



**ELECTRO SOFT**

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# **Company Profile**

## **Electro Soft**



## Electro Soft

Electro Soft started with a vision to serve the telecommunication and software industry of Bangladesh. The primary goal of the company is to serve the people in the tele-communication sector and to strengthen the “Digital Bangladesh” policy of the Government. Our clients also count on us to solve their technological challenges.

Electro Soft serve the country on Mobile VAS and Mobile Phone Application Development sector. Electro Soft ensures the best returns on technological investment and strengthens the service providers' market presence by providing them with top-class solution.



## Electro Soft

On top of that, a team of experienced and trained personals are available to help service providers to provide satisfactory support 24X7 to their clients. As a result, service providers can make their services available to the end customers all the time. The company has firsthand access to industry developments and makes sure new products are brought to market at the right time. It also makes decent investments in Research and Development activities in the tele-communication sector to ensure technological efficiency for the days to come.

Electro Soft have one server for application and database platform. It is connected with 1024 Mbps internet link from country's sub-marine cable. The company is equipped with 2 (two) PSTN lines for customer support service and help desk.



## Electro Soft Info

### **Registered Office:**

Room No: 6/31-A, 5<sup>th</sup> Floor, Eastern Plaza ,70,Bir  
Uttam C R Datta Sharak, Hatirpool, Sonargaon Road,  
Dhaka, Bangladesh.

### **Contact Person:**

Md. Sazzad Bin Alim

Telephone No: +8801686521183, +8801720121140

Email: [electrosoft31@gmail.com](mailto:electrosoft31@gmail.com)

