

# WIRELESS INTERNET SERVICE

In Bangladesh

# Introduction

**The mid 1996 introduction of Internet did not instantly create a market. At the end of year, there were only two ISPs in the country and the number of users was close to one thousand only. The year 1997 recorded a tremendous growth. The total number of ISPs was more than a dozen and the clientele growth was ten times higher than that of the previous year. In 2006 Bangladesh got connected to the SEA-ME-WE 4 Submarine cable. After that, many ISPs found the opportunity to connect the submarine cable via Bangladesh Telegraph and Telephone Board (Now BTCL). This is the time when number of internet users increased by quite a big margin as bandwidth quality and price became affordable to general individuals.**

# Wireless Internet

Available wireless Internet services in the country are basically of two types, WIMAX based and EDGE (Enhanced Data rate for GSM Evolution) or EVDO (Evolution Data Optimized).

Augure Wireless Broadband Bangladesh Limited as Qubee has become the first company in Bangladesh to commercially launch the WiMax Internet service in the country. Now we have three WiMax subscribers.



**Banglalion**



# WIRELESS INTERNET



Grameenphone was the first, made a big impact on at the end of 2006 by providing wireless internet service through mobile phone. Later Citycell also joined the market and rapid expansion of internet happened



Now in Bangladesh six mobile telephone operators are functioning and each of them is providing wireless Internet services: Grameen Phone Limited (GP), Orascom Telecom Limited (Banglalink), Pacific Bangladesh Telecom Limited (Citycell), Axiata Bangladesh Limited (Robi), Airtel Bangladesh Limited and Teletalk Bangladesh Limited. These six operators provide EDGE or EVDO





## QUBEE

## Company Information

- London-based wireless broadband business company Augere, which owns Qubee Started its operation in Bangladesh from October,2009.
- There were two packages on offer 512 kbps connection for 3400 taka a month that had a 6 GB monthly usage limit and a 1 mbps connection for 6200 taka which had a 9 GB monthly usage limit and the modem cost was 7000 taka.
- We were the first to launch prepay broadband in Bangladesh and we are the only ISP to double our customers' speed at no extra cost.
- The first to launch 4G WiMAX technology
- Coverage: Dhaka, Chittagong, Sylhet
- User : More than 150,000
- Market Share: Qubee customers consume 20 percent of the total international internet bandwidth of Bangladesh.



## Values

**Customer Focus :** Customer is the at centre of everything we do.

**Resilience:** We continuously strive for improvements regardless our obstacles in our way.

**Passion:** we work from our heart and show it.

**Delivery:** We deliver what we commit to with customers and colleagues.

*“ We love making our customers happy and believe that happy customers will make us successful. To measure how we are doing, we survey our customers every month to understand how happy they are, and where we can make improvements. We listen to this and take action. We believe that the business is simple: offer a great service, make customers happy and we will be successful” - Alistair Johnston, Director, Augere*



## Promotions

- 4G Modem 'ROVER' - was named by one of the QUBEE fans!
- Pre pay packages
- Super value monthly package
- Regular monthly packages
- QUBEE stores

# PRE PAY PACKAGES

## QUBEE New Pre Pay Packages

Get **double the usage volume** by recharging your Pre Pay account as many times as you like within the first 60 days of your purchase of a new connection.

Choose from Pre Pay cards worth Tk.700, Tk.400 and Tk.100 to recharge your account

PrePay Package	Speed (up to)	BDT 700 Card	BDT 400 Card	BDT 100 Card
PACER	1 Mbps	2 GB	1 GB	200 MB
SPINNER	512 Kbps	3 GB	1.5 GB	300 MB
SIXER	256 Kbps	4 GB	2 GB	400 MB
Card Validity		30 Days	30 Days	7 Days

- Get your bonus for Tk. 700 and Tk. 400 card within 72 hours of recharge
- VAT included



# MONTHLY PACKAGES

## QUBEE Super Value Monthly Package

Super Value Pack	
Speed	3GB
256 Kbps	Tk.500

- VAT included
- TK. 0.15/MB charge is applicable for extra usage

## QUBEE Regular Monthly Packages

Get a total of **Tk. 1000 discount** on first 3 months' usage of regular Monthly Packages. (Tk. 400 on 1st month, Tk. 300 on 2nd month and Tk. 300 on 3rd month's usage).

Choose from Bill Pay cards worth Tk.900, Tk.550 and Tk.100 to recharge your account.

