

ANALYSIS OF THE LPG INDUSTRY PRICING AND PROMOTIONAL STRATEGIES IN BANGLADESH



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Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization: _____ TMSS LPG Limited _____

Internship /Project Report Topic: _____ Analysis of the LPG Industry Pricing and Promotional Strategies in Bangladesh.

Term (Tick one): ☐ Spring 2025 ☐ Summer 2025 ☐ Fall 2025

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

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PART- A

Chapter 1: Internship Preparation

1.1 Motivation and What I Expect to Learn from this Internship:

I did my Bachelors in Business Administration from University of Liberal Arts Bangladesh with a Finance major; though, I couldn't secure any finance internship this term, because of my severe medical condition. I got calls from some companies; however, I couldn't attend the interviews and the joining was urgent which was not possible for me at that moment. Currently, I'm in the internship program of TMSS LPG Ltd. as a marketing intern, working under the supervision of the Head of Brands, BCL Group. I always wanted to work in an organization where I can learn more and also gather the knowledge and experience of handling things in a professional environment. This company recently started its operation in the industry and they got acknowledgement for its commitment in the market in such a short time. They provided me the opportunity to further develop myself and my skillset, by learning from the industry experts in a business environment.

1.2 Internship Search Process:

In Bangladesh, the competition in the job market is pretty high, which can be very demotivating at times. Job-hunting and application process can be very difficult for a new comer; however, learning from it is the process where we grow. After recovering I started looking for the options that suits my criteria, my goal was to find a company where I can gain hands-on experience and know more about professional work environment and learn real-world business practices by working closely with the industry experts. I applied on many companies with similar thought, and gave couple of interviews and got selected as well; yet, for urgent joining requirement I had to back-off. And the flexible one's distance and work environment was not suitable as per my preference. After a long hunting process, I saw TMSS LPG hiring post for marketing intern, without giving any second thought I immediately filled up the necessary forms and attached my CV and Cover Letter and applied for the position.

1.3 Internship Interview Experience:

After some days of applying, I got called for an Interview at the Corporate Branch located in Gulshan-2, Circle. Upon entering the office, there is a reception where I got a warm welcome

from the Receptionist Apu, who led me inside, I immediately noticed the uplifting environment in the office that boosted my confidence for further interaction. The interview was more conversational and thorough rather than a Q&A session, they asked questions from the very small details of my CV e.g. how would you define your skillset with real examples, I liked how they asked questions to know more about myself. The Head of Brands and Head of Sales and Marketing of TMSS LPG Ltd. was friendly and gave me an overview of the company and the work by the end of the interview. This uplifted my confidence and gave me a hope of joining their team and learning from the best.

1.4 Organization Overview:



In Bangladesh, LPG sector, TMSS LPG LTD was registered in the Joint Stock Company Ltd Dhaka in 2016 and they started their operation in September 2024. TMSS LPG specializes in the storage, bottling, marketing and distribution of imported LPG for households, industrial, commercial and automotive energy needs. The mother plant is located in Shelabunia, Mongla Upazila, Bagherhat with a storage capacity of 6000 metric tons of LPG inside 3 spherical tanks. Their operation started from Khulna and now they are operating in Dhaka North, Dhaka South, Faridpur, along with Khulna. TMSS LPG is being used as a fuel in commercial, industrial, cold storage factories, transport, household and many more places, making a significant contribution to the National Energy Sector.

Product Categories:



Figure 1: 12, 35, 45 KG Cylinder



Figure 2: Bulk Delivery



Figure 3: Autogas Station



Figure 4: Reticulated System

TMSS LPG is a strategic business unit of the BCL Group in Bangladesh. Building Construction Limited is private limited company registered under joint stock company, Dhaka on 1st September 2005. TMSS is one of the major shareholders of the company. T.M. Ali Haider is the Managing Director of BCL Group. BCL started its journey with constructions works, land development, and real estate business. At present, BCL Group has diversify its activities in 15 different sectors with 15 operating companies.

Mission:

To provide innovative and environmentally friendly energy solutions that empower communities, protect the environment, and enhance the quality of life for all.

Vision:

We envision a future where every household and industry has access to convenient, efficient, and eco-friendly energy, contributing to a healthier and more sustainable world.



Chapter 2: About The Internship

2.1 Activities of the Department:

Throughout my internship period at TMSS LPG, I had the chance to work with the marketing department, which includes my supervisor Head of Brands, BCL Group and Senior Executive Design & Motion Graphics. Their guidance helped me to dive into my creativity level of the entire marketing process, how it is done and executed from the beginning to the end with multiple stages of responsibilities. My duties included content creation, providing insights on visual developments, yearly content drafting, research on competitors marketing and promotional strategies, and providing insights on visual developments, which allowed me to gain in-depth knowledge and practice my creativity on a professional business level.

2.2 Work Environment:

The office of TMSS LPG is at Gulshan-2, Circle, it has a unique blend of architecture and a vibrant, collaborative workspace. Regardless, the physical surroundings, people in the office environment has such positive attitude and humor, fostering a culture of mutual support and collaboration. Colleagues in the work environment are very friendly and supportive, they always have a ritual to have lunch together in the conference room and they share food with each other and makes the environment joyful, which I felt very heartwarming, as this was completely new for me.

