



আইফ এখন বিশ্বালি বডিন...



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# RealVU DTH (Direct To Home)



আইফ এখন স্মিটলি রঙিন...

# Company Overview



**Beximco Communications Limited (BexCom)** known as BexCom is a joint venture between BEXIMCO and GS Group.



**BexCom** is to launch Bangladesh's first DTH (Direct-to-Home) satellite service under the brand name of Real VU.



**BEXIMCO Group** operates across multiple industry verticals. The company is present in textiles, pharmaceuticals, real estate & hospitality, marine food & commodities trading, ICT, ceramics, etc.



**GS Group** is an investment and industry holding, operating on the basis of its very own high technologies in telecommunications and innovation. Key activities: implementation of international broadcasting projects, R&D and production, microelectronics, construction and development, deep wood processing, investment in venture projects, media content production and management, software products design and integration, full-service advertisement, logistics and trade.

# What is DTH (Direct to Home)

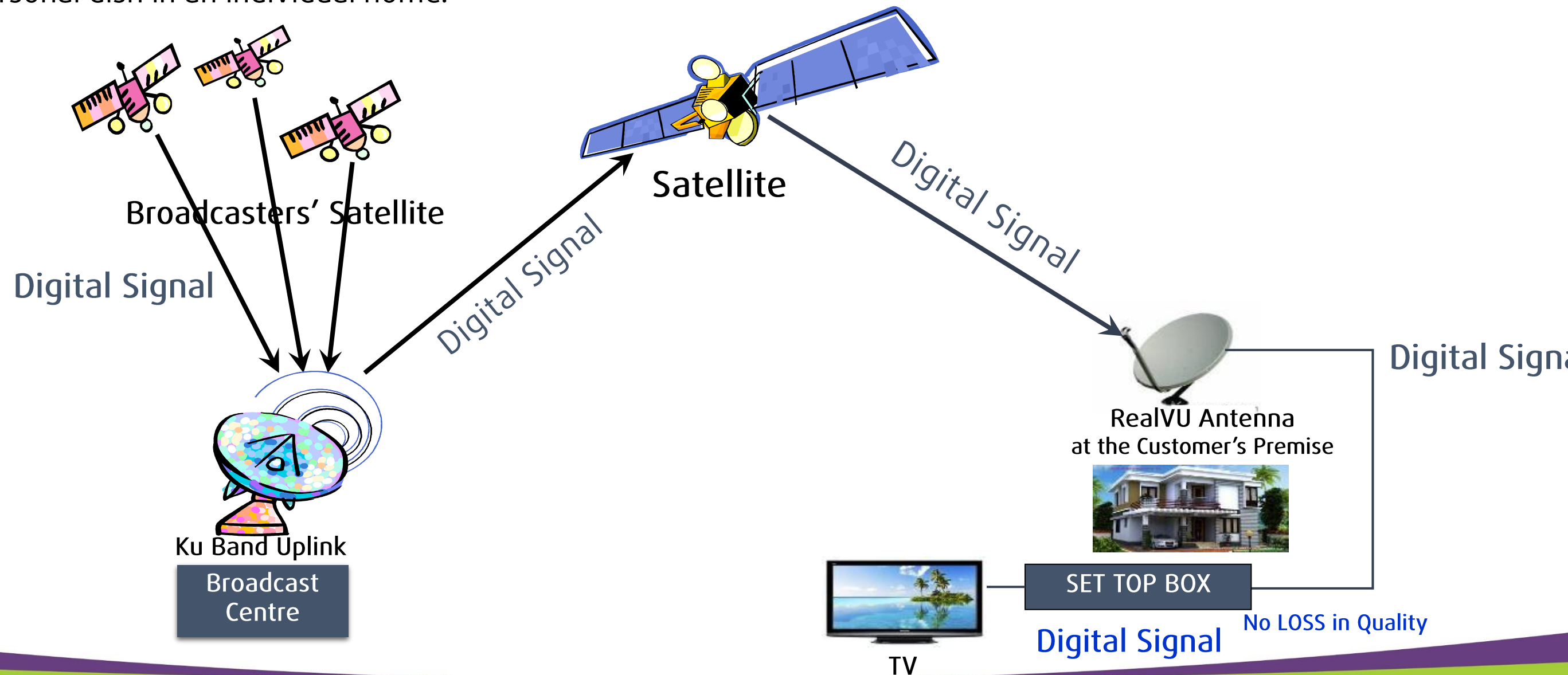


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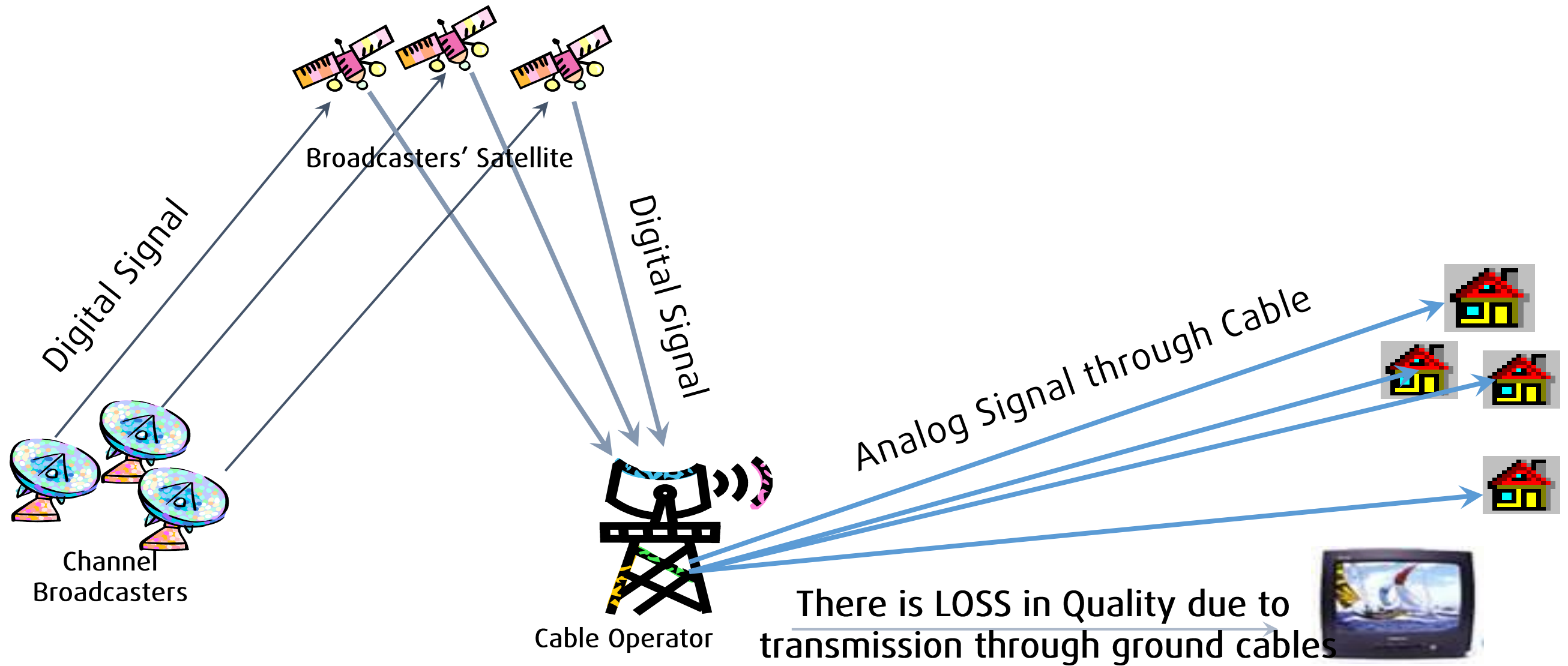
# DTH Technology



DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programs with a personal dish in an individual home.