Regular Monthly Packages				
Speed (up to)	6 GB	12 GB	24 GB	Sky
512 Kbps	Tk. 850	Tk. 950	Tk. 1,150	Tk.1,250
1 Mbps	Tk. 1,250	Tk. 1,450	Tk. 1,850	Tk. 2,250
2 Mbps	Tk. 2,250	Tk. 2,750	Tk. 4,050	Tk. 5,250

- VAT applicable
- Fair usage policy applicable for Sky packages
- TK. 0.15/MB charge is applicable for extra usage



# DEVICES

Play with a combination of our modems and see where your games will lead you.

Play to discover.



## Gigaset

This modem is a robust device perfect for residential or office Internet use. It can also be used with a Wi-Fi router.

**Tk. 3000 (For all packages)**



## Tower

The Tower has a built-in Wi-Fi router. This stylish plug and play device is an excellent choice for small/ medium enterprises or home broadband users.

**Tk. 5000 (Monthly Packages Only)**

**Shuttle (USB)**

The Shuttle is a small plug and play modem which does not need a separate power source.

**Tk. 1500 (Monthly Packages), Tk. 2000 (Pre Pay)**



## Dongle (USB)

The Dongle, with its plug and play feature, provides you with convenient, high speed, mobile connectivity within our coverage zones.

**Tk. 1500 (Monthly Packages), Tk. 2000 (Pre Pay)**



# QUBEE™



# STORES

- 22 QUBEE stores
- New connection
- All pre pay and Bill pay cards
- All bill payment options
- QUBEE experience zone
- Dedicated customer care



# PAYMENT OPTIONS

- Online payment
- Refill @ Easy.com.bd
- Bill pay or Recharge @ Banglalink mobile cash point
- Payment through Bill Pay card
- Internet banking and Phone banking with HSBC & BRAC bank
- Payment through BRAC Bank ATM
- Payment @ QUBEE store.



**Banglalion**

## Company Information

- Banglalion Communications Limited is the largest 4G Wireless Broadband service provider of Bangladesh in terms of coverage, subscriber number and revenue.
- Banglalion was incorporated on September 05, 2008 as a private limited company.
- Banglalion launched its service initially in key areas of Dhaka in January 2010 to provide high-speed wireless broadband internet service to the home and business users of those areas.
- Banglalion became a public limited company on May 07, 2011.
- At present Banglalion network is spread across 7 divisional headquarters and more than 30 major districts of the country.
- At present Banglalion network includes more than 600 base stations.
- In addition to basic high-speed internet connectivity, Banglalion is planning to gradually launch new, innovative and useful Value Added Services like IP Telephony, IP PBX, IP Surveillance, E-Health, E-Entertainment etc.



**Banglalion**

## Investor Relations

Banglalion is planning to be listed with Dhaka & Chittagong Stock Exchange by mid of 2012.

The Authorized capital of Banglalion is BDT 5 (Five) billion, as of June 2011.

As of June 2011, the total investment in Banglalion is more than BDT 4.5 billion.

As of September 2011, Banglalion has a total workforce of more than 600 employees.

Shareholders	Number of Shares	Number of Shareholders	% of Total
Sponsors (Company/Institutions)	38,550,000	4	97.72%
Other Shareholders(In person)	900,000	6	2.28
Total Shares	39,450,000	10	100%



**Banglalion**

**Promotions**

## Pay through Smart Cards

With our new Smart Pay Card now you dont need to wait in queue to pay Postpaid bill. Just scratch and browse. Available at a store near you.



ডাটা ফ্রি

নতুন গ্রাহকদের জন্য  
বাংলালায়নের  
পুষ্টিকর অফার



Banglalion

Promotions



[Click Here](#)

This is how your  
deactivated modem feels

Take out your modem, reconnect with Banglalion  
and get **50% discount** on your bills for three months\*

\* 50% discount will be given on 1st, 3rd & 5th month's bill.

প্রিয় ফোর ইউজার শানিমে,

তোমার মাথায় আজ থেকে আমি চিট করছি। তোমার  
নিমিট আমি মানি না। তাই আজ থেকে তোমার আর  
আমার পথ আলাদা। ভালো থেকে

- বাংলাদেশ গ্রাহক





**Banglalion**

## Prepaid Plans



Speed	Scratch Card	Usage	Validity
512 kbps or 1 Mbps	Tk. 150	450 MB	10 Days
	Tk. 400	1.5 GB	30 Days
	Tk. 600	2.5 GB	30 Days



