



NITSOL BANGLADESH LTD

Your Trusted Solution Partner

Hello!

I am Khandoker Md. Ashiqur Rahman

I am the Founder and
Managing Director of Nitsol
Bangladesh Ltd.



Meet My Management Team



Rakibur Rahman

Director

Business Development & Sales



Md. Zakirul Islam

Coordination Manager

Admin and Operation



**Md. Mobassher
Hossain**

Admin & Head of QRT



About Us

Our Vision

To be the **‘Number One’** Surveillance Technology Solution Provider here in Bangladesh.

Our Mission

Our mission is to help people and businesses to secure their lives and workplace with the backing of complete surveillance solution with innovative and cost effective technology.

We are also in a mission to serve nationwide by operating a network of self employment partners.

Our Website & Facebook Page

- <https://nitsolbd.com/>
- <https://www.facebook.com/nitsolbangladeshlimited>

Who we are

Young and experienced entrepreneurs with a goal to revolutionize surveillance technology and security solutions in Bangladesh.

Our Logo



NITSOL BANGLADESH LTD
YOUR TRUSTED SOLUTION PARTNER

About Us

Our Journey

Nitsol Bangladesh Ltd. was established in November, 2021. Over the next one and half year we grow as an stable and growing organization in the field of technology Services.

Our Team

- We have 34 employees in our payroll
- We have 3 Specialist Consultant
- We have 15+ contract based workers who works on a project basis

Our Product Suppliers

- We have 50+ local Suppliers
- We have 20+ foreign Suppliers

Our Office Location

- House 41, (level 4), Road 7, Block G, Banani, Dhaka.

Our Service Area

- All over Bangladesh

Abuot Us – Our Customers



UNITED COMMERCIAL BANK PLC



SINWAN
BUILDTech SOLUTION
THINK GREEN BUILD GREEN



Sheikh Rasel Textile Engineering Institute

Faridpur Textile Institute

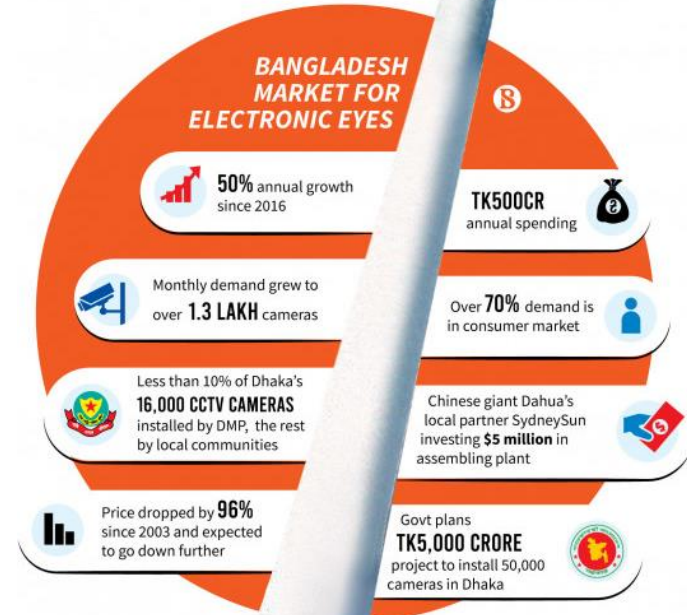
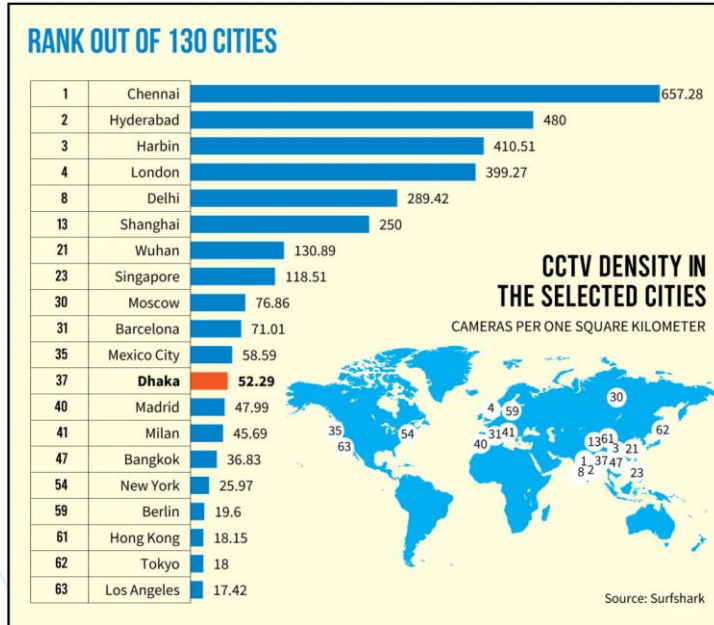