The groups were not limited to their divisions; instead, there was a sense of multi-functionality, where individuals from different backgrounds and expertise collaborated easily to reach shared goal, brainstorming sessions or problem-solving sessions, by sharing all of their ideas and their unique skills, they helped create a dynamic and inclusive work environment. Communication was informal, facilitated by open house and regular team meeting, daily tussle of the department heads, and end of the work hour wrap up. Additionally, the leadership at TMSS LPG fostered a culture of empowerment and growth, encouraging employees to engage, explore new ideas and continue to improve their skills, as a fresher working in such environment is mesmerizing.

2.3 Duties and Responsibilities as an Intern:

Throughout my internship period at TMSS LPG, my duties included responsibilities within the marketing department. Which includes:

- 2.3.1. Content Creation:** The making of marketing materials that we use to promote our products and increase brand visibility, including editorials, visuals, social media posts and copy (header, footer, body copy). Special day content, Pitha recipes, Ramadan healthy recipes, Story crafting, Awareness and Safety contents were also part of the creation.
- 2.3.2. Providing insights on visual developments:** Proper checking of visuals for mistakes or any re-correction and insight on making it more lucrative. Daily content visual ideas, yearly calendar visual ideas, date checking was also part of it.
- 2.3.3. Yearly Content Creating:** Creating content ideas and frequency of post including special days, national days, religious events, and Normal days.
- 2.3.4. Research on competitors marketing and promotional strategies:** Collection of 1 year data, to find their patterns, theme, story, frequency of post, segmentation of post and finding common grounds.

2.4 Application of Educational Learning with Internship:

Working at TMSS LPG, I was able to apply some of the theoretical skills I gained from the Bachelor of Business Administration in Bangladesh at the University of Liberal Arts to real situations, because marketing was not my major and I had little to no knowledge about it. For example, my coursework in marketing provided the foundation for creating interesting content and promotions along with customer preferences, and it gave me the skills needed to better communicate and manage relationships among seniors and colleagues. Additionally, my experiences in research and data collection were invaluable in conducting market research and developing marketing promotional plans. Overall, my internship served as a bridge between academic learning and practical application, enhancing my understanding of key concepts and providing tangible knowledge on the field of study.

Chapter 3: Self-Reflection

3.1 Internship Feedback:

One of the most rewarding aspects was the opportunity to learn from the best in a real-world setting, gaining hands-on experience in various aspects of business marketing and ways to interact with target audience. I am grateful for the valuable lessons I learned and the growth I made throughout my internship journey at TMSS LPG Ltd. As I was a student from finance background, it was hard for me to cope in a different field where I have little to no knowledge.

However, my office mentor supported me to the fullest in every possible way, he made sure I get proper marketing knowledge that I require to do my work. In the first month, my mentor took 2 hours session each day for me on marketing aspects with real-life examples, how to define each term, how each term works in real-life, how to utilize these in a business environment. I interacted with everyone in the office and learned what they do and how they do, they took a brief session on the overall business operation starting from shipment to end-consumers. The sessions were quite helpful for me to understand their business process and how LPG industry operates despite having competition.

I worked under the supervision of the Head of Brands, BCL Group, learning content crafting, story building, lucrative visual presenting, devil's judgement, content execution, thorough checking before executing etc. One of the main challenge for me was settling myself in between professionals and meeting their expectations, as a new comer with zero marketing knowledge I have evolved through this organization, who taught me the gist of marketing.

In spite of these challenges, in my opinion they were important for my personal and professional development. Overcoming obstacles strengthened my problem-solving skills and taught me the importance of resilience and adaptability in the face of catastrophe. In addition, the constructive feedback I received from my supervisor and colleagues allowed me to identify areas for improvement and implement strategies for continuous learning and development.

3.2 How could I do better and the Organization could utilize me better:

During my internship, I realized how important good communication is in the workplace. I had positive interactions with employees, but I felt there was room for improvement. I want to express my ideas more clearly, ask for advice when needed, and build strong relationships with

my coworkers and seniors. Improving both my verbal and written communication skills will help me contribute more effectively to the team. Also to enhance my performance and better contribute to the organization, I aim to continually request feedback from mentors and colleagues to identify areas for improvement and implement constructive suggestions. Participating in ongoing learning and professional development opportunities will enable me to broaden my skill set while remaining current on industry trends and best practices. Improving my time management skills will allow me to balance multiple responsibilities and meet deadlines more efficiently, while open and proactive communication with team members will ensure alignment on goals, priorities, and regular updates.

To better utilize me:

- The organization could provide clear guidance on roles, responsibilities, and expectations, ensuring alignment and maximizing productivity.
- Offering training programs and resources to improve skills and competencies related to my role and career goals would help me advance within the organization.
- Recognizing and rewarding achievements and contributions, as well as providing opportunities for growth and advancement within the organization, would also help me to fully realize my potential.

