This transcript captures the entire presentation, including the introduction of Bangla Link's efforts in advancing the digital ecosystem in Bangladesh, testimonials, and the explanation of their various digital services and initiatives aimed at improving efficiency, accessibility, and the overall customer experience.

We're talking about uh Bangladesh moving to the next digital cycle and banglalink act actually does a lot of work in driving the Bangladesh digital ecosystem. Let's start now my name is Mohit Kapoor once again I work in Bangla link I've come from India I've been here for about a year and uh my only aim in Bangladesh is to bring in anything and everything I've learned back in India in terms of accelerating the the Bangladesh digital ecosystem and it's a short presentation of 15 minutes of what bangalink is doing and uh and let me start without much of a do which I think it's it's one of those times where everything is not working excuse me can somebody help me with the presentations here oh it's coming up here okay great so let's let's meet rifat he's finally a student he lives in Silt he actually uses one of the bungaling caps called mybl let's learn more about him he's actually a big fan of amen's and he's done a fair amount of courses about 15 plus courses on 10 minutes also Pays His gas bill through the same app he's Street Smart he's efficient uh he's also playing a lot of games so and let's meet another person she's mithu she's soon to be a doctor she lives in rajahi uh also regular app user let's know more about her I mean contrary to being a doctor she is into music a lot and she's a lot into art cell so she's actually heard the new art cell album 40 plus times so it does a lot of music on a way uh you know to her University she's paying bills she's actually also shopping on the app and by the way she's ordering medicines for her mother on the same app and she's also recharging uh her mobile phone or mother's mobile phone using the app I can go on and on and on this will not end and but let me say a few things just for fun she's also doing a doctor on call if there's any problem which is going in in for anyone in the family she can call the doctor online and do that so she's found a smart alternative to what the current doctors work and uh and let me you know we and the service actually comes from docktime uh then or she also loves to travel by the way she's planning a trip to Nepal and uh she's also a member of our orange club which is where we fast forward best deals best offers to our consumers and through that deal and offer within share trip she's actually booking the best possible deal out there and what we are [Music] music [Applause] super [Music] presentation [Music] of course too much [Music] gas bill [Music] ticket exciting gift priority service [Music] this is fastest 4G network did you like what is happening here does it does my bill make sense for Bangladesh I'll tell you a few things which we learned about Bangladesh was that people are using phones which are potentially slightly lower in the specifications they have to manage installing uninstalling just to manage the space inside the devices now doing opening up so many features inside a single app do you think that's that's the right thing for a market like Bangladesh and I'll tell you one more thing in the new world which we are getting into which is which we call as a web 3 world where there is going to be an issue in terms of putting out your credit card information and a lot of your other information across zillions of apps what is going to be better is going to be will for people will be to trust a single ecosystem and telcos have given that trust to its consumers but this is a fact we're talking about mybl the first Telco super app in Bangladesh and potentially among the first super app in across all telcos across the world where that many services are being provided and I'll talk about you know the the thought process of doing that and and uh and why we are doing it also I'm going to talk a little bit more about it but let's go forward so this is the the myvia lab this the Journey of this app let me first take you through all the services which are getting opened in this app so there is self-service there is music gaming Education Health and we're also doing a lot of gamification and we're doing a lot of rewards and uh but let's see the journey right we started actually with a self-care app where you could recharge and then uh so actually bungalink is part of Leon group and Leon has a specific strategy called do 1440. which is digital operator 1440 there are 14 40 minutes in a day an idea is that you know we have to enable as many minutes as possible for consumers so we actually Bangladesh people uh created a very local strategy which we named as a 6C strategy which is a framework and wherein and what are six C's are we're talking about content where music videos gaming we're talking about connect which is a self-care portion we're talking about courses which is education we talk about care which is health and we're talking about Commerce which you're shopping your travel you know whole lot of things and lastly the community which is coming together this 6C framework actually the best part is that it's not coming from any country in the world this has been developed conceived built here in Bangladesh by Bangladesh Engineers by Bangladesh uh you know consumer Journey makers the part the Partnerships team and a lot of problems are getting solved uh by doing that I just want you to be very happy and I go you know the earlier session actually was an amazing one you know a lot of I I was very happy to to listen what I was listening the important thing is it's just a matter of thinking big or thinking things which seem impossible super app a year ago seemed quite impossible right now a super app with Native Journeys across all the Seas is real this is the campaign is going live in uh fairly soon you'll be able to download the app and use all the services and I'll tell you the fun hasn't stopped us yet so these are of course all the C's uh working together the just to share some numbers with you uh bungaling has another app called toffee which every Bangladeshi loves because toffee actually carried FIFA to everyone right and which you know which is uh in fact we're looking at the one of the largest monthly active users in the country not just among local apps but also versus YouTube toffee did extremely well uh toffee is also getting in part of toffee is getting integrated inside my bill as well but the monthly active users around the content portion for bungaling are crossing 10 million plus today if I do a sum of both our care services are already getting more than 1.5 million users in just last couple of months our education services which is powered by 10 minutes is crossing a million plus users our Commerce where we are doing utility bills and you know flight bookings share trip is a partner who's doing the tickets along with us more than a million users coming in this is a phenomena which has just happened which is very recent but it's growing so fast and all the metrics are working if you become if I have to look at Mao Dao