The Economics of Surveillance in Bangladesh

Source

- The Business Standard
- **Link:** <https://www.tbsnews.net/tech/economics-surveillance-181372>

This is a 2021 article and the demand increases rapidly for the past two years



Total Addressable Market

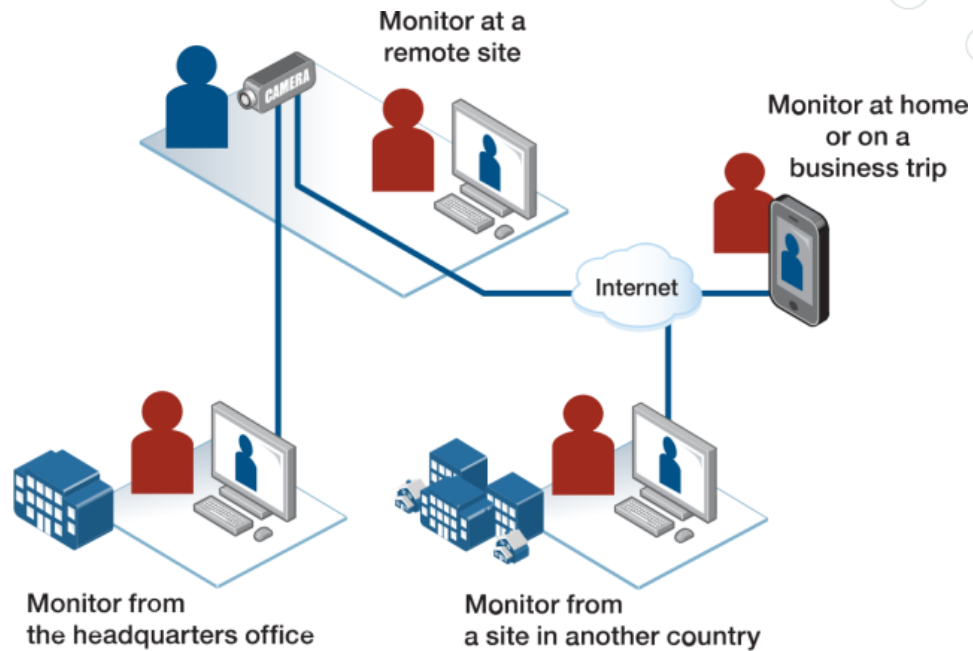
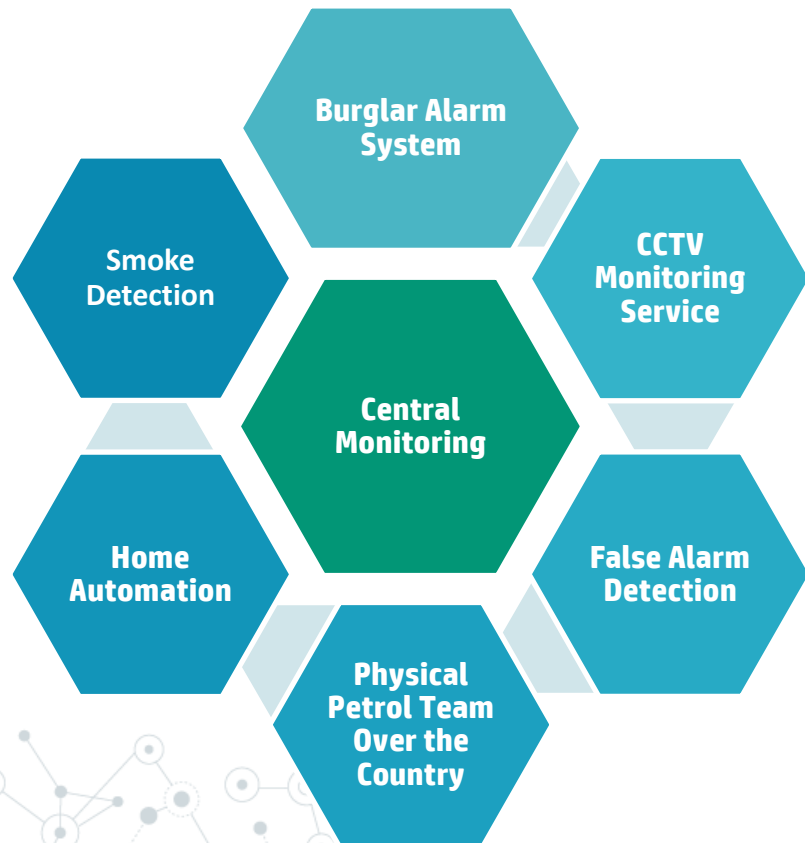
Source