3.3 Recommendation:

By adopting these processes, the organization can create a dynamic and exciting workplace that encourages employees to thrive, innovate, and contribute to excellence.

- Provide clear guidance on roles, responsibilities and expectations, which will allow me to be aligned with their needs and give my maximum productivity.
- Can offer training programs to improve skills related to my role that will help me grow within the organization.
- Cross-functional exposure should be encouraged, as a new comer exploring all fields can benefit future decisions on work direction.

Chapter 4: Personal Development Plan:

4.1 Technical Skills:

To upskill my target and to ensure proficiency in it these are the following courses I need to complete:

4.1.1 ERP Software Training: ERP is a very important software that is used in companies to execute core transactional processes like creating Sales Order/Purchase Order. In TMSS LPG, SAP software is used to create Sales Order/Purchase Order, upon seeing its usage, my eagerness grew to know and learn about it.

4.1.2 Quickbook/Xero Course: As a finance background student I think it is important to know some software related to finance/accounting. So, I would like to complete a course on Quickbook/Xero and improve my knowledge.

4.1.3 Financial Modeling: After completing project finance, my passion for learning financial modeling grew, till now I am curious to learn about it. So, I think will be taking this course; however, in Bangladesh offline course for it is not present and I think offline class is best for learning any skills. Still searching, hopefully I will get one soon enough.

4.2 Interpersonal Skills:

4.2.1 Impactful Communication: I want to improve my communication skills. Being able to talk and write clearly is super important at work. It helps me explain my ideas well, work better with my team, and convince others about my thoughts. By getting better at communication, I'll be able to do my job more effectively and build stronger relationships with my seniors and coworkers. My presentation skill will also improve a lot, if I can be better at communicating and overcoming my shyness or fear during presentation is very important for me.

4.2.2 Problem-Solving: Being able to solve a problem in a business is a core competency. The thinking ability of resolving a problem or any conflict is a must have quality, which is not only required in a professional environment but also in personal life it has values. I would like to be the person who can identify tailored solutions based on a problem by critically analyzing the overall issue. It could be great quality for one to

adopt, moreover, divergent thinking would foster a culture of experimentation and improvement within the team.

4.2.3 Adaptability & Flexibility: Another key lesson I learned is the importance of being flexible. The corporate sector is always changing, so it's important to adapt quickly. I want to stay open-minded, embrace new challenges, and keep learning. By staying flexible and maintaining a positive attitude, I'll be better prepared to handle any changes that come my way. Whether it's volunteering for interdisciplinary projects, or adapting quickly to changing priorities, I understand the importance of having an agile and open mind in the face of change. By actively adapting to emerging trends and technologies, I can contribute to a dynamic and forward-thinking work environment.

Part-B:

Analysis of the LPG Industry Pricing and Promotional Strategies in Bangladesh

Executive Summary

This research is based on the comparative analysis of pricing and promotional strategies in the LPG industry of Bangladesh. The key findings indicate that the pricing structure of LPG is heavily determined and managed by the Bangladesh Energy Regulatory Commission (BERC), which publishes the LPG pricing monthly. The maximum retail price (MRP) for per kg LPG, various cylinder size, per liter price for Autogas, reticulation and other charges are determined by BERC on the first working day of each month. Several factors are considered during LPG price determination, including Saudi Contract Price (Saudi CP), vessel freight and trader's premium charges, stocking and bottling charges, VAT, distributor's charge and retailer's charge. Companies must comply with BERC's pricing policy; although, there are some additional costs associated with it, company sums up the costs to get Exfactory/Gate price. Other cost may include additional operational cost like loan repayments, manpower salary, bills and distributors commissions. After examining the promotional strategies of major LPG companies, we found that promotional activities are crucial for creating brand awareness, visibility and customer loyalty amid various group of stakeholders, which includes distributors, retailers, end-users and potential customer. Companies follow ATL, BTL, and TTL marketing strategies using platforms like TV media, newspaper, and various online platforms. Apart from mass media company also engages in trade channel partners promotional activities e.g. territory branding, providing gifts, point of sales branding, hosting meet greet events for distributors and retailers and providing LPG safety training. These promotional activities are essential to influence consumer buying decision through brand awareness and brand visibility.

Chapter-1: Introduction

1.1 Background of the Study:

Earlier, Bangladesh heavily relied on natural gas for households and industrial energy; however, in 2008 government stop providing new natural gas connections. Due to this sudden decline the LPG industry has appeared as a major energy sector in Bangladesh. Public and many Private companies started importing LPG for meeting the needs of growing energy demand. LPG is now considered as a clean, accessible and vital alternative fuel. Because of this rapid shift the annual consumption rose from 47,000 tons with 25,0000 consumers in 2009 to 1 million tons with 3.8 million consumers in 2019. LPG industry market size in Bangladesh is \$3.2 billion; though, this industry is mostly dependent on imports, more than 98% of LPG is imported in Bangladesh.

