



GROUP PROFILE

Group Name	: Dotlines
Registered Address	: Highway Homes, Ka-32/6, Shahjadpur, Gulshan, Dhaka 1212
Corporate Office	: Uday Tower (Level 12), 57 & 57A, Gulshan Avenue, Dhaka 1212
Business Type	: Information Technology services
Main Sponsor	: Mr. Mahbubul Matin
Group Concerns	: 1. Systems Solutions & Development Technologies Limited (SSD-TECH) 2. Mind Initiatives Limited 3. e Courier Limited 4. The Codero Limited 5. Foster Corporation Limited 6. Dotlines Bangladesh Limited 7. Carnival Assure Limited
Inception	: 2004
Financing Partners	: 1. IPDC Finance Limited 2. United Finance Limited 3. National Finance Limited 4. LankaBangla Finance Limited 5. Meridian Finance & Investments Limited 6. Hajj Finance Company Limited 7. Standard Chartered Bank 8. Southeast Bank Limited 9. Prima Bank Limited 10. Bank Asia Limited 11. State Bank of India
Auditor	: A. Qasem & Co. (Chartered Accountants)
Financial Advisor	: Alliance Financial Services Limited

Dotlines is an Information Technology (IT) based group, brainchild of Mr. Mahbubul Matin, Chairman of the group started its operation back in 2004. Its operation ranges from telecom services, digital services, internet services, insurtech, venture investments, logistics services and online payment gateway etc.

A brief description of the group concerns is provided below:

HIGHLIGHTS

- Started operation in 2004
- Mr. Mahbubul Matin is the main sponsor
- Providing telecom related services to all the mobile operators in the country for more than 10 years
- Monthly revenue of BDT 10.00 million from telecom services
- Pioneer of last mile fiber optic connection
- Leading ISP with more than 74,000 subscriber base
- Monthly revenue of BDT 70.00 million from ISP
- Technical partner and sole distributor of "BBC Janala" program
- Company valued at US\$65 million (around BDT 525 crore) by LankaBangla Investments Limited

Systems Solutions & Development Technologies Limited (SSD-TECH) incorporated in 2004, is a Bangladesh-based technology company which provides solutions for telecommunication operators, and enterprises. The company



provides Value Added Services platforms to the leading five telecom operators of Bangladesh since 2008 and later launched DOZE Internet (home and corporate internet service currently known as Carnival Internet) in 2015.

In 2019-20, SSD-TECH registered net profit after tax of BDT 40.65 million with a revenue of BDT 796.51 million. According to a valuation by LankaBangla Investments Limited in 2017, SSD-TECH has been valued at US\$ 65 million (around BDT 525 crore).

SSD-TECH provides the following services in the Bangladesh market:

• **Aggregated Platform Services**

- **Single IVR (SIVR):** In 2012, SSD-TECH deployed a new VAS platform in Grameenphone known as Single IVR Platform or SIVR, where SSD-TECH manages all value-added services of Grameenphone from a single point. SIVR is a single IVR platform for all voice-based services with CP Content Management & Reporting Portal, Centralized Service Provisioning, high volume call processing, and high & flexible charging facilities.
- **Service Delivery Platform (SDP):** SSD-TECH has been present as the technical solution provider for VAS Services in Banglalink for the last 7 years. In 2015, SSD-TECH has received the Banglalink Service Delivery Platform (SDP) deal and rolled it out to launch all the Value-added Services (VAS) of Banglalink through a single platform. This single platform is built around SSD-TECH's platform which serves more than 100 content providers. There are more than 600 services running across all channels (voice, SMS & data) and around 45 million charging requests are being handled daily.
- **Bulk SMS Push:** SSD-TECH provides bulk SMS push service for the entire Teletalk customer base regarding Teletalk's various services, and offers etc. Monthly average SMS push volume is around 45 million.
- **Content Based Services:** SSD-TECH provides 4 types of content-based services:
 - Radio:** This is an entertainment-based service where mobile users can dial a designated short code from their mobile, go through audio menus, browse through the content library and listen to different types of songs. This service has a registered unique subscriber base of approximately 2 million and average monthly usage minutes of 5 million across all operators. It is operational in the major mobile operators of Bangladesh such as Grameenphone, Banglalink, Robi and Airtel.
 - Infotainment:** This is a lifestyle-based service where mobile users can dial a designated short code from their mobile, go through the content library and listen to content that may bring value

to the lifestyle. This service has a registered unique subscriber base of more than 1 million and average monthly usage minutes of 0.7 million. It is present in the major mobile operators of Bangladesh such as Grameenphone, Robi, Banglalink, and Teletalk.