- Statista
- **Link:** <https://www.statista.com/outlook/dmo/smart-home/security/bangladesh>
- Revenue is expected to show an annual growth rate (CAGR 2022-2027) of 15.41%, resulting in a projected market volume of US\$127.80m by 2027.

Most recent update: Dec 2022



Our Products



Why Surveillance Technology Solution is on Demand

Security Breaches, Theft, and Robbery are a Constant Risk in the Country

- City residents plagued by 'spidermen' thieves.
- According to Dhaka Metropolitan Police (DMP) records, 713 burglary cases have been filed in Dhaka in 2022, which is 23 percent more than the previous year. Notably, police record such break-ins where window grills are sawed, as burglaries. The Real Number is 2-3 Times higher than the case Filed Number.

Reason behind the high rate of theft

- High Rate of Poverty
- Drug Addiction
- Political Unrest
- Lack of Social Security
- Lack of work scope
- Low rate of literacy.
- Lesser Number Ratio between Police and Citizen.
- Weak Judicial structure of the country.
- Lack of Individual awareness for Home security.

Problem Statement

- **Technology Implementation Limitation:** Traditional service provider does not offer technology with preventive measures to stop burglaries.
- **Lack of Skilled Resource:** No service provider invest on resources, who can properly diagnose the evidence of CCTV footages.
- **Monitoring Professionals:** There is no Property monitoring professionals; through CCTV & other associated alert functionalities with biometric and smoke detection technology. Such technology monitoring professional training is also absence in Bangladesh.
- **IOT Devices:** Lack of IOT based security surveillance devices.
- **Nonexistence of Complete Surveillance Solution & Services:** CCTV is only capable of taking footages whereas complete surveillance solution provides protection, monitoring and prevention.
- **Reliability:** Due to not proper monitoring the reliability of surveillance technology is declining.

What We Can Offer

Professional Training

Target Audience

- New Entrepreneurs
- Monitoring Professionals
- Our Own Team
- Corporates

Our Progress

- We are discussing with Foreign Partners to Collaborate with us for Certification Training Program

Service Model

Target Audience

- Home
- SOHO
- Corporate
- Industrial Facility

Our Progress

- We are offering Device Installation with monthly/yearly/on demand Servicing
- Monitoring Service
- Physical Technical Security Professionals

Cloud Model

Target Audience

- Distributors
- Entrepreneurs
- Small Service Providers

Our Progress

- We are currently in a discussion phase with several parties

What We Can Offer- Surveillance Technology



ANALYSIS

Use data to map relationships, recognise patterns, and analyse words' meaning

Example: Relationship mapping software



AUDIO SURVEILLANCE

Record and transmit audio

Example: Speaker identification software which compares recordings against target voice samples