The LPG industry is driven by various factors, such as growing household energy demand, increased household income, strong regulatory policies for not providing new natural gas connections and rapid population shift from rural to urban areas are some of the major reasons. This market is driven by private sector, there are currently 28 operating LPG companies, one is state-owned among them. The market leaders of this industry are Bashundhara and Omera, known for their large scale importation and exportation. LPG is imported from Middle East countries such as Kuwait, Iran, Qatar, Saudi Arabia, Singapore, Russia etc. This supply is delivered in two main ports of our country Chittagong and Mongla Port. LPG now serves a wide user segment, incorporating households, hotel, restaurants, and cafeteria also called HORECA, commercial and industrial segments, and as Autogas in the automotive sector.

The LPG industry of Bangladesh faces various challenges despite, the significant growth and potential e.g. supply chain inefficiencies (as this industry depends on import), fluctuating LPG prices (every month it is set by the BERC), infrastructure limitation and safety problems associated with cylinder management & consumer awareness. This thorough research is targeted to explore the pricing and promotional frameworks that are followed by the leading LPG companies in Bangladesh. Additionally, it will investigate how various company shape their pricing according to the market dynamics and regulatory policies, along with their promotional efforts that they adapted to target diverse consumer segments. The following study aims to find the existing gap in the market and provide suggestions to support a sustainable and resilient LPG market.

By a thorough inspection of pricing mechanism and promotional activities this report will contribute to a wider understanding of tactical distinction in the LPG industry, leading to more informed decision making for shaping their marketing strategies and pricing to strengthen our country's LPG sector following market fluctuations and customer exceptions.

1.2 Problem Statement:

The LPG industry in Bangladesh is threatened on its sustainable operation and market steadiness; despite, its significant growth and importances. The primary problem is the conflict between regulatory pricing policy and company operational mechanism. In one hand BERC strictly regulate and publishes the monthly MRP rates for per kg LPG, various cylinders, reticulation and Autogas, other than this private companies who are currently operating faces inexplicable operational cost that often create pricing gap among the regulatory body and company.

Companies must integrate the additional operational costs such as loan repayments, salaries, bills, and distributors commissions to establish their Exfactory/Gate price. This difference between the BERC pricing and the company required price creates a challenge that impacts company profitability, supply chain feasibility, and the overall price stability of LPG starting from distributors to end users.

Moreover, there is a big challenge of creating consumer brand loyalty in a distributor-led market. Although leading LPG companies hire strategies like ATL, BTL, TTL to create brand visibility and awareness among consumer; however, LPG sale depends mostly on distributors and retailer. Because consumer prioritize simply prevailing gas so, direct influencing may not influence end users buying behavior. Thus, this study wants to shed light on the pricing conflict between regulatory body and companies along-with the promotional activities that actually attract consumers and influence their purchase decision.

1.3 Research Questions:

1. How does regulatory policies and internal pricing structure of LPG affect overall LPG pricing in Bangladesh?
2. What promotional strategies do leading LPG companies in Bangladesh use to target different customer segments, and how do branding, seasonal campaigns, and digital platforms influence consumer behavior?

1.4 Research Objective:

1. To identify the regulatory policies that influence LPG pricing in Bangladesh and LPG operators pricing structure in compliance with BERC.

2. To examine the promotional strategies that leading LPG companies use to target different customer segments, and the influence of branding, seasonal campaigns, and digital platforms on consumer behavior.

1.5 Significance of the Study:

This following study carry significant value by contributing to an in-depth, through inspection of the key strategic and operational factors that drives the LPG industry in Bangladesh. This study will contribute to a broad, strategic understanding of the sector by thorough investigation of both pricing and promotional activities and provide complete market dimension of the LPG sector. The finding is crucial for leading LPG companies because it offers decision making guidance to form better marketing and pricing approach to strengthen the countries LPG sector. Moreover, this analysis is essential for policy making as it inspects both the pricing and promotional framework that are determined by regulatory policies and market movements. The goal of this study is to identify the existing gap in the market and provide effective suggestions to further develop a sustainable and resilient market for LPG in Bangladesh.

Chapter-2: Methodology

2.1 Research Design:

This research followed a Descriptive and Exploratory research design to explore the current scenario of LPG pricing and promotion in Bangladesh. For better in depth understanding of stakeholders' experiences, challenges, and perceptions about LPG, descriptive and exploratory approach seems suitable. A descriptive and exploratory approach helped to identify complex issues which can't be represented through numerical data only.

2.2 Sources of Data:

Information was collected from various sources. The sources are mentioned below:

2.2.1 Secondary Data: Secondary data sources include:

2.2.1.1 Industry Reports: Reports from BERC.

2.2.1.2 Newspapers: Business Inspection, The Financial Express, The Business News, The Daily Star, Dhaka Tribune, and Industry Insiders.

2.2.1.3 Company Documents: Sales report, product catalogs, and marketing campaign materials.

2.2.1.4 Official Websites and Online Platforms: Facebook pages and Websites of LPG companies.

2.2.1.5 Public Databases and Academic Research: Global and local LPG market research studies.

2.3 Data Collection Method:

Data were collected through: Document Review (BERC pricing circular, industry reports), Online content preview (facebook pages, websites, youtube channels), Internal Company Documents accessed during the internship, personal observations of pricing discussions, promotional planning and market practices. No interviews or structured sampling techniques were used.