**Banglalion**

## Postpaid plans

Speed	Plan Name	Usage	Monthly Fee*
512 Kbps	Safari 4.5	4.5 GB**	Tk.650
	Safari 7	7 GB**	Tk.850
	Safari 14	14 GB**	Tk.950
	Safari 25	25 GB**	Tk.1150
	Safari King	King***	Tk.1250
1 Mbps	Voyage 7	7 GB**	Tk.1250
	Voyage 14	14 GB**	Tk.1450
	Voyage 25	25 GB**	Tk.1850
	Voyage King	King***	Tk.2250
2 Mbps	Expedition 7	7 GB**	Tk.2250
	Expedition 14	14 GB**	Tk.2750
	Expedition 25	25 GB**	Tk.4050
	Expedition King	King***	Tk.5250



**Banglalion**

## Student Package

Plan Name	Speed	Usage**	Regular Monthly Fee*	Discount	1st Month Fee after discount*	Total amount to be paid
Campus Lion 6	256 Kbps	6 GB	Tk.550	Tk.500	Tk.50	Tk.1499(USB)+Tk.57.5 <u>=Tk.1556.5</u>
Campus Lion 9		9 GB	Tk.700		Tk.200	Tk.1499(USB)+Tk.230 <u>=Tk.1729</u>

**Note:**

\* 15% VAT is applicable on Monthly Fee

\*\* Additional usage charge is Tk. 0.15/MB



**Regular Corporate (shared):**

Speed	Monthly Usage
512 Kbps	7GB
	14GB
	25GB
1 Mbps	King
2 Mbps	

**Dedicated Corporate:** For dedicated connections we have several options to match the client's need. These are as follows:

512 kbps	1 Mbps
2 Mbps	25GB
4 Mbps	5 Mbps



**Banglalion**

## Devices

Considering the requirement of different types of users, Banglalion offers two types of devices.

### **USB Modem**

USB Modem is plug n play, small, can be easily carried and no additional power required. if you like mobility and cost effective device, then the USB Modem is ideal for you. The price of USB modem is **BDT 1,499** for postpaid and **BDT 1,999** for prepaid connections.



### **Indoor Modem**

Indoor modem is bigger in size, has built-in Wi-Fi router, robust and stable in performance. if you are looking for stronger signal and if you like to share your connection with others within your premises, then Indoor Modem is the right device for you. The selling price of Indoor modem with built-in Wi-Fi router is **BDT 4,999** for postpaid connections.





**Banglalion**

## **Bill Payment**

### **WiMAX Customer Care point**

**Smart Pay Card** (card of Tk.200, Tk.700, Tk.1000 & Tk.1500)

**Mobile SMS Payment** :Banglalion subscriber can pay their monthly internet postpaid bill through ROBI in one of the two ways:

**Pay through ROBI connection:** Send SMS from Robi mobile account. To use this option you have to register one time 'Robi Ortho' account.

**Pay through ROBI outlet:** Visit any Robi authorized retail point and pay. Both ROBI and non-ROBI subscriber can pay in this process

**Banks** (AB Bank, One Bank, NCC Bank, UCBL, IFIC, Shahajalal Islami Bank)

**Online Payment** (Standard Chartered and HSBC)



## Company Information

Olo the Latest Wireless Internet Service Provider in Bangladesh Launched the wireless internet service in October 2011.

Currently operating in 4 areas: Dhanmondi, Uttara, Gulshan-Banani, Motijheel

### **Mission**

Olo will emerge as the market leader in wireless internet by delivering next generation technology to the people of Bangladesh. We will deliver high quality data products and services and utilize technology to encourage social and economic growth. We will stimulate the local economies, create jobs and provide opportunities for value added services that benefit all Bangladeshis. We will invest in communities through socially responsible corporate programs which will improve the social economic well being of Bangladesh.

CPE	Free Usage Volume (GB)	Price (BDT)
Dongle	3.0	1,489
Combo*	3.0	2,240
Indoor	3.0	4,834
Outdoor	3.0	9,989
WiFi Router	Unlimited	6,999

\* Combo includes one Dongle and one Cradle device.

\*\* Each package includes 512 Kbps connection speed and valid for 30 days.

\*\* *If your bandwidth expires before validity, you can still get connected to the network with reduced speed of 64 kbps, until 30 days validity expires.*

\*\* All costs are VAT inclusive.



Weekly Plan	Speed	Usage	Price
<b>Steady</b>	256 Kbps	0.5 GB	BDT 99
		1.0 GB	BDT 149
<b>Fast</b>	512 Kbps	0.5 GB	BDT 129
		1.0 GB	BDT 200
<b>Furious</b>	1 Mbps	0.5 GB	BDT 199
		1.0 GB	BDT 299
		3.0 GB*	BDT 449

Note: Above weekly plans have 7 days validity.

