

business HIGHLIGHTS 2014



1Q 2014

- During the quarter, all 64 district headquarters of the country were brought under 3G coverage in record time. This fast track rollout trajectory was managed through installation of 2143 3G sites.
- Inspired by Language Movement Day on 21st February, we launched a program to provide 2.1 million free Internet hours to 250 schools across the country with support from BRAC. This initiative is also a part of GP's Safer Internet program aimed at creating awareness on internet safety for young users.
- We also introduced lowest ever priced GP branded 3G modem and 3G Pocket Router to enable the potential data subscribers.
- During the quarter there has been an industry wide revision of startup SIM price.

Grameenphone (GP) has had a prolific business year in 2014. Quarterly elaborations are as follows:

- Reinforcing the focus on youth segment, we revamped offer portfolio of the youth pack 'Bondhu' with SMS bundle, welcome tune, music radio and data (free WhatsApp & Facebook messenger).
- 5000 square feet GP experience center launched at a mega mall of city center with unique design and experience elements.
- To cater the big screen data users, we launched WiMAX services 'Go Broadband' in partnership with 2 leading local Internet Service Providers (ISP). The ISPs' are using our network, marketing platform and distribution channel to market the product.
- Launched a campaign to promote ICT enabled e-Krishok services in agricultural sector with partnership of government agencies. The objective was to build awareness among rural people, mainly farmers with mobile and internet based advisory services, market linkage, business planning services etc.
- During the quarter, GP also developed partnership with 4 new banks to strengthen enabler stance on promising Mobile Financial Service arena.



2Q 2014



grameenphone experience center-৭

আগামীর অভিজ্ঞতা নিন, আজই!



In this quarter, GP accomplished the monumental milestone of surpassing 50 million subscriber base through its enduring commitment of offering innovative and customer centric products and services. This was also possible by merit of our countrywide robust and reliable network built over the years.

Month long free Facebook offer of the quarter was first of its kind in Bangladesh, where GP customers got the opportunity to access Facebook for free regardless of their device type from 12AM- 6PM. This was offered to stimulate the first time small screen users, specially the youth.

To drive "Internet for ALL" ambition, 2 micro packs for both 2G and 3G were launched. It managed to increase internet penetration by removing the affordability barrier.

To offer customers with affordable 3G smart-phones, GP has partnered up with Mozilla & Symphony to introduce FireFox 3G smart phones. The device is equipped with the latest Firefox mobile Operating System.

Simplified the 3 smart plan portfolios of all inclusive of 3G data, Voice, SMS & MMS with more affordability. The changes were targeted towards our growing smart phone user base.

3Q 2014



কথা বলুন গ্রামীণফোন-এর ৫ কোটির নেটওয়ার্ক-এ

২৯ টাকা মিতার্জে
যেকোনো লোকাল নম্বরে
১০ পয়সা
প্রতি ১০ পেসেকড

আর ট্যাপেট অ্যান্ডাউট রিচার্জ করবেনই
সবকল জিপি নম্বরে
৫ পয়সা
প্রতি ১০ পেসেকড

৫ কোটির নেটওয়ার্ক

4Q 2014

To strengthen 3G service experience even better, GP offered double the speed in any respective data package without any extra charge. Moreover, this enabled the data customers to get the maximum available speed from 10 pm to 4 pm.

As part of our commitment towards customer centricity, we introduced 60 seconds equivalent call reimbursements on every call drop for all prepaid and postpaid subscribers.

Introduced Dynamic Emergency Balance starting from BDT 10 up to BDT 100 for prepaid customers. Customers will get emergency balance based on their past usage pattern and network age.

Facebook pack was introduced whereby customers could use 9MB 2G pack for BDT 9 only for 3 days with nonstop mobile Facebook use.

A stunning micro campaign was launched through which our customers would be able to enjoy a huge bunch of different offers as per their needs. All it requires for a customer is to call an IVR hotline 12113 which is absolutely free of charge.

During the quarter, we have completed upgrading our entire IP transmission backbone & backhaul with a more robust solution. This has ensured our readiness to cater the future proliferation of data growth which is also consistent with our strategic ambition of 'Internet for ALL'.