2.3.1 Data Analysis:

The collected documents and observed practices were analyzed through content analysis, identify common patterns in pricing structure and promotional strategies across various LPG companies.

Chapter-3: Findings and Discussion

3.1 Pricing:

3.1.1 Pricing Policy of Regulatory Body (BERC):

Bangladesh Energy Regulatory Commission (BERC) holds the authority of setting LPG pricing by considering multiple factors in Bangladesh. The initial pricing of Propane and Butane is released by Saudi Aramco on the final working day of each month e.g. November 27 the price for December is declared. Later, BERC considering all other important charges and factor both international and domestic cost publishes the official reports, it contains Propane, Butane, 35:65 blending ratio of Propane: Butane, per kg LPG, retail point cylinder MRP, reticulation, and Autogas. The final report from BERC is released every month on the first working day e.g. December 02. Here, is how BERC declared the price for 12 kg LPG considering all other factors:

Serial No:	Description:	Regulated Price (Taka/12Kg)(December)
A		
1	Saudi Contract Price (Saudi CP)	717.72
2	Vessel Freight and Traders' Premium Charge	158.64
3	Other Charges	8.28
4	Import Parity Price (1+2+3)	884.64
B	LPG Stocking and Bottling Charge	192.60
C	LPG Stocking and Bottling Cost, Pre-VAT (4+B)	1077.24
D	VAT	80.76
E	LPG Stocking and Bottling Cost, Post-VAT (C+D)	1158
F	Distributor's Charge (Transportation Cost from Distributor to Retailer)	50
G	Retailer's Charge	45
H	Regulated Price of LPG for Consumers at Retailer's Point (E+F+G)	1253

Table 1: BERC: Regulated price of LPG for Consumers at Retailer's Outlet 12 Kg for Dec, 25

- 3.1.1.1 Saudi Contract Price (Saudi CP) (1):** Saudi Aramco declared the Saudi CP of December 2025, for Propane and Butane is \$495USD per metric ton and \$485USD per metric ton; additionally, a blending ratio of Propane:Butane as 35:65 is \$488.50USD per metric ton. Considering the exchange rate to be BDT 122.42/- per US Dollar, and 1 metric ton = 1000 kg.
- 3.1.1.2 Vessel Freight and Trader's Premium Charge (2):** Is \$108USD per metric ton.
- 3.1.1.3 Other Charges (3):** It includes landing charge, levy charge, river dues, customs survey and port charge, which is BDT 300 per metric ton. LC Charge, insurance charge (with VAT), C&F Commission (with VAT), and disport inspection charge are 0.54% of the total CFR value, which is BDT 394 considering the exchange rate of BDT 122.42/- per USD.

Pack Size (Mostly Used One)	Calculation (For Nov 2025)	MRP (For Nov 2025)
12 kg	104.41*12	BDT 1253
35 kg	104.41*35	BDT 3654
45 kg	104.41*45	BDT 4699

Table 2: MRP of 12,35,45 Kg for Dec, 25

3.1.2 Pricing Policy of Companies for 12kg Cylinder:

Even though, the Bangladesh Energy Regulatory Commission (BERC) sets the rate for a 12 kg LPG cylinder e.g. BDT 1158 for December 2025, this figure includes company portion after tax. However, the operating companies needs to consider their internal cost factor and provide their final price announcement known as Exfactory/Gate price which is always higher than the BERC rate. Company needs to adjust the pricing considering other internal costs associated with it that incorporates salary, utility bill, capital investment, loan repayment, distributor subsidy and commissions. Transport subsidies are based on the distance between plant/RDC and the distributors hub e.g. TK 18 for Mongla to Khulna per 12 kg cylinder and TK 50 for Mongla to Dhaka per 12 kg cylinder, distributors commissions fluctuate depending on companies, may ranging, from TK 30 to TK 80 per 12 kg cylinder. Here, is an example of company pricing structure.

Serial No.	Category (12 KG)	Price (BDT)
1	BERC (LPG Stocking and Bottling Cost, Post-VAT)	1158
2	Exfactory/Gate price	1231
3	Transport subsidy (Dhaka)	60
4	General commission	50
5	Other commissions	50
6	Total (3+4+5)	160
7	Sales order price for distributor (2-6)	1071
8	BERC (LPG Stocking and Bottling Charge)	192.60
9	BERC to Distributors rate difference (1-7)	87
10	BERC to Exfactory rate difference (2-1)	73
11	Total (8-9+10) (Company- LPG Stocking and Bottling Charge)	178.6
12	BERC (12kg price in retailers point)	1253
13	BERC (retailers charge)	45
14	Dropping price (distributor to retailer selling price) (12-13)	1180 (It varies market to market)

Table 3: An example of Company Pricing Mechanism for 12 kg LPG

3.1.3 Bulk LPG:

Three types of bulk LPG sales are given below:

3.1.3.1 Autogas:



Figure 1: Road Tanker



Figure 2: Dispenser



Figure 3: Fuel Nozzle



Figure 4: LPG Car

ভোক্তাপর্যায়ে অটোগ্যাসের সমন্বয়কৃত মূল্য, ডিসেম্বর ২০২৫ (ডিসেম্বর-২০২৫ এর Saudi CP'র ভিত্তিতে)

ক্রমিক নং	বিবরণ	সমন্বয়কৃত মূল্য (টাকা/লিটার ^১)
ক	১ Saudi Contract Price (Saudi CP) ^২	৩৩.২২
	২ জাহাজ ভাড়া এবং ট্রেডারের প্রিমিয়াম চার্জ ^৩	৭.৩৪
	৩ অন্যান্য চার্জ ^৪	০.৩৮
	৪ ইমপোর্ট প্যারিটি প্রাইস (১+২+৩)	৪০.৯৪
খ	এলপিগিজ মজুতকরণ চার্জ ^৫	৩.৩৪
গ	এলপিগিজ মজুতকরণ পরবর্তী মূল্য, মূসক-পূর্ব (ক৪+খ)	৪৪.২৮
ঘ	মূসক ^৬	৩.৩২
ঙ	এলপিগিজ মজুতকরণ পরবর্তী মূল্য, মূসক-উত্তর (গ+ঘ)	৪৭.৬০
চ	পরিবহণ চার্জ ^৭	১.৭২
ছ	স্টেশন চার্জ ^৮	৮.০০
জ	ভোক্তাপর্যায়ে অটোগ্যাসের মূল্যহার (প্রতি লিটার) (ঙ+চ+ছ)	৫৭.৩২

Table 4: BERC: Regulated Price of Autogas for Consumers Per Liter for Dec, 25

3.1.3.1.1 Company Policy for Autogas:

Company sells Autogas in metric ton or kg, example: 9 to 18 metric tons of LPG is transported using bobtail 8 to 10 metric tons and road tanker 15 to 18 metric tons to Autogas stations storage. 1 kg of LPG is equal to 1.8002liter, 35 kg of LPG = $35 \times 1.8002 = 63.007$ liter. The Saudi CP for 35 kg is BDT 2092.85, to find the Saudi CP for Autogas per liter we can use this $2092.85 / 63.007 = \text{BDT } 33.22$. Later, the other important charges are considered by BERC and consumer rate is published.

3.1.3.2 Operator to Operator:

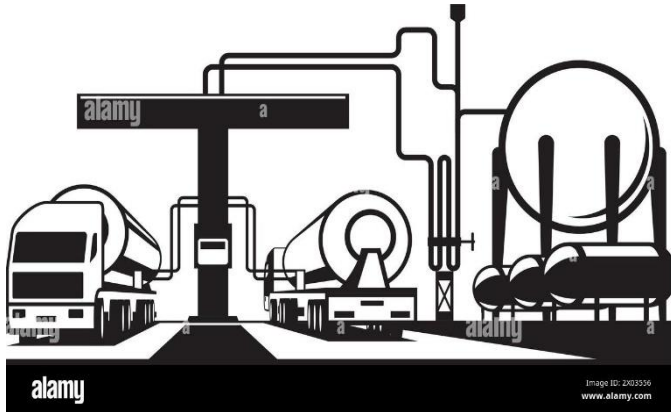


Figure 5: Loading/Unloading Bay from Road Tanker to Plant

Operator to Operator sale of LPG is usually done in metric tons so the pricing can range from 68 to 74 thousand which also fluctuates depending on company. No VAT is required in operator to operator sell. In plant there is a loading or unloading bay, where the road tanker is connected in that bay to load or unload bulk LPG safely into their storage facility.

3.1.3.3 Operator to Factory:



Figure 6: Road Tanker



Figure 7: LPG Transfer Pipeline

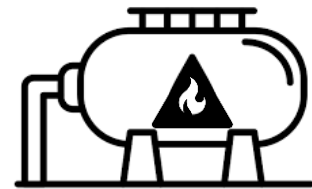


Figure 8: Industry LPG Storage Tank

Just like operator to operator sell operator to factory pricing structure is also similar; although, the price range may vary. Operator to factory sell includes VAT and AIT (Advance Income Tax) but the other factors remain constant. The factors are mentioned below with an example:

Category	Amount
Operator LPG Price (Per MT)	75000
Advance Income Tax (AIT)	$75000 \times 3\% = \text{BDT } 2,250$
Value Added Tax (VAT)	$75000 \times 7.5\% = \text{BDT } 5,625$
Transport Cost	BDT 3000 (may vary depending on distance)
Total	BDT $(75000 + 2250 + 5625 + 3000) = \text{BDT } 85,875$

Table 5: Operator to Factory Pricing Structure

3.2 Promotion:

Promotion is done to create brand awareness; additionally, brand visibility can create customer loyalty. Promotion is done not only for customers but also for distributors, retailers, end-consumers and potential customers. An organization uses different communication tools for promotion e.g. TV, Digital Platform, News Portals, Flyer, Brochure etc.

