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ORANGE CAMEROON, A GLOBAL TELECOMMUNICATIONS COMPANY IN AFRICA

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What is Telecommunication?

Telecommunication Industries in Bangladesh

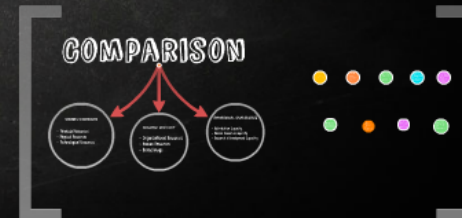
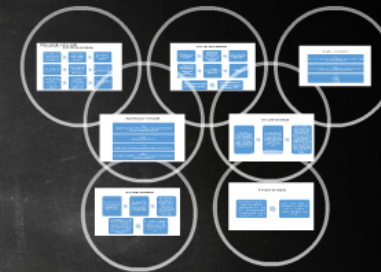
Story, mission, & vision

Competitive force model

Building Block

SWOT analysis &

Comparison



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Thank you!

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WHAT IS TELECOMMUNICATION

'Telecommunication' means exchange of information over distance. In wider interpretation, telecommunication encompasses the electrical communication at a distance of voice, data and image information.

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Telecommunication In Bangladesh Thecasesolutions.com

01. Introduction
02. Regulatory Framework
03. Market Structure
04. Services Offered
05. Market Size
06. Market Growth
07. Market Segments
08. Market Outlook
09. Market Challenges
10. Market Opportunities
11. Market Risks
12. Market Trends
13. Market Forecast
14. Market Conclusion
15. Market Appendix
16. Market Bibliography
17. Market Glossary
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20. Market Index

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Currently all of these six operators of the country are serving around 75.484 million customers of the country.
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All of the operators serving 3G cellular network.

4G cellular network will come very soon in BD.

Telecommunication In Bangladesh

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Year	Events
1853	Telegraph branch under Posts and Telegraph Department, British India.
1971	Reconstructed as Bangladesh Telegraph and Telephone Department under Ministry of Posts and Telecommunications.
1975	Reconstructed as Telegraph and Telephone Board.
1979	Reconstructed as Bangladesh Telegraph and Telephone Board (BTTB) with right to issue license for telecom and wireless services.
1981	Digital Telex Exchange in Bangladesh.
1983	Automatic Digital ITX started in Dhaka.
1985	Coinbox Telephone service introduced in Bangladesh by BTTB.
1989	GENTEX Telegraph messaging service introduced in Bangladesh.
1989	Bangladesh Rural Telecom Authority got license to operate exchanges in 200 upazilla.
1989	Sheba Telecom got license to operate exchange in 199 upazilla.
1989	Cellular mobile phone company Pacific Bangladesh Telephone Limited and Bangladesh Telecom got license.
1995	Card Telephone service introduced in Bangladesh by BTTB and TSS (TSS - Telephone Shilpa Sangstha is the premier manufacturer of Telephone sets of Bangladesh).
1995	Regulatory power of BTTB (Bangladesh Telegraph and Telephone Board) transferred to Ministry of Posts and Telecommunications.
1995	2nd and 3rd ITX installed in Dhaka.
1996	Grameenphone got cellular mobile Telephone license.
1996	Telecom Malaysia International Bangladesh got cellular mobile license.
1998	Telecom Policy.
2000	Global Telecom Service (GTS) Telex Exchange venture with British Telecom.
2001	Telecommunication Act, to establish Bangladesh Telecommunication Regulatory Commission (BTRC).

2002 Information & Communications Technology (ICT) Policy.

2004 Teletalk cellular mobile launched.

2005 Egypt based Orascom acquired Sheba Telecom and established the brand name of 'Banglalink'

2006 Next Generation Network (NGN) introduced in BTTB (Bangladesh Telegraph and Telephone Board).

2008 BTTB (Bangladesh Telegraph and Telephone Board) converted into Bangladesh Telecommunications Company Limited (BTCL) with 100% shares owned by Government.

2009 NTT DoCoMo bought 30 percent stake in Aktel and rebranded as 'Robi'

2009 Bharti Airtel acquired 70 percent stake in Warid Telecom and emergence of the brand 'Airtel'.

2010 Aktel rebranded to Robi Axiata Limited

2012 3G mobile service is introduced by state owned Teletalk in October

2013 3G auction held for private companies

2014 64 districts covered with 3G by Grameenphone, Banglalink and Robi.

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HISTORY & MILESTONES OF GRAMEENPHONE

1997: March 26, The Journey begins on the Independence Day of Bangladesh



1998: Launched Mobile to Mobile Service (without PSTN Access)



1999: Introduced first ever Pre-Paid products

2001: Launched WAP service in small screen



2003: Launched Prepaid Product with PSTN Connectivity A family of 1 million subscribers



2004: Family of 2 million subscribers under the Grameenphone umbrella

2005: -Launched djuice Brand
-Sharing our smiles with 5 million subscribers
-Revolution in electronic recharge
-Launched EDGE
-Voice SMS for the 1st time in Bangladesh



2006: -Expanding horizons with
-10 million subscribers
-Introduced new GP Logo
-New era with classified sites
-Journey of Cellbazaar begins
-New flock in the digital era
-Bill Pay service added



2007: Converted to a Public Limited Company Introduced Pay For Me service