VIDEO SURVEILLANCE

Use video cameras

Example: Wide Area Persistent Surveillance systems



PHONE MONITORING

Gather data communicated across mobile, fixed or next generation networks

Example: IMSI catchers



LOCATION MONITORING

Monitor the location of a target using phone identifiers or tracking devices

Example: GPS tracking devices



INTERNET MONITORING

Technologies that gather information communicated across the internet

Example: Optical Fiber Cable taps



MONITORING CENTRE

Combine different surveillance technologies (internet, phone etc) into one suite

Example: Monitoring Centres offered by surveillance companies



INTRUSION

Remotely installed on communication devices to extract data & control functions

Example: Commercial "spyware"



BIOMETRICS

Identify individuals on distinctive physiological or behavioral characteristics

Example: Facial recognition software



COUNTER-SURVEILLANCE

Detect and counter surveillance
Bug detection tools



EQUIPMENT

Aids the operation of surveillance and counter surveillance capabilities

Example: Vans or vehicles in which surveillance technology can be installed



FORENSICS

When attached to a device, extract and visualise data from it

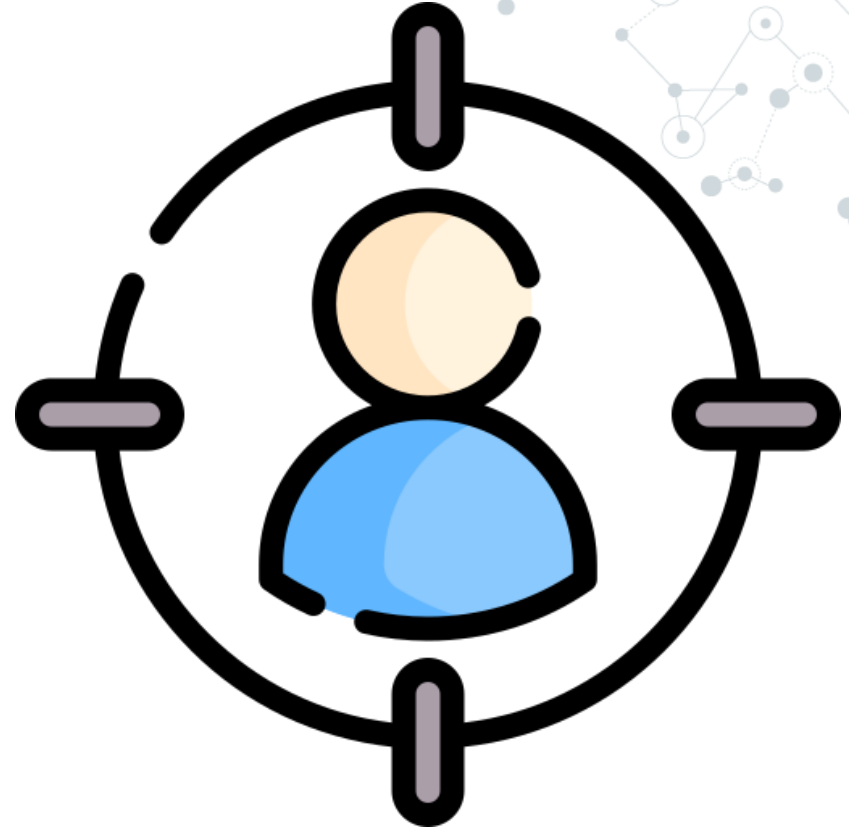
Example: Commercial software packages offered by surveillance companies