3.2.1 LPG Industry Practice:

There are 28 LPG operating companies, each one of them have different brand persona and tonality to communicate with their target audience. Among them most loud communication is done by Aygaz, Omera and Fresh. Here is the list of LPG companies available in Online Platforms like website, facebook, youtube, and app:

Brand Name	Company Name	Website	Facebook	Youtube	App
Basundhara LPG	Basundhara Group	Yes	Yes	Yes	Yes
Omera LPG	Omera Petroleum Ltd	Yes	Yes	Yes	Yes
Jamuna Gas	Jamuna Spacotech Joint Venture Ltd	Yes	Yes	No	No
Fresh LP Gas	Meghna Group of Industries (Mgi)	Yes	Yes	Yes	No
BM Energy LPG	BM Energy (BD) Ltd	Yes	Yes	Yes	No
Beximco LPG	Beximco Group	Yes	Yes	No	No
Totalgaz	TotalEnergies (International)	No	No	Yes	No
Sun Gas (LAUGFS Gas)	Sun Gas Ltd	No	Yes	No	No
Navana LPG	Navana Group	Yes	Yes	Yes	No
Petromax LPG	Acquired By SHV Energy (International)	No	Yes	Yes	No
G-Gas LPG	Gazi Group	Yes	Yes	Yes	No
JMI LPG	JMI Group	Yes	Yes	No	No

Brand Name	Company Name	Website	Facebook	Youtube	App
United Aygaz LPG	United Group	Yes	Yes	Yes	No
Orion Gas	Orion Group	Yes	Yes	No	No
Sena LPG	Sena Kalyan Sangstha	Yes	No	No	No
Universal Gas	Universal Group	Yes	Yes	Yes	No
Delta LPG	TK & Secom Group	Yes	Yes	Yes	No
Unigas	Unitex Group	Yes	Yes	Yes	No
Newaz LPG	Newaz Group	No	No	No	No
Super Gas	Super Gas Ltd	Yes	No	No	No
TMSS LPG Ltd	BCL Group	Yes	Yes	Yes	WIP
Bengal LPG	City Group	Yes	No	No	No
Dubai Bangla LPG	A. Hossain Group	Yes	Yes	No	No
Eurogas LPG	Eurogas Ltd	No	Yes	Yes	No
Green Town LPG	Green Town LPG Ltd	Yes	Yes	Yes	No
Nazir LPG	Hazi Nazir Ahmed Group	No	Yes	No	No
Bin Habib LPG	Bin Habib BD Ltd	No	Yes	No	No
Padma LPG	Padma Oil Plc	No	Yes	No	No

Table 6: LPG Operating Company List

ATL(Above the line), BTL(Below the line), TTL(Through the line) are marketing strategies followed by the companies. Companies promote in platforms like:

- **TV Media** – Advertisement, Talk-show, Show Sponsoring, Own Show, Podcast etc.
- **Newspaper** – During launch, Any special brand moments, award-winning moments etc.
- **Events** – Retailers Meet Greet, Yearly Distributors Meet, Safety Training.
- **Online Platforms** – Facebook, Instagram, LinkedIn, Youtube, Online News Portals, Website, Hotline, App etc.

- **Promotional Gifts/Point of Sales Branding (for Trade Channel Partners)** – Brand T-shirt, Stickers, Banners, Wall clock, Calendars, Ramadan Calendars, Notebook, Wall Painting, Coffee Mug etc.

3.2.2 Types of Online Promotion done by LPG Companies (Omera LPG, Fresh LP Gas, United Aygaz, Bashundhara LP Gas, TMSS LPG, Petromax LPG):

Category	Companies
Special Day Content	All
Religious Events Content	All
Cylinder Promotion	All
Autogas Promotion	<ul style="list-style-type: none"> • Omera LPG • Fresh LP Gas • United Aygaz • Bashundhara LP Gas • TMSS LPG
Industrial/Commercial Promotion	<ul style="list-style-type: none"> • Omera LPG • Petromax LPG • United Aygaz • Bashundhara LP Gas • TMSS LPG
Reticulation Promotion	<ul style="list-style-type: none"> • Omera LPG • Fresh LP Gas • TMSS LPG
App Promotion	<ul style="list-style-type: none"> • Omera LPG
Environment and Climate	All
LPG Awareness Content	All
Distributor Retention	All
Safety Training	All
Seasonal Campaign	All

Category	Companies
Stakeholder Engagement	<ul style="list-style-type: none"> • Omera LPG • Fresh LP Gas • United Aygaz • TMSS LPG
Sponsored Show/Events	<ul style="list-style-type: none"> • United Aygaz
Hotline Promotion	<ul style="list-style-type: none"> • Omera LPG • TMSS LPG
Achievements	<ul style="list-style-type: none"> • Omera LPG • Fresh LP Gas • United Aygaz • Bashundhara LP Gas
TVC Promotion	<ul style="list-style-type: none"> • Fresh LP Gas • United Aygaz

Table 7: Online Promotional Content of 6 LPG Companies

Other promotional activities include territory branding, restaurant branding, fleet branding, point of sales branding, brochure and marketing collaterals, occasional gifting, meet greet events etc. All of these promotional activities do influence consumer buying behavior because such activities lead to increased consumer interest for purchasing a product. However, LPG sell depends mostly on distributors and retailers, as people only wants gas, but sometimes promotion helps in creating brand visibility among buyers which can improve loyalty toward specific brand.