# Concept: Traditional Cable TV



# Conventional Cable TV vs DTH

## Cable TV

- No Interactive Feature (recording facility)
- No dedicated customer service
- Poor sound & picture quality
- Conventional payment system

## DTH

- Interactive Feature (recording, games)
- 24/7 dedicated customer service
- Clear sound & greater picture quality
- Scratch card, MFS, on line payment system





# What is Real VU?

The best TV service in Bangladesh designed for Bangladeshi



High definition picture and sound  
Better quality than existing analogue cable TV

The best mix of channels  
Top international channels  
All Bangla channels  
HD channels

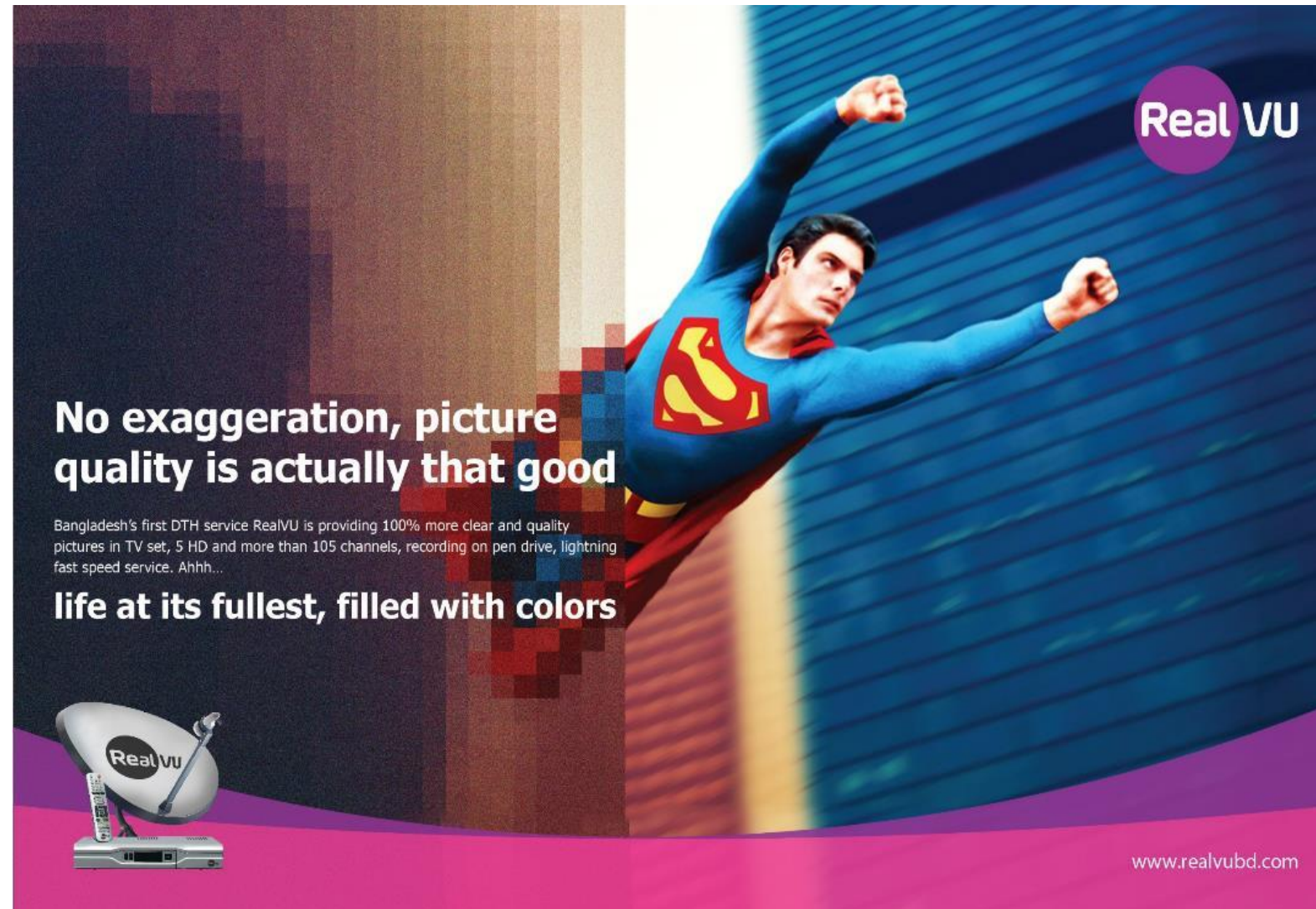
Designed for Bangladesh  
Dubbed international channels  
Secured nationwide coverage  
Trained installation teams  
Adapted customer equipment