Target Market Segment

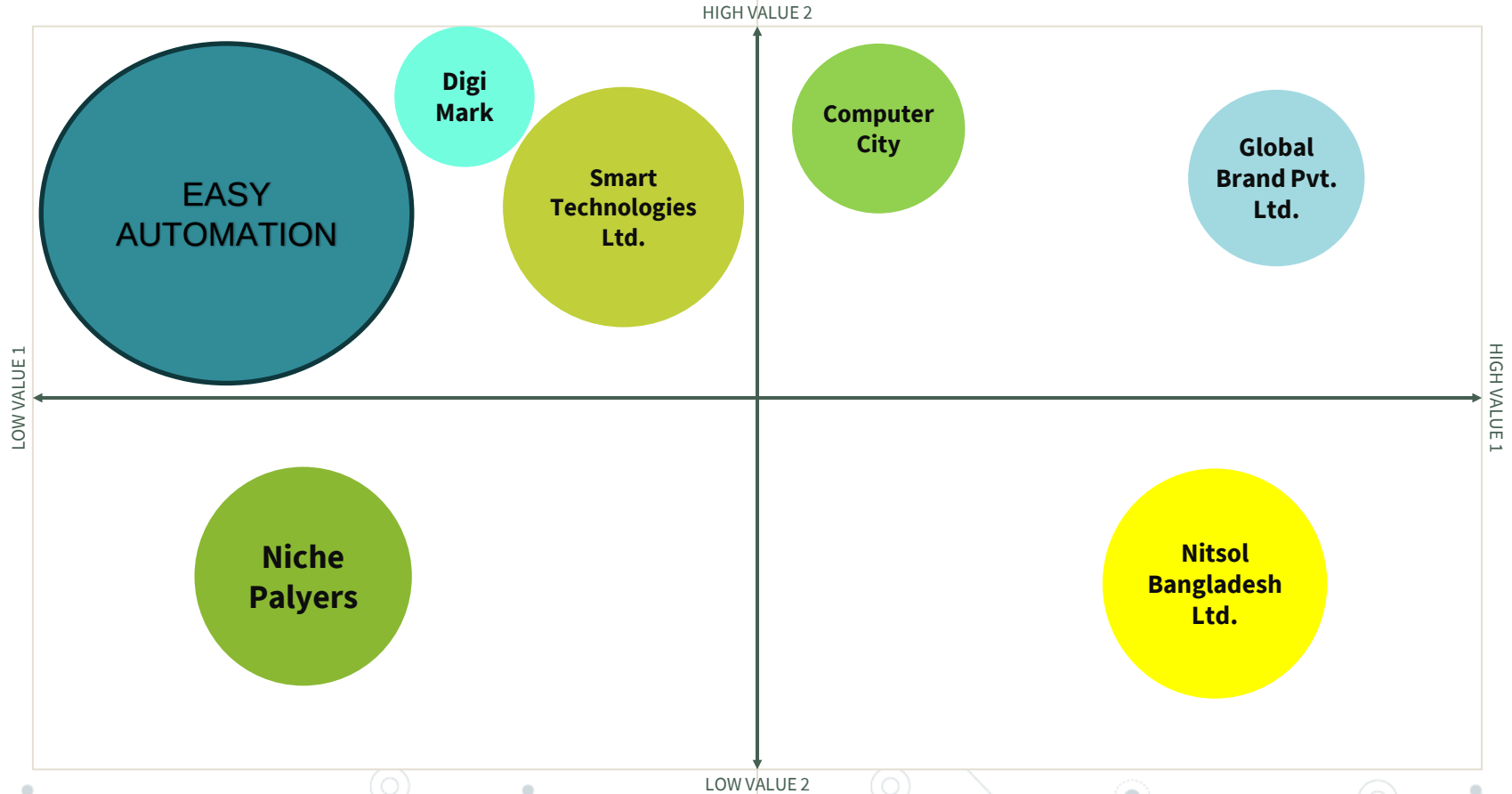
B2B

B2C

D2C



Competitor Matrix



Recent Achievements

 **PROCURMENT DIVISION**

Ref: UCB/PD/E-SURVEILLANCE/2024/432 May 6, 2024

Nitsol Bangladesh Ltd
House-41 (Level-3), Road-07, Block-G, Banani,
Dhaka-1213, Bangladesh

Attention: Mr. Khandoker Md. Ashiqur Rahman, Managing Director, Cell: +880172494860

Subj: **Work Order for AI based E-Surveillance Security Solution with @ BDT 16,000.00 (Sixteen Thousand only) per ATM/CRM up to 100 units I.e. Total Cost of BDT 16,000.00.00 (BDT Sixteen Lac) only Excluding VAT & AIT, VAT AIT borne by Bank and Payment will be made on Monthly Recurring Cost (MRC) basis after each month successful service provided by vendor based on actual number of ATM/CRM service obtained by UCB**

Dear Sir,

Reference your submitted Final High-Level Service Description and your Final Revised Price Offer Dated 19.02.2024 on the subject.

