Fungicap 50 Capsule	91,812	208.6	19,148,328	9,230,637
SMC Gold Tablet	128,148	247.0	31,651,191	16,003,453
Aminobost Injection	14,035	334.4	4,692,937	-
Triforce Injection	41,199	105.2	4,334,608	837,176
Spadyl Tablet	73,404	216.3	15,878,907	13,756,125
Vomidyl Tablet	43,177	260.7	11,255,683	10,091,897
Sub-Total (Pharma Products)		-	1,289,787,305	1,050,132,494
Grand Total			17,558,361,124	16,007,586,206

Annexure -E

SMC Enterprise LimitedSCHEDULE OF SECURITY DEPOSIT RECEIVED As at 30 June 2024

(Amount in Taka)

SL#	Particulars	30.06.2024	30.06.2023
1	ACME ELECTRONICS LIMITED	371,108	371,108
2	ACMEC Consortium Ltd.	108,000	108,000
3	Adcomm Ltd.	9,978	9,978
4	Adway Publicity	288,916	288,916
5	Airy International	-	964,588
7	Asiatic Marketing Communication Ltd	165,051	165,051
8	Azad Art Hall	163,363	163,363
9	Aziz & Company Ltd.	209,229	96,330
10	Base Technologies Ltd.	813,165	813,165
11	BD TECHNO RIZE LTD	-	462,857
12	Bitopi Advertising Ltd.	246,121	246,121
13	Build Asia	-	728,855
14	Confidence Trade Limited	1,333,142	690,744
15	Electro Mart Ltd.	-	233,976
16	Energeex Engineering Ltd	328,574	298,544
17	Godhury Marketing Communication	595,108	595,108
18	Gray Advt.(BD) Ltd.	-	37,791
19	GREY	69,224	31,433
20	Hamlet Engineering	999,277	999,277
21	HORIZON TECHNO LTD.	78,900	78,900
22	ICEL Private Limited	446,745	1,354,793
23	ISE LTD.	64,780	64,780
24	Magnum Eng. & Const. Ltd	935,936	1,186,448
25	Marn Steel Structure Ltd.	111,102	250,685
26	Mayer Dawua Thai Alominium Fabricator	37,501	37,501
28	Neptune Advertisers	111,790	111,790
30	Nodi Enterprize	94,500	94,500
31	Noor Ad.	72,000	72,000
32	Nutech Construction Chemical Ltd	41,678	41,678
33	Ogilvy & Mather Communication Pvt. Ltd	1,444	1,444
34	OOH Leader & Printers	362,250	362,250
35	Paragon Ceramic Industries Ltd	-	167,290
36	PEB Steel Alliance Ltd	1,819,890	560,319
37	Power property care service	8,375	8,375



SL#	Particulars	30.06.2024	30.06.2023
38	Rancon Industrial Solutions Limited	709,415	709,415
39	Shamsuddin Mia & Associates Ltd.	1,154,238	-
40	Spectra Engineers Limited	12,855,952	6,792,238
41	Tarique Hasan & Associates Limited	444,484	246,734
42	THREE STAR ENGINEERING WORKS	310,839.38	237,505.93
43	Uranus Communication	183,000	183,000
44	Super Star Renewable Energy Ltd.	1,189,014	-
45	MODERN ERECTION LTD.	64,021	-
46	ABDULLAH AND SONS	26,619.65	-
47	DIANA ENTERPRISE	400,100	-
48	CROSS WORLD POWER LTD.	596,648	-
49	RIVERIN POWER & GENERATION LTD.	367,000	-
50	SHAHED ENTERPRISE	24,793	-
51	BANGLADESH TECHNO RISE LTD.	524,768	-
52	ADEX CORPORATION LTD.	2,060,849	
	Total	30,798,885	19,866,850

Annexure -F

SMC Enterprise Limited SCHEDULE OF ADVANCE TO SUPPLIERS

As at 30 June 2024

(Amount in Taka)

