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2nd Anniversary Teletalk Bangladesh Limited



শেখ হাসিনা



PRESIDENT
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF
BANGLADESH

Message

It gives me immense pleasure to know that Teletalk Bangladesh Limited, a government owned mobile operator, is going to celebrate its 2nd Anniversary of commercial launching on 31st March 2007. On this occasion, I congratulate Teletalk for bringing mobile phone within the reach of common people.

I am delighted to learn that Teletalk has been able to generate adequate enthusiasm among the people since its inception in 2005. Teletalk has to travel yet a long way to reach its ultimate goal to its valued customers with full satisfaction by improving the network and services. On this very occasion, Teletalk must promise to serve the nation satisfactorily in the days to come. I hope all the stakeholders in telecom sector will engage their efforts to ensure social and economic development with a view to making a prosperous and equitable society.

I wish Teletalk's 2nd Anniversary a success.

Allah Hafez, Bangladesh Zindabad.

Professor Dr. Iajuddin Ahmed

Teletalk's 2 years of success

- EVOLVES FROM PUBLIC DESIRE
- REDUCE TARIFF OF MOBILE PHONE SERVICES
- FIRST TO INTRODUCE FREE T&T INCOMING CALLS
- INTRODUCE PUBLIC, PRIVATE COMPETITION



Teletalk Bangladesh Limited emerged out of people's desire for 'Deshi Mobile Phone' on this very day in 2005 triggering mad rush of people to avail their long cherished mobile phone services from government sector. At the time Teletalk entered the market, there prevailed high call rates. Teletalk broke the shackle of high tariff regime with low tariff and charged nothing for incoming calls from BTB for the first time in Bangladesh. Teletalk launched its commercial operation on 31 March 2005 with astonishing low rate of Tk. 3 per minute, while prevailing average per minute call charge was as high as Tk. 7. As a consequence, all mobile operators started reducing their tariff and now in two years time average per minute rate is Tk. 2. Moreover, Teletalk was first to introduce free incoming calls from BTB. Teletalk ushered the era of Private and Public sectors competition, an essential component of a liberalized market economy, in mobile telecommunication industry of the country.

- COVERAGE ALL OVER BANGLADESH
- SIMPLE PACKAGES
- NO HIDDEN COST
- MOST AFFORDABLE



Unlike other operators, Teletalk from its very first day of operation had coverage in all 61 district headquarters (3 Hill Track districts are not allowed for mobile coverage), major highways and numbers of upzillas in Bangladesh. From the very beginning, Teletalk has been offering simple to understand packages while subscribers are rather confused by most of the packages offered by other operators. Teletalk packages for both pre-paid and post-paid services are plain and transparent to users that they are devoid of any kind of hidden cost. Additionally, Teletalk offers most affordable call rates in the market keeping its promise of providing universal state of the art mobile telecommunication services all over the country at an affordable cost without compromising quality.

- MANAGED ENTIRELY BY BANGLADESHIS
- MOST COMPLETE MOBILE PHONE WITH ISD/EISD FACILITY
- PROVIDING VALUE ADDED SERVICES
- FIRST TO INTRODUCE LIFE TIME MOBILE SERVICE
- GAINING PEOPLE'S CONFIDENCE



Teletalk is run entirely by local engineers and managers, while other operators heavily depend on foreign experts to run technical and managerial affairs in key positions. Thus Teletalk becomes only breeding ground for Bangladeshi experts to take leading positions in a highly specialized sector like mobile telecommunication. Teletalk started the culture of complete mobile communication services to all subscribers with ISD/EISD and both way land line connectivity, whereas other operators used to provide only mobile to mobile services to a large section of subscribers. Value added services like SMS, GPRS (Internet), push-pull etc are integral part of Teletalk mobile services on top its voice call facilities. Additionally, Teletalk was first to introduce life time mobile connectivity for its subscribers. With passage of time, people have increasing confidence on Teletalk's mobile phone services and in fact, it is the main impetus behind two years of success story of Teletalk.