We are glad to inform you that your subject offer followed by our discussions and negotiations with you confirming Product Specifications, Terms & Conditions, Cost Breakdown etc. has been accepted by our Management and we hereby issue you this Work Order for AI based E-Surveillance Security Solution with @ BDT 16,000.00 (Sixteen Thousand only) per ATM/CRM up to 100 units I.e. Total Cost of BDT 16,000.00.00 (BDT Sixteen Lac) only Excluding VAT & AIT, VAT AIT borne by Bank and Payment will be made on Monthly Recurring Cost (MRC) basis after each month successful service provided by vendor based on actual number of ATM/CRM service obtained by UCB.

Please put your Company's authorized representative's Signature along with the official Seal on the duplicate copy of this Work Order and return it to us immediately as a sign of your acceptance.

For ADC Division of UCB Corporate Office Only. Please specifically ensure that:

- Sign a formal Service Level Agreement and Non-Disclosure Agreement (NDA) with Nitsol Bangladesh Ltd.
- Ensure Phase by Phase E-Surveillance Set up is done by Nitsol as per ADC given Plan. Also, ensure timely Completion of Installation
- Ensure all other supports and services from Nitsol Bangladesh Ltd. as per Work Order and SLA Terms and Conditions.

Sincerely yours,


Md. Abdul Kalam Asad
Vice President


Managing Director & CEO

Enclosed: Cost Break Down and Terms & Conditions.



United Commercial Bank PLC
Corporate Office: Plot-C/WS(A)-1 Road No-34,
Gulshan Avenue, Dhaka-1212, Bangladesh.
Phone: +880-2-55668070, +8809610999999, E-mail: info@ucb.com.bd

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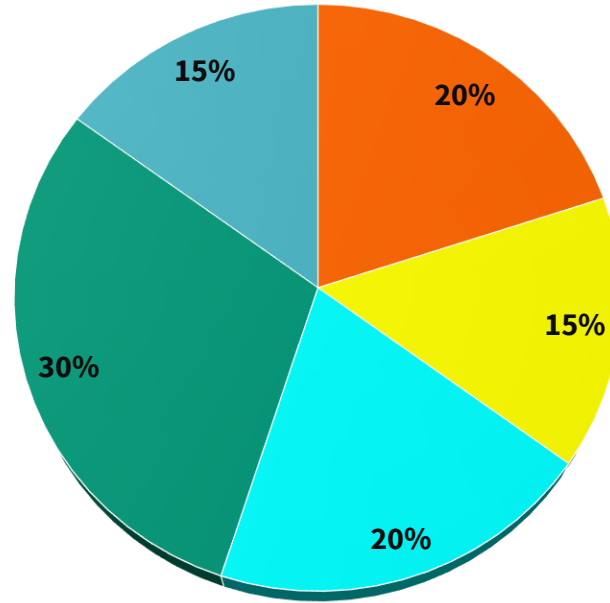
E-Surveillance as a service for 100 Sites from UCBL PLC

Current Revenue & Profitability

- **Turnover:** The turnover of Nitsol Bangladesh Ltd. for the year 2023 is BDT 1.8 Crore.
- **Profitability:** Nitsol Bangladesh Ltd. is profitable. On average Gross Profit is 21%. But as we are a growing company our profit is been reused for organizational development.
- **Scalability:** The profit margin will be higher for bigger projects and the percentage share of profitability will increase with the growth of revenue.
- **Revenue Growth:** Nitsol Bangladesh Ltd. revenue is growing in a steady pace. For the last 12 months average MOM growth is 11%.
- **Profitability Growth:** Nitsol Bangladesh Ltd. Profitability is stable now but it was degrowing, as we had to burn money on Organization and human resource development.