Chapter-4: Recommendation

To grow further in future LPG companies can do the following:

Recommendation for Pricing:

LPG companies should establish their own cylinder manufacturing plant, because: It will reduce cylinder purchase price. Alongside, it will also reduce logistics costs (associated with purchasing and transporting bulk cylinders). A cylinder manufacturing plant can provide protection against price volatility and the plant itself is a Capital Asset. There is always an assurance of guaranteed availability and quality control.

Having a Satellite Plant in regions with high LPG demand, because: It will help enhance distribution efficiency and reach (closer to customers, lower logistic costs, faster delivery). Satellite Plant can increase supply reliability and security of the specific region (decentralized risk, buffer stock).

Recommendation for Promotional Activities:

LPG industry should prioritize trade channel empowerment: It will help to influence the Point of Sale. They should employ digital tools for distributors e.g. stock and order management, marketing collaterals for their territory branding and fleet branding that can help the brand to be visible at the time of purchase.

LPG companies can develop a specialized B2B Digital Platform, dedicated only to manage bulk sales in industrial and commercial sectors. Services like supply management, full-time support, transparency on pricing etc. This can help a brand to stand out among all the competitors.

Chapter-5: Conclusion

The objective of this research was to identify the regulatory policies that influence LPG pricing in Bangladesh and the LPG operator companies pricing mechanism in adherence with BERC. The other objective of this research was to examine the promotional strategies that leading LPG companies used to target different customer segments and the influence of branding, seasonal campaign and digital platforms on consumer purchasing behavior. To find the objective this research employed a descriptive and exploratory research design for better in depth understanding of the complex issues and challenges incorporated in the LPG pricing and promotional strategies.

The primary finding from pricing is the gap between the price of regulatory body BERC and companies. The MRP is decided and regulated monthly by the BERC; however, companies must accommodate the additional cost that are not covered by the BERC MRP. This expense leads to higher company pricing compared to BERC. Another key finding from promotion is the mass media effectiveness on end users which is pretty limited. Companies employ marketing strategies to create brand loyalty, visibility and awareness among consumers and potential consumers. In spite of these efforts people only once gas rather than focusing on brand loyalty. Therefore, promotional strategies should focus on trade channel partners promotional activities to influence consumer purchasing decision at the Point of Sale.

Besides the above useful findings, this study has some limitations. One of them is, financial statements and profit margins were not accessible due to confidentiality. The internship period limited the scope for longitudinal studies over a full fiscal year. LPG pricing, regulations, and competitive moves evolve rapidly, which could affect the stability of the findings over time. Focusing on primary data to see the customer perceive is also a lacking of this study. Future studies could consider this factors if data is accessible and convenient.

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Appendix:

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Name:	Sadia Mehruun Shawan Mehruun Shawan
ID:	211011046
Department:	Bachelor of Business Administration (BBA)
Supervisor's Name (Faculty):	Shamsuddin Ahamad, PhD
Organization Name:	TMSS LPG Limited
Internship Title:	Analysis of the LPG Industry Pricing and Promotional Strategies in Bangladesh

Student's signature & date

Sadia

12.10.25

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

Ref: BCL/Admin/TLPG/App/09/2025-801

Date: 08/09/2025

To,
Sadia Mehrun Shawan
Father's Name: Ehsanur Rahman
Address: H#12, R#04, B#A,
Benaroshi Polli, Mirpur, Dhaka-1216.

Subject: Appointment Letter.

Dear,

This is to inform you that the management of TMSS LPG Limited has been pleased to appoint you as "Intern" under the following terms and conditions:

1. **Internship Period:** 04 months from the date of joining.
2. **General Working Condition:** From Saturday to Thursday.
3. **Honorarium:** During your internship, you will get a monthly honorarium of Tk. 10,000.00 (Ten Thousand)
4. **Job Responsibility:** You shall perform your duty with our Marketing Team at our Corporate Office, Dhaka.
5. Leave shall be enjoyed as per Company's leave policy.
6. Your service will be regulated under the rules and regulations of the organization, currently in force and to be in force in future.
7. You shall observe and follow the standing orders, rules regulations of the establishment in force and instruction of your superiors.
8. You are requested to join within 13/09/2025 at 10:00 am to the TMSS LPG Ltd., Amanullah Trade Center (4th Floor), Gulshan-2 Circle, Dhaka.

Thanking you,



Managing Director
TMSS LPG Limited

CC to:

1. Additional Managing Director's, BCL Group.
2. Deputy Managing Director's, BCL Group.
3. Head of Sales & Marketing, TMSS LPG Ltd.
4. Personal File Copy.
5. Office copy.