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BYTES

## BIKROY IS NOW MORE THAN AN ONLINE CLASSIFIEDS SITE

*Bikroy.com, Bangladesh's one of the most popular online classified site, has been operating in Bangladesh for the last four years and already it has been become a buzzword amongst urbanites. We talked with Misha Ali, Director Marketing of Bikroy. This UPenn grad talks about how online classifieds have been shaping in Bangladesh and what bikroy has to offer for the mass. Here's the gist:*

### AS A MARKET, HOW MATURE HAS BANGLADESH BECOME FOR ONLINE CLASSIFIEDS?

Today, out of the total internet population in our country, only about 10% is using online buying and selling sites. But with the rapid growth of mobile internet, we are confident that more and more people will start using online portals for buying and selling goods, especially outside the urban areas.

### HOW STIFF IS THE COMPETITION IN THE MARKET FOR BIKROY?

Bikroy is the largest marketplace in Bangladesh and has been for a number of years. Recently, however, we have seen our position become more dominant and we now control the majority of the total classifieds market in Bangladesh

### BIKROY HAS BEEN FOCUSING ON JOBS LATELY. HOW IS THE RESPONSE SO FAR?

Yes, we have been focusing on jobs and we are getting good response. A recent study that we conducted shows that Bikroy is now the 2nd most popular job portal in Bangladesh. It's a good indication that online job portals have a great future in Bangladesh. Based on customer feedback, we are working on our platform to cater to the needs of the local job-seekers even better.

### BIKROY IS ABOUT TO START AN ONLINE EVENT FOR ITS USERS. TELL US ABOUT IT.

For the first time in Bangladesh, Bikroy is introducing an online shopping festival - the "Bikroy Online Mela". The program will be launched on November 10th, 2016, and will continue for 3 days. The program is intended to bring fabulous offers ranging from 5% to 75% discount on product prices, and to make this event more exciting, Bikroy is bringing the leading global brands like Apple, HTC, Microsoft, Dell, and Samsung to this online fair.

### TELL US ABOUT THE PRODUCTS THAT WILL BE OFFERED.

There will be about 40 products in various product



categories from Bikroy's most trusted sellers and buyers will have a chance to buy on first come first serve basis until stock lasts. We are offering mobile phones, laptops, tablets, watches, televisions, apparel, hair care & fashion products, and more. All these products will be available here: [www.bikroy.com/BikroyOnlineMela](http://www.bikroy.com/BikroyOnlineMela). The products will be delivered to the buyer hassle-free by clicking on "Buy Now" and filling out their delivery information, and buyers can pay on delivery only upon inspection.

### IS BIKROY OFFERING DELIVERY OF THESE PRODUCTS ALL OVER BANGLADESH?

Yes, Bikroy will offer its Buy Now service for product delivery all over the country. The delivery within Dhaka city is arranged within 48 hours from pickup time,

while delivery outside Dhaka can take 3-5 days. Delivery of the products is done through Bikroy's delivery partners Go Fetch, Pathao, Aramex, and Continental Courier.

### TELL US ABOUT YOUR 'BUY NOW' FEATURE.

"Buy Now" is a safe, secure and convenient way for Buyers and Sellers to buy and sell their products. The Buyer just clicks the "Buy Now" button in the ad and fills in their contact details and Bikroy will coordinate the delivery of the product as well as payment. A nominal service fee is charged to the Seller upon completion of a successful transaction.

SHAHRIAR RAHMAN

## APPS ON THE FLOOR

Name of the App: GPAY

By: Grameenphone

Category: Financial Services

To make the lives of its customers easier, Grameenphone Ltd. has re-launched its wallet service with a new brand name - 'GPAY' - a digitized and smart way to avail GP's existing range of payment services. GPAY Wallet lets customers pay their utility bills, FlexiLoad to their own (or other) GP numbers, and purchase train tickets straight from their handset. To avail these services, customers can now refill their GPAY Wallets from nearby MobiCash retail outlets or from selected GPAY partner bank accounts: DBBL Rocket Mobile Banking Account, AB Bank core banking account, Islami Bank mCash account or internet banking. They can also refill their wallets from any Grameenphone Center. Customers can easily open a GPAY Wallet by dialing USSD \*777#, or downloading mobile application from Google PlayStore, or just by typing 'Reg' and sending SMS to 1200 or through MobiCash outlets. The GPAY app needs internet connection for usage and GP subscribers' data usage for the application will be free.