SL #	Particulars	30.06.2024	30.06.2023
1	XCLUSIVE CAN LTD	716,800	-
2	A H KHAN & CO. Ltd.	17,153,352	-
3	AANT Cosmetics Ltd.	6,752,090	-
4	Abdul Aziz, Khulna	2,000,000	-
5	Abdul Monem Sugar Refinery Limited	115,771,572	155,184
6	ABDULLAH AND SONS	251,604	-
7	Abu Shahed Emon	-	1,500,000
8	Aftab Uddin, Sylhet	72,633	-
9	Bangladesh Club Ltd.	50,000	-
10	Bangladesh Satellite Company Limited	405,000	-
11	Bangladesh Standard Testing Institution (BSTI)	1,937,491	-
12	Build Asia Ltd.	292,790	-
13	CARE NUTRITION LIMITED	4,300,000	-
14	CCULB Resort & Convention Hall	105,263	-
15	City Sugar Industries Ltd	17,455,980	38,400,000
16	Clean Fuel Filling Station Limited	200,000	-
17	Concerned Women for Family	759,200	-
18	D.K.M Abu Saleh	44,528	-
19	Dhaka Takies	-	2,922,917
20	DHL Worldwide Express Pvt.	-	3,173
21	Dr. Nasir Uddin Ahmed Mazumdar	2,138,892	-
22	Dr. Shah Ehasan Habib	97,220	-
23	EASB (Endometriosis & Adenomyosis Society)	-	775,000
24	E-Generation Limited	4,143,239	-
25	Excelsior Trading Corporation Ltd.	-	-
26	Fatema Khanam-Khulna(lanlord)	37,853	-
27	Gonoshasth Basic Chemical	2,587,500	-
28	Good House Properties Ltd.	2,475,000	-
29	HRC Lighting Limited	-	5,913
30	ICEL Privet Ltd.	894,850	-
31	K&A LOGISTICS LIMITED	6,726,792	-
32	KANSAI NEROLAC PAINTS	12,411,265	-
33	KHADIM CERAMICS LIMITED	43,477	-
34	Khandaker Habibur Rahman	166,667	-



SL #	Particulars	30.06.2024	30.06.2023
35	MARCOPOLO TOURS AND TRAVELS	3,535,613	-
36	Marks Automation Ltd.	-	1,665
37	Md. Rezaul Karim	62,608	-
38	Md. Shawkat Reza Lablu,	15,500	-
39	Meghna Sugar Refinery Ltd.	77,735,250	42,291,339
40	Mirzapur Ex-Cadets' Association	150,000	-
41	MODERN ERECTION LTD.	1,323,588	-
42	Mohammad Engineering Services	798,269	-
43	MULTI PRODUCT ENGINEERING LIMITED	118,850	-
44	Padma Oil Company Limited	22,305,033	-
45	Popular Pharmaceuticals Ltd	10,000,000	-
46	Population Services and Training Centre	490,400	-
47	Progati Insurance Ltd	-	10,440,845
48	Progati life Insurance Ltd	3,023,543	1,766,503
49	R.M.S Corporation	991,540	-
50	ROMANIA FOOD AND BEVERAGE LTD.	11,640,604	-
51	SACHETAN	576,000	-
52	SHAMSUDDIN MIA & ASSOCIATES LTD	5,854,245	-
53	SHIMANTIK- MISHD	1,200,000	-
54	Spectra Engineers Limited	9,262,784	-
55	Star Tech & Engineering Ltd.	124,462	-
56	STARPATH HOLDINGS LIMITED	1,700,000	-
57	Suraya Sharmin Poly-Landlord-Barish	21,053	-
58	THE BENGAL GLASS WORKS LTD	690,916	-
59	TRANS ASIA INDUSTRIES LTD.	486,999	-
60	Union Consortium Limited	277,040	-
61	Uttam Kumar Dhar	16,842	
	Total	352,392,197	98,262,538

SUPPLEMENTARY INFORMATION



Note:	

SOCIAL MARKETING COMPANY COMPANY MEMBERS

ATTENDANCE SLIP

I/We hereby record my/our attendance at the 36th Annual General Meeti 11:30 a.m. at SMC Head Office, 33 Banani C/A, Dhaka-1213.	ng being held on 29th December 2024 at
Name of Company Member(s)	
	Signature(s) of Company Member(s)

Note:

- 1. Please note that the AGM can only be attended by the honorable Company Members of the company.
- 2. Please present this slip at the reception desk



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