Professional customer support  
24/7 customer support answers any questions any time

Professional and friendly user equipment  
Our equipment supports HD quality, PVR  
The dish is very compact  
1<sup>st</sup> year repair, replace and maintenance, 2<sup>nd</sup> year only maintenance




# Why we have the best quality in Bangladesh?

A large image of Superman flying over a city, with the Real VU logo in the top right corner.

**No exaggeration, picture quality is actually that good**

Bangladesh's first DTH service RealVU is providing 100% more clear and quality pictures in TV set, 5 HD and more than 105 channels, recording on pen drive, lightning fast speed service. Ahhh...

**life at its fullest, filled with colors**

A small image of a satellite dish and receiver with the Real VU logo.

[www.realvubd.com](http://www.realvubd.com)

1. Satellite beam focused especially on Bangladesh provides perfect quality of picture and 100% coverage.
2. DTH technology provides better quality than any type of analogue TV.

# Customer expectation and our Offer

## In terms of entertainment and channels

General Entertainment Channel  
Sports Channel  
Music Channel  
Kids Channel  
Infotainment Channel  
Movie Channel  
News Channel  
Religious Channel

46 Channels (Bangla, Hindi, English)  
10 Channels (English, Hindi)  
7 Channels (Bangla, Hindi, English)  
4 Channels (Hindi, English)  
11 Channels (Bangla, Hindi, English)  
10 Channels (Bangla, Hindi, English)  
13 Channels (Bangla, Hindi, English, Urdu)  
4 Channels