- PRO-PEOPLE MOBILE PHONE COMPANY
- DIRECT SOURCES OF REVENUE FOR GOVT.
- NO PRESSURE ON FOREIGN CURRENCY RESERVE



Teletalk being only mobile phone company in the country with 100% Bangladesh ownership, always takes utmost care of the interest of common people of the country while providing telecommunication services. Moreover, Teletalk gives the government a direct source of revenue from a key sector like mobile communication. Importantly 100% of the revenue earned by Teletalk remains in the country. On the other hand, substantial portion of revenue earned by all other operators is repatriated from Bangladesh to overseas. Repatriation of huge profit by mobile operators creates immense pressure on foreign currency reserve of the country.

- SEAMLESS COVERAGE
- CUSTOMER FOCUS
- UPHOLD DESHI CULTURE
- LEADING MOBILE PHONE OPERATOR

Teletalk is working relentlessly to extend its network coverage to nook and corners of the country irrespective of socio-economic condition of an area. Fulfillment of Customer needs is main focus of Teletalk's future plan and Teletalk values Bangladeshi culture while offering different mobile communication services. From

modest beginning, Teletalk holds the vision of becoming a leading mobile phone operator in the country in shortest possible time and people's confidence is Teletalk's biggest asset to achieve this.



MANAGING DIRECTOR (IN-CHARGE)
TELETALK BANGLADESH LTD

Md. Aminul Hassan

শেখ হাসিনা



CHIEF ADVISER
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF
BANGLADESH

Message

I am pleased to learn that Teletalk Bangladesh Limited will celebrate its second anniversary of commercial launching on 31 March 2007. I extend my heartiest congratulations to Teletalk on this auspicious occasion.

Teletalk was launched as a state-run company with the objective to reach mobile telephony to the doorsteps of the common people at an affordable price.

I hope, the company will be able to provide good service efficiently.

Allah Hafez

Dr. Fakhruddin Ahmed



শেখ হাসিনা



ADVISER
MINISTRY OF FINANCE, PLANNING, COMMERCE,
POST & TELECOMMUNICATIONS
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF
BANGLADESH

Message

I am pleased to note that Teletalk Bangladesh Limited is celebrating the second year of its commercial operation. Within a short span of life Teletalk has been able to expand its services to a large number of people.

The rapidly changing technology related to mobile phone is enabling its use for diverse purposes. However, the sector is often exposed to monopoly practices. Equitable distribution of the benefits of technological progress demands that intra-sectoral competition should be ensured. This is the basic rationale underlying the establishment of Teletalk Bangladesh Limited.

I earnestly hope that Teletalk will continuously strive to improve the quality of its service and widen access.

Dr. A.B. Mirza Md. Azizul Islam

শেখ হাসিনা



CHAIRMAN
TELETALK BANGLADESH LTD
&
SECRETARY
MINISTRY OF POST & TELECOMMUNICATIONS
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF
BANGLADESH

Message

I am indeed very happy to announce that Teletalk Bangladesh Limited has successfully completed the second year of its commercial operation and continual expand of its service & network.

The long awaited launching of a mobile telecom network by a state-run enterprise had finally materialized on 31st March, 2005. It also fulfilled a cherished dream of people who continuously demanded to the government for such an enterprise. The government started the "Mobile Telephone Project" and Bangladesh Telegraph & Telephone Board (BTB) was entrusted with the responsibility for implementing the same. The project work started in June 2004 and the network was launched on 29th December, 2004. I am happy that BTB had been able to keep its promise and deliver in time.

Teletalk Bangladesh Limited was formed to operate the network installed by BTB and it has been successful in operation a standard network and gives proper service to the people of Bangladesh. Teletalk has introduced many attractive packages and all of them have been welcome by the mobile users at large. I am sure Teletalk will continue to prosper in the future with the sustainable support and assurance of all.

I wish Teletalk a happy anniversary.

Mian Mushtaque Ahmed

Teletalk

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