's returning users and the engagement time which they're spending all the metrics are up and I'm saying it with an experience I come with that background of digital that I know what's going on here so it's beautiful what's going on and one more thing by the way uh we're also adding gamification in the app and gamification is going to be the nucleus which is going to be like a glue which is going to have all the services working together you will make a lot of coins here a lot of coins you book a ticket you make coins you uh pay your water bill you make coins and you'll be able to convert those coins into various Services we're going to have a lot of fun with what we're doing here and uh I just want to talk about so there's yet another C which is coins I'm sure uh we're figuring out a couple of more C's it seems to be working for us so that's uh uh that's a 6C strategy let's talk a little bit about numbers in Bangladesh and uh fundamentally mangalink is uh you know it likes to defy uh change the status quo change the industry and we fundamentally believe that what is good for Bangladesh is good for Bangla link so whatever Bangla link is doing and will continue to do will be first for the country and that's okay the country is doing well of course we are doing well uh quick numbers 185 million population uh mobile phone subscribers 115 million internet users and approximately half of them are using smartphones right now I think that number should change once some changes happen and you know they're more accessible smartphones start coming in and hopefully your regulations move in that direction but within this ecosystem Bangla link has 40 million subscriber base our install base for mybl is 10 million our install base for toffee is 15 million plus this is the largest digital ecosystem in Bangladesh today if I have to put both the apps together you're talking about 25 million install base and a monthly active users of 16 to 18 million and uh so I just want to mention that the scale is different when we talk about digital Telecom could be a different ball game but digital is a different ball game and bundling seems to be winning the race uh let me also say there are other assets and there is a reason I'm sharing all these assets because we are talking to the startups here we're talking to developers here largely and a lot of them are actually watching this uh you know on on the computers on the Facebook live Bangla link has uh you know 300 000 plus retailers we have 10 000 people which are feet on street we have branded Outlets we have direct sales teams going to Enterprises to smes there's there are a lot of assets which we are sitting we are basically that machine which which can fast forward startup businesses to to a level which is unprecedented and that's that's the job we want to do and we also have an attic platform which is coming in which will do many things it's just uh you know that one is working work in progress so this whole keynote session is nothing but is a call to join his basic is calling the developers and the startups to come join with us and let's accelerate the Bangladesh digital ecosystem together and let's deliver to the country what country is really been waiting for uh the word here the key word here is accelerate to go faster and that's pretty much the the presentation uh somebody wants to quickly scan through uh this QR code the numbers are there the email Etc please contact us we want to integrate any service which makes life of Bangladesh users easy and we will open up the app in the interest of Bangladesh citizens not only for bungaling users but also all the users over a period of time step by step so what we're basically saying is you know whatever is right for Bangladesh users we will remain committed to that and with that thank you so much and uh this is the anything anytime anywhere Bangladesh might just have access for pun intended I'm just having fun I know there's a big super app in making Twitter to getting converted into X and uh but what has been built here in Bangladesh is real it's growing and it's ahead of the curve globally so I think we should feel great about that thank you so much for that thanks a lot does anybody have questions just for like one question they're like that please see the super app fundamentally is a is a super business model and it's a super because we do get a view of what's happening in terms of data of what content is getting consumed what Commerce is being carried out and what care requirements and what people are so all the data is coming together at the back end and uh and that is and that's really that's if you really want to Future proof your business uh the best thing is to collect as much data points as possible about a user so this actually is great because we will be able to do a lot of prediction of where you know how the user's consumptions will grow across various Seas but yeah if I answered your question that yeah all the data is coming coming back together at one place so we're doing a full graph around consumer like a 360 degree and uh so that's and that's the plan yeah great great thank you so much cheers thank you every business is moving towards digitalization because digitalization is the future and the future is here it increases sales brings the fastest growth in profit and brings efficiency introducing bangalink ICT Solutions grow your business through digitalization increase efficiency and productivity of your sales force with Field Force locator and GPS tracker reach your customers at one go with SMS broadcast distribute data packs among employees and customers with bulk data distribution using mobile advertisement show ads of products and services to specific target market through SMS and vsms with vehicle tracking system monitor company Vehicles remotely additionally digitalize your sales activities with Salesforce automation using bconnect communicate with your customers effectively through omnichannel platform manage your SME business end to end with SME Business Solutions to Avail a complete digital solution to your business contact your corporate account manager today or email us at info banglalink.net accelerate your business like never before with bangalink IC

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