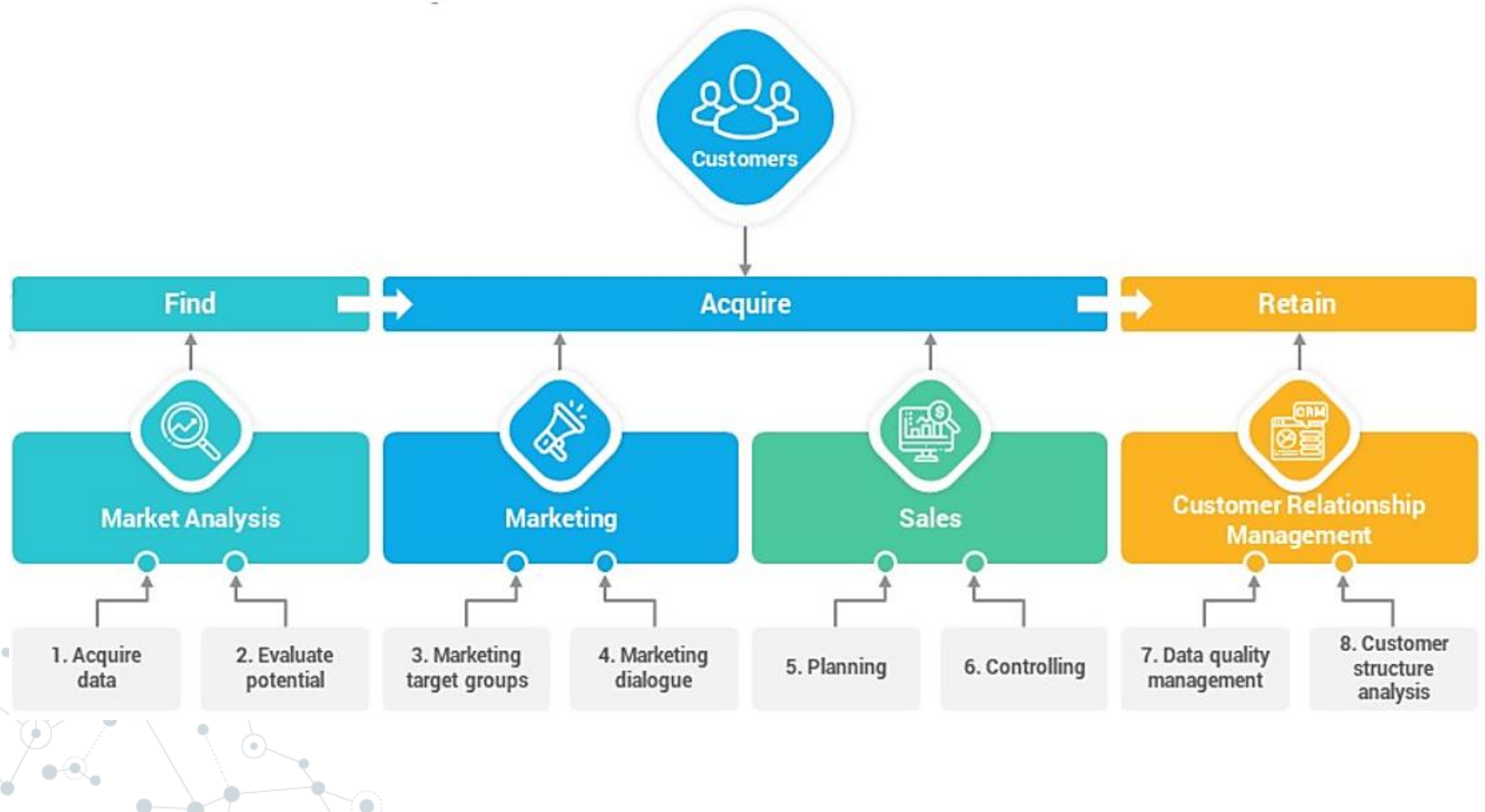


Use of Funds



Training **New Hire** **Marketing** **Operational Cost** **Product Development**

Sales Planning



Sales & Marketing Strategies



Sales & Marketing Strategies



Digital Marketing

In the year 2023, we keep extra focused on digital marketing and we already started working on improving below criteria's:

- Website
- Facebook Page
- Customized & Lucrative Posts
- Search Engine Optimization
- Reachability
- Paid Promotions
- Organic Customer Acquisition



Thanks!