AIRTIME RECHARGE



BILL PAYMENT



TRAIN TICKETING



FIND AGENT



WALLET REFILL



TRANSACTION OVERVIEW



REFER FRIENDS

## JUST IN

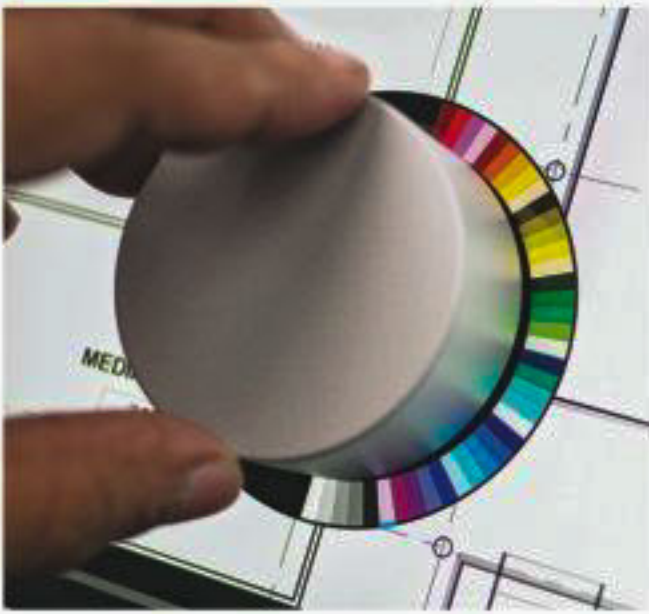
## Symphony brings new fingerprint secured smartphone- i50

Symphony Mobile launched "Symphony i50", an entry level smartphone with fingerprint security. Users can lock message, camera and all of the apps using the fingerprint feature. The smartphone comes with 2.5D glass, android 6.0 Marshmallow, 1.3 GHz Quadcore processor, 1GB RAM along with 5.0" HD display. It also sports 5p lens, f2.0 8MP rear camera and 3p lens, f2.0 5MP front camera.

Price: Tk. 7,590/-



## Is Microsoft back in the game again?



We ask ourselves this question once every year, laugh and then go back to whatever else is worth the hype. The only exception is probably the Surface by Microsoft; which is a godsend.

The Surface Studio launched on 26 October and our jaws dropped. The sleek design, the alluring curves, a 28-inch touch display - are certainly enticing. And the Surface Dial, which is albeit slightly gimmicky, might just have some application in the creative industry. It's a breath of fresh air in a market that's trying to sell matte black as an innovation.

The last time Microsoft could induce goose-bumps was...when? I think I wasn't even born. Our feelings of incessant need (read: want) followed up by complaints from our wallets were always Apple's forte but the sim-

plistic Surface Studio launch video had us scrambling for the pricing. It starts at \$2999 (Core i5 Skylake, 8GB RAM, 2GB GeForce GTX 965M), with the mid-range offering at \$3499 (Core i7 Skylake, 16GB RAM, 2GB GeForce GTX 965M) and the high-end Surface Studio being \$4199 (Core i7 Skylake, 32GB RAM, 4GB GeForce GTX 980M); all of these include a keyboard, a mouse and a Surface Dial and a Surface Pen.

Ouch. The entry-level iMac is priced at \$1800 and the high-end at \$3400. Both are significantly cheaper than what Microsoft's putting on the table. The exclusion of newer generation of Intel Kaby Lake processors and NVIDIA's 1000-series cards also raises some questions. The GTX 900-series is significantly weaker than the new genera-

tions. Not only that, they failed to mention exactly what a Rapid Hybrid Drive is. Is it an SSD? Is it an SSHD? Who knows? The ambitious pricing of a generation late device, raises quite a few eyebrows. Even though the stocks have seen an uptick, it remains to be seen exactly how important these specs are and if the price is worth a graphics tablet on steroids with a dial. Microsoft seems confident but that confidence can be questioned by the rumours of a new iMac launch around the end of this year. One thing's for certain, Microsoft won't hold back when it comes to promoting their holistic ecosystem against Apple. Hold onto your money, it's going to be a one heck of a ride.

RUMMAN R KALAM

## TECH HAPPENING

## IUT all prepped to host 8th ICT Fest 2016

Islamic University of Technology's Computer Society, IUTCS is organizing an information and communication technology (ICT) festival titled 'IUT 8th ICT Fest 2016' which will be held on November 4 and 5, 2016 at Islamic University of Technology (IUT) campus in Gazipur. This time the grand festival will be consisted of seven major segments: Programming Contest, Software and Hardware Project Showcasing, Gaming Contest, IT Business Idea Challenge, ICT Olympiad, Game Development Showcasing and ICT Seminar. According to the organizers this fest will be a milestone for ICT revolution of this country as this fest aims to incorporate participants from academia and industry, including professors from renowned universities, ICT professionals and students from around the country as well as abroad.

## Xiaomi installs authorised service centre in Dhaka

Xiaomi has launched authorised customer service centre in Dhaka. Xiaomi's authorised distributor Solar Electro Bangladesh (SEB) Chief Executive Officer Dewan Kanon inaugurated the service centre at level-5 of the Bashundhara City Mall at an event recently. SEB Head of Business Alamgir Chowdhury, Sales Manager Alamgir Hossain were, among others, present on the occasion.

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