## In terms of quality

Clear Picture  
Clear Sound  
Uninterrupted Signal  
Channels

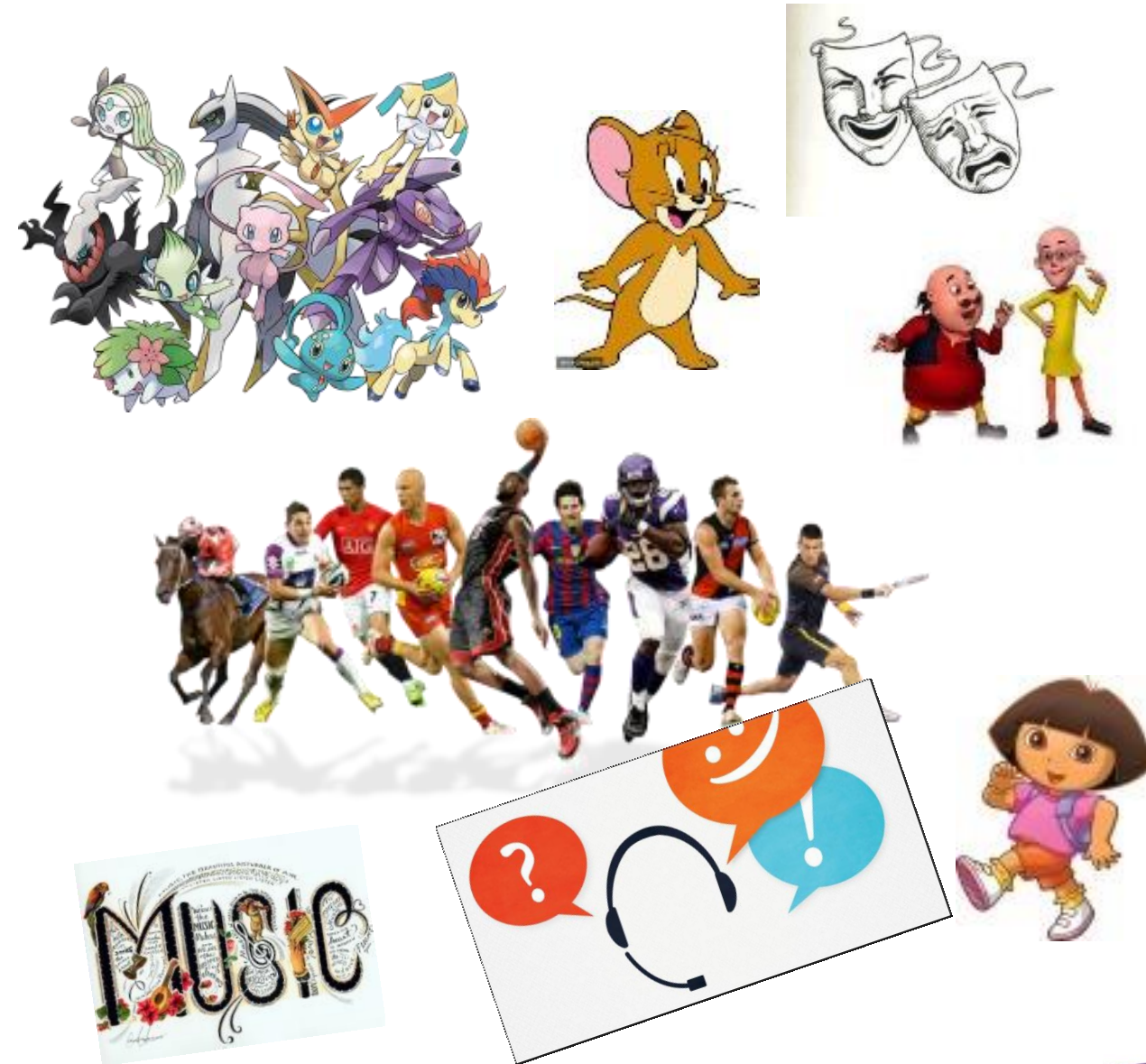




# What Will End Users Get



- Clear picture Quality (HD STB)
- Clear Sound Quality
- Supports CRT, Panel TV, Computer Monitor
- All local and international popular channel
- Nation wide coverage (Anywhere in Bangladesh)
- Portability - Hassel free relocation
- Nation wide retailer channel
- Nation wide trained installer
- Nation wide after sales service
- 24\*7 Call center support



# Product Package



Set Top Box



Remote



Dish



LNB



HDMI CABLE



AV CABLE

We are working in this process. You will be communicated accordingly once we avail detail price for our equipment.

# How Customer Will get Our Product



## Customer

- Customer will pay to our trade partner in order to purchase a product.
- Customer will fill up a SAF
- Customer pay for RG 6 cables, connector and installation charges

## Trade Partner

- Trade Partner will deliver product to the customer.
- Trade partner will assign installer for the customer after selling the product.
- Trade partner will provide contact information of installer/assign installer for the customer.

## Installer

- Installer will visit customer's place and install the product.
- Installer will provide the report to the trade partner after successful installation.
- Installer will provide service to the customer after getting call from customer/trade partner.



# Advantages in comparison with illegal DTH



## Why BEXCOM is better than illegal DTH?

1. Our DTH service has all Bangladeshi channels. Illegal DTH doesn't.
2. Our DTH service has 7 international channels dubbed in Bangla language.
3. We are located in Bangladesh and are ready to answer your queries 24/7, that feature is not possible with illegal DTH.
4. Our satellite beam concentrates especially on Bangladesh. It's an operator originated especially for our country, not for any other country.
5. package price is cheaper than Illegal DTH
6. Easy and available recharge option.
7. Nationwide service point
8. It's a 1st legal DTH service provider in Bangladesh.

# Nationwide Service & Support

## Call Center

- 24X7
- IVR
- Web Chat
- Email
- Social media
- SMS
- Inbound
- Outbound

## After Sales Service point

- STB Repair
- STB Replace

\* Repair & Replace will be done for Warranty & Non warranty period



Thank You