Voice Chat: This is a Voice Chat service branded under Grameenphone and Robi where mobile users can dial a designated short code from their mobile and then select and chat with other registered users around the country. This service is mainly for making friends and the calls are placed between two registered users. This service has a registered unique subscriber base of more than 1.5 million and is catering around 15 million minutes per month.

ChakriBazar: This is an IVR based career platform for the blue-collar job seekers where they can dial a designated short code to find an appropriate job for themselves connecting them to the blue-collar employers. Currently it has a subscriber base of around 6 million.

- **SMS:** This service provides similar content as the IVR service where mobile users can send an SMS to a designated short code and subscribe to this service. Once subscribed, this service sends a daily SMS to the user based on balance availability. Among the mobile operators, this service is present in Grameenphone and Robi.
- **WAP:** This is a web-based service where mobile users can log into a web portal, browse through the content library online and then download various types of content.

- **ISP (Carnival Internet)**

In 2015, SSD-TECH has launched its own Internet Service Provider (ISP) called DOZE Internet which later rebranded as Carnival Internet in 2018. Carnival Internet provides high speed optical fiber internet connections to both home and corporate users. Carnival Internet is the first in Bangladesh to offer high-speed internet connectivity for the home users.



Carnival Internet has its own authorized cached servers for Google, Youtube, and Facebook located in own premises. As of February 2021, Carnival Internet is serving more than 74,000 users throughout the country. The network coverage is spanned in Dhaka, Chattogram, Cumilla, Mymensingh and Sylhet metropolitan cities. From 2018, Carnival Internet is expanding its network in semi-urban and rural areas of the

country. As of February 2021, the ISP network is present in 145 Upazillas/thanas in 45 districts through home/small business connections and 3,122 wifi haat setups. This network coverage is expanding to more areas every month. Carnival Internet has target of reaching 64 districts by 2021. The nationwide expansion plan also focuses on expanding area coverage to all the zones of each metropolitan cities.

For more information, please visit: <https://carnival.com.bd/>

- **MAPS (Mobile Advertising Platform Service)**

MAPS enable the promotion of products/services through SMS and Voice SMS. It can also be used for the promotion and notification of awareness raising and learning campaign. SSD-TECH operates the MAPS business under the brand name of "Boomcast".

Unilever, Robi, Pathao, UBER, bKash, Surecash, BAT, Reckitt Benckiser, Square etc. are the main clients of this platform. It has capacity of pushing 10.8 million SMS per hour. Currently around 40 million SMS is pushed monthly. Monthly average revenue from the operation is around BDT 17.00 million.



For more information, please visit: <https://boomcast.io/>

- **BBC Janala**



SSD-TECH is the authorized partner in Bangladesh provide any end user access to the famous English-learning program "BBC Janala" through an arrangement between SSD-TECH and BBC Media Action, who is the sole owner and copyright holder of the program. Currently the service has been launched for Banglalink and Robi subscribers. It has active subscriber base of more than 300,000 through the telcos and more than 200,000 through the website.

- **Job Portal (Rutiruji)**

This is an online job portal for the blue-collar job seekers where they can create an online Curriculum Vitae (CV) to find an appropriate job for themselves connecting them to the blue-collar employers. Currently it has a subscriber base of around 225,000.



For more information, please visit: <https://rutiruji.com/>

Financials:

Company	Service	Type	Monthly Revenue (million BDT)
SSD-TECH	Aggregated Platform Services	VAS (IVR)	10.00
	Carnival Internet	ISP	74.00
	Boomcast	MAPS	17.00
Total			101.00

For more information, please visit <http://ssd-tech.io/>

HIGHLIGHTS

- Started operation in 2014
- Mr. Mahbubul Matin is the main sponsor
- Investment wing of the group
- Has equity investment in 2 operating companies
- Provides business model development, strategy formulation, financial investment, management and technical consultancy, accounting and financial services

Mind Initiatives Limited established in 2014, is the investment wing of SSD-TECH group. Mr. Mahbubul Matin, Chairman and other major shareholders of SSD-TECH are the main sponsors of the company.

Mind initiatives has invested into technology-based startups to facilitate the growth of e-commerce and the industry. The companies that Mind Initiatives has invested into, i.e. the operating companies, form an e-commerce ecosystem.



In the e-commerce ecosystem, Mind Initiatives provides the entrepreneurs assistance in business model development, strategy formulation, venture investment in the early stage and management and technical consultancy on an ongoing basis where it provides advice and mentoring to enhance the entrepreneurs' management capability and technical capacity. Mind Initiatives gathers market intelligence and presents market-based research reports to help in effective marketing efforts. It also offers back end services, like administration, accounting and finance to free the entrepreneurs to do what they do best – dream up new ideas.