\* **Night Offer** : Use during 2am to 9am @1Mbps & remaining time @256Kbps.

Monthly Plan	Speed	Usage	Price
<b>Steady</b>	256 Kbps	2.5 GB	BDT 350
		4.0 GB	BDT 499
		6.0 GB	BDT 599
<b>Fast</b>	512 Kbps	3.5 GB	BDT 500
		6.0 GB	BDT 849
		12.0 GB	BDT 999
<b>Furious</b>	1 Mbps*	30.0 GB	BDT 1,399
		6.0 GB	BDT 1,099
		12.0 GB	BDT 1,498

Note: Above monthly plans have 30 days validity.

\* Use during 7PM to 2 AM @ 512 Kbps & remaining time @ 1Mbps.

\*\* Olo customer can be connected till the end of validity period @64Kbps even when their volume ends. To enjoy this unique feature, please top-up within 5 days of validity expiration.

# Devices



## Dongle (AX326 Wireless USB Modem)

This is a smart modem at a reasonable price of BDT 1,489. Additional user ID and password are not required to connect with Olo. Just install WCM (Wireless Connection Manager) and the internet connection will be obtained automatically. You can use this device within 200 meters from Olo Base Station. If your residence is more than 200 meters away from Olo Base Station, we suggest you use a cradle . You may use an extension cable to place a dongle in a better signal reception place.



# Devices

## Indoor (IX380 Wireless Indoor Modem)



It is a plug and play Indoor wireless modem to use Olo Wireless network at your home & Work place. It has both Wired & WiFi connectivity to serve you. So, you have the freedom to choose RJ-45 cable or Wi-Fi or both to use this modem. Multiple users can use a single Indoor modem to access internet using wire or wireless. Maximum 2 users can connect with RJ-45 cable and 10 users with Wi-Fi simultaneously. You can use it within 350 meter from Olo base station.

## Wireless Outdoor Modem (OX350)



It's an plug and play Outdoor modem to use Olo wireless internet at your home & work place. It has wired connectivity only to serve you. Multiple users can be use a HUB/Wi-Fi AP to access internet using a outdoor modem. You can use it within 500 meter from Olo base station.

## Devices



### WiFi Pocket Router (WIXFMM126)



It is a truly plug and play modem to use Olo Wireless network at your home and work place. It has both Wired (USB) and WiFi connectivity to serve you. You can use this with a USB Cable to your computer or your PC's WiFi. Multiple Users can use a single Pocket Router to access internet using WiFi. Maximum 8 users can be connected through WiFi simultaneously and 1 user with USB cable. You can use this device within 200 meter from Olo base station.

## Promotions



Keep moving online @ **0** balance!

With **WIRELESS INTERNET** you can stay connected  
@ 64 Kbps even when your usage balance is zero

Let the Fun Shine!



## Olo introduces WiFi Pocket Router

Get unlimited FREE usage @ 512 Kbps



# Promotions



Night time offer

## Fun Shine till Sunshine

Enjoy **double speed** @ night



## Ollo Top Up with **banglalink**<sup>TM</sup>



# Comparative analysis

ATTRIBUTES	QUBEE	BANGLALION	OLLO
MARKETING STRATEGY	looking to intensify its service quality, instead of going for ground coverage	focusing to expand service network at every corner of the country, targeting addition of more users to our network	provide excellence in customer service and to exceed our customers' expectations.
PRICING	Higher	Cheaper	Cheapest
SERVICE	Prepaid & Postpaid More Flexibility -More payment options - More devices	Prepaid & Postpaid IP Telephony, IP PBX, IP Surveillance, E-Health, E-Entertainment	Prepaid only Door-to-door service
COVERAGE	Dhaka, Chittagong, Sylhet	7 divisional headquarters and more than 30 major districts	Dhaka



# Recommendations

Price is still an issue and the two Wimax companies should try to cut back at least 20 percent on the existing charge as soon as possible.

Wimax facility is not available in most areas of the country. In fact, except Dhaka, Wimax is available only in two or three cities.

EDGE/EVDO based Internet service operators (i.e. six mobile phone operators of the country) should improve their services to compete with WIMAX operators.

EDGE/EVDO based operators should expand the connection sharing facilities as now it is a common state of affairs that a single household uses more than one computer.

Banglalion and Qubee (Wimax operator) should improve their bill payment and recharge system to make it more convenient to the customers.

The price of EDGE/EVDO compatible modem is higher than WIMAX based modem, so EDGE/EVDO operators should sell the required modems at lower prices