Currently Mind Initiatives has equity investment in the following companies:

- e Courier Limited
- The Codero Limited

HIGHLIGHTS

- Started operation in 2014
- One of the leading e-commerce logistics service providers
- Provides product delivery, payment collection and warehousing services
- Home delivery network throughout the country
- Partnered with more than 5,000 merchants
- Major delivery partner of bKash, Grameenphone, Robi, Banglalink, Apex Footwear, BSRM Group, Foodpanda, US Embassy, British Council, Beximco, Superstar Group etc.
- Major delivery partner of e-commerce sites such as Daraz, evaly, Perfee, Ali2BD etc.
- Monthly average delivery of more than 110,000 products
- Average monthly cash collection of more than BDT 80.00 million

e Courier Limited (eCourier) is a logistics company which started its operations in 2014 with the idea to provide support for online e-commerce merchants. eCourier is licensed by the Ministry of Post & Telecommunication of the Government of Bangladesh.

The company provides the following services to its clients:

1. Product Delivery
2. Cash on Delivery (COD) Payment Collection
3. Warehousing
4. Call Center



eCourier headquartered at Banani, has a well-equipped call center, fulfillment center and warehouse. The Company has a dedicated delivery channel consisting 180 delivery persons (bicycle-based), 6 delivery covered vans with 10 branches in Dhaka, Chattogram and Rajshahi city. It has partnered with 51 franchises to cover the delivery network in the 64 districts all over the country.

eCourier has partnered with over 5,000 merchants which includes large corporates like bKash, Grameenphone, Robi, Banglalink, Apex Footwear, BSRM Group, Foodpanda, US Embassy, British Council, Beximco, Superstar Group and large e-commerce sites like Daraz, evaly, Perfee, Ali2BD and many small facebook based commerce merchants.

eCourier provides delivery and payment collection service all over the country for Grameenphone for the mobile phones sold in their online shop and GP SIM delivery, registration and activation services in Dhaka and Chattogram city. Robi avails eCourier's warehousing facility for mobile phones, and delivery and payment collection all over the country for the mobile phones sold in their online shop. For Banglalink, eCourier provides delivery and payment collection facility for the mobile phones sold in their online shop and Banglalink SIM delivery, registration and activation facility in Dhaka and Chattogram city. For other online merchants under large marketplaces such as Daraz, evaly, Perfee, foodpanda etc., eCourier provides product home delivery, payment collection and warehousing facilities.

Average monthly revenue is around BDT 11.00 million with an impressive successful delivery of more than 110,000 products per month. It also collects more than BDT 80.00 million cash on delivery payments per month.

For more information, please visit: <https://www.ecourier.com.bd/>

HIGHLIGHTS

- Started operation in 2011
- Acquired by Mind Initiatives Limited in 2016
- Partner with major local and international card brands, mobile and internet banking platforms
- Providing service to more than 600 merchants
- Average monthly transaction of around 5,000
- Average monthly collection of more than BDT 12.00 million

In 2011, two local entrepreneurs established an online payment gateway for the Bangladesh market named The Codero Limited. Later in 2016, Mind Initiatives Limited acquired majority of its controlling shares.



Codero owns “EasyPayWay” online payment gateway which enables its merchants’ businesses to process debit and credit cards online quickly and securely. All debit and credit card transactions are processed in real-time directly into the Internet Merchant Account.

It has partnership with various cards such as Local & International VISA, Master Card and American Express, Local DBBL Nexus, FastCash, qCash, various mobile banking platforms such as bKash, Nagad, Rocket, Islami Bank mCash, IFIC Bank Mobile Banking, Ucash, SureCash, TrustMoney etc. and various internet banking platforms such as EBL, DBBL, City Bank, UCBL Internet Banking etc.

Codero partnered with Bangladesh Navy to collect recruitment application fees, with Bangladesh Marine Academy to collect recruitment application fees, with Board of Intermediate & Secondary Education, Chattogram and Cumilla to collect various service fees, with Ibrahim Cradiac Hospital Course Fee Collection etc. Besides it also collects online payments for different e-commerce marketplaces such as othoba.com, Cats Eye, Menz Klub, Bishworang, Pravaa Health, Online Game Shop, Gameshop Bangladesh and organizations like Carnival Internet etc.

Currently it is serving over 600 merchants in Bangladesh. Average monthly payment collection for the company is more than BDT 8.00 million against around 5,000 transactions.

For more information, please visit: <http://www.thecodero.com>

HIGHLIGHTS

- Started operation in 2011
- Payment Card Industry Data Security Standard (PCI-DSS) certified payment gateway
- Obtained International Payment & Recharge Service (IPRS) license from BTRC & Bangladesh Bank
- Providing service to more than 200 merchants
- Monthly remittance collection of BDT 8.00 million
- Average monthly transaction is around 37,000 with aggregated collection of BDT 20.00 million

Foster Corporation Limited incorporated in 2011, owns "Foster Payments", an online payment gateway which focuses on monthly recurring payments. Mr. Mahbubul Matin, Chairman and Mr. Zaman Md. Bahadur Khan, Managing Director are the main sponsors of the company.

FOSTER
CORPORATION LIMITED



Foster Payments is The Payment Card Industry Data Security Standard (PCI-DSS) certified payment gateway having connectivity with all acquiring banks of Bangladesh, most of the mobile financial services and internet banking. It has obtained an International Payment & Recharge Service (IPRS) license from BTRC & Bangladesh Bank, through which it operates online recharge

services of Mobile Phone Operators at abroad. Through this platform, Foster Payments collects online mobile recharge amounts from Malaysia and channels it to the designated mobile numbers in Bangladesh as remittance.

Currently it is serving over 200 merchants in the country among which Rahimafrooz Distribution, CloudOne, Xpress Technology, Moringo Organics Bangladesh, Alif World Marketing, Aftab Nagar Online Service, Inspire Boroadband, Exord Online, Tetrasoft, Artland Photography and Bangladesh University of Professionals etc. are notable.

Financials:

Services	IPRS Transactions	Merchant Transactions	Total
Average Monthly Transaction Number	38,000	7,000	45,000
Average Monthly Transaction Amount	BDT 10.00 million	BDT 10.00 million	BDT 20.00 million

For more information, please visit: <https://www.fosterpayments.com/>

HIGHLIGHTS

- Established in 2018
- Mr. Mahbubul Matin is the main sponsor
- Monthly average revenue from Ghoori is around BDT 4.50 million

Dotlines Bangladesh Limited incorporated in 2018 is a new venture of the group aimed at operating the new business ventures in digital arena of the group. Mr. Mahbubul Matin is the key sponsor of the company. The company's business operations are as follows:



- **Ghoori**

Dotlines has an exclusive partnership with bKash Bangladesh for digital content providing platform name ghoori.com.bd. In this platform, Dotlines acts as the site owner, digital content provider and bKash acts as the exclusive payment partner. The site offers a diverse range of lifestyle, educational, entertainment based digital contents which can be purchased or subscribed through bKash payment wallet. Monthly average transaction number is more than 230,000 with an average transaction amount of more than BDT 30.00 million.



For more information, please visit: <https://ghoori.com.bd/>

- **AUDRA**

AUDRA is an internet security device which is connected over a home/office network to provide various security and access control services such as setting up Wi-Fi rules, managing time allocation, track activities, identify & check the connected devices.

Currently the device is commercially launched in Malaysia, India and Indonesia. Dotlines will be the sole importer, distributor and technical service provider for this device to the end users in Bangladesh.



For more information, please visit: <https://audra.io/>

HIGHLIGHTS

- Established in 2019
- Mr. Mahbubul Matin is the main sponsor

Carnival Assure is an Insurtech company which aims to bring simple, affordable and transparent insurance products, through hassle-free online registration, customized insurance policies, easy and fast electronic claim settlement process. Carnival Assure strives to spread the insurance footprint in the country, financial inclusion of the mass people through technology and affordability. To achieve these goals, the company has partnered with several leading and reputed insurance companies of the country.



Carnival Assure operates on the following key points focusing on the target market:

- Need-based Offerings
- Completely Paperless & Online
- Fastest Claim Settlement
- Easy & Simple

Business leads are generated through digital marketing and the individuals are onboarded using the online platform over an easy and simple process. Claim submission, monitoring and settlement are also done through electronic platform to ensure transparency, reduce time and paperwork for all related parties. A dedicated and experienced technology team provides prompt support and deployment for the online platform, while the call center is in place for real-time support and query management.

Carnival Assure has the top-tier insurance companies of the country as its insurance partner namely Green Delta Insurance, Delta Life Insurance, Chartered Life Insurance, Sena Kalyan Insurance, and LIC Bangladesh.

Carnival Assure is currently serving around 17,000 field forces of various FMCG companies and around 2,500 individual clients throughout the country.

For more information, please visit: <https://carnivalassure.com.bd/>