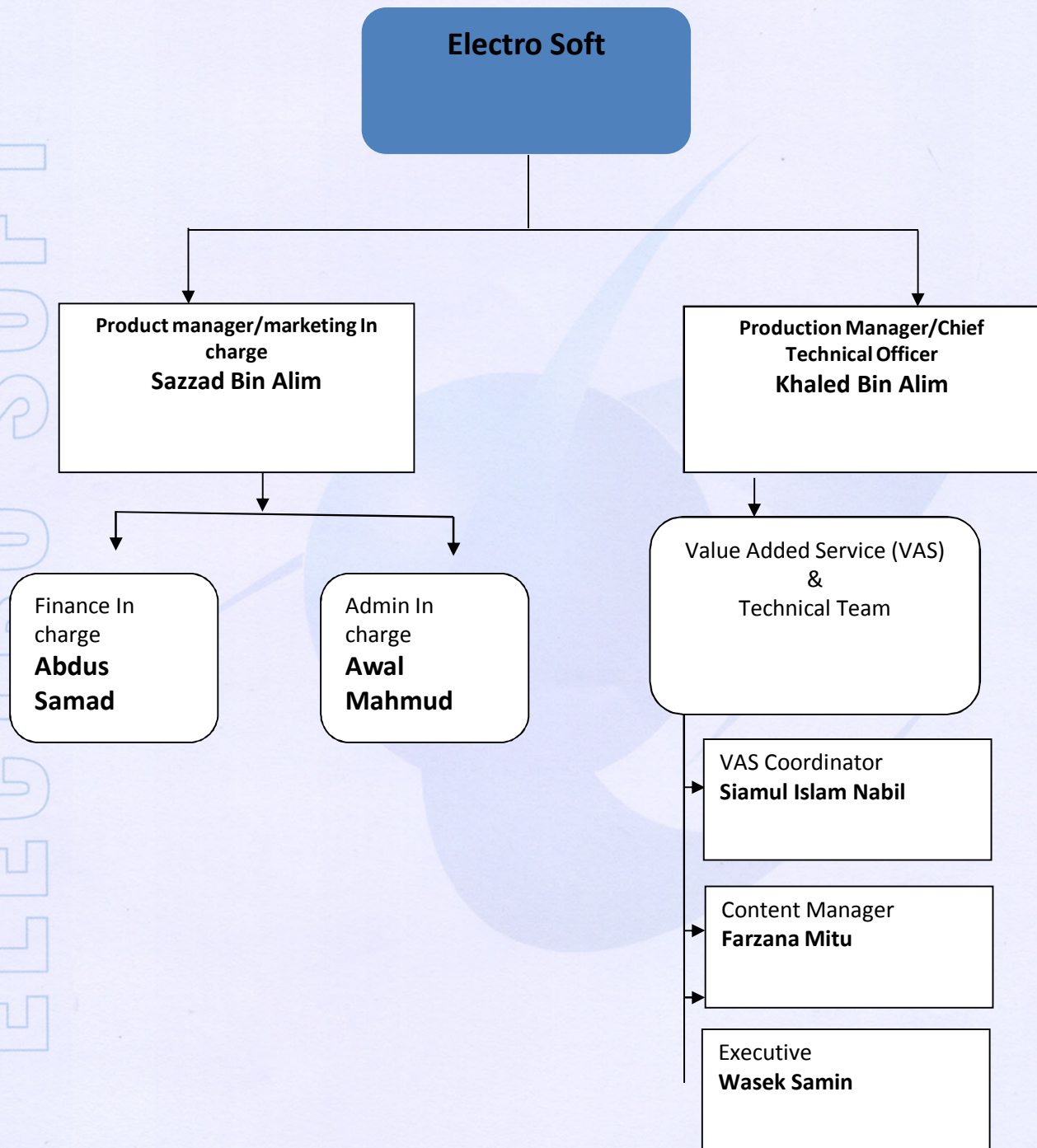
## KEY PERSONALITIES OF Electro Soft

➤ **Md. Sazzad Bin Alim**      **Proprietor and C.E.O.**

➤ **Shaheenur Rahman**      **Managing Partner**

➤ **Khaled Bin Alim**      **Managing Partner/Key technical person**

# OrganoGram OF Electro Soft





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## **Our Services**

**Office :** Room No. 6/31-A, Eastern Plaza (5th Floor), Sonargaon Road, Hatirpool, Dhaka-1205  
**Phone :** +88-02-9669996, **Cell :** 01720-121140, 01819-227255, **E-mail :** elcetrosoft31@gmail.com

## Our General Services



## **Detail service proposal**

Moreover Electro Soft provides special VAS services. BTRC allocated a unique Short Code in favor of Electro Soft for exercising the VAS services. The said short code is "16466". The company provides lucrative services in future but initially it will come up with following general and special services-

1. Health Tips
2. Mobile Phone Bazar Khobor Service.
3. Customer care services.

## **Detail service proposal**

### **1. Health Tips:**

More than 80% population has at least one or more health problems. No rich information or information system available to create knowledge & awareness. Lack of knowledge & awareness is leading people to take no or poor health care. People are ignorant about health, hygiene. By improving Knowledge & awareness can bring positive change to this health hazard.

Electro Soft are trying to introduce themselves as a role player by giving proper Nutrition and Health tips information through the help of well known Health expertise and give their subscribers daily information about how to stay fit in their 24/7 life.

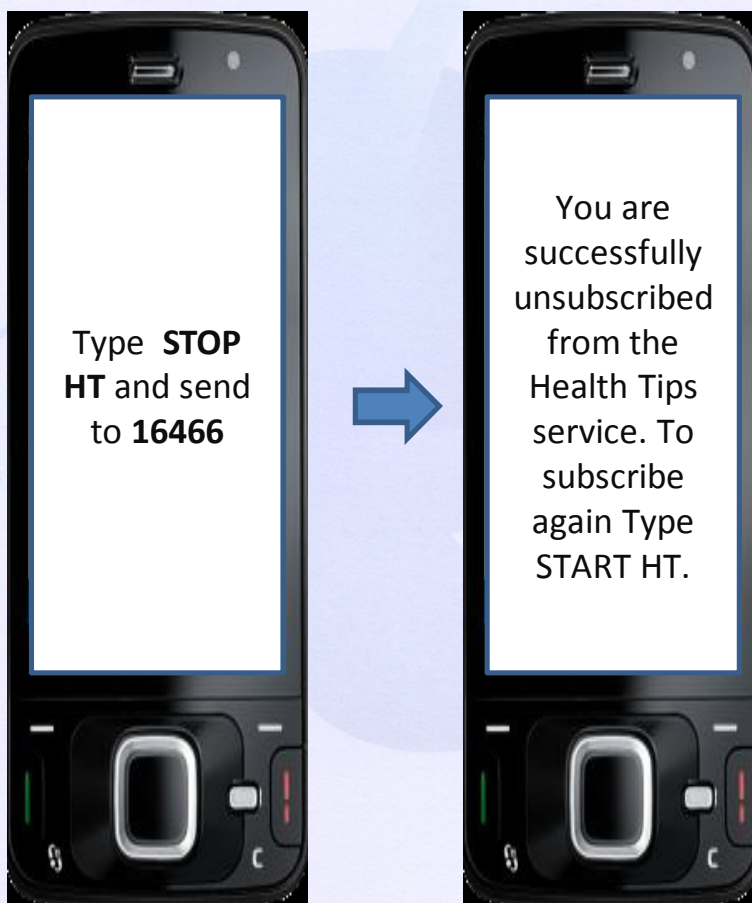
## How to subscribe through SMS keyword

To subscribe the service, subscribers have to type the keyword (Start HT) in his mobile handset and send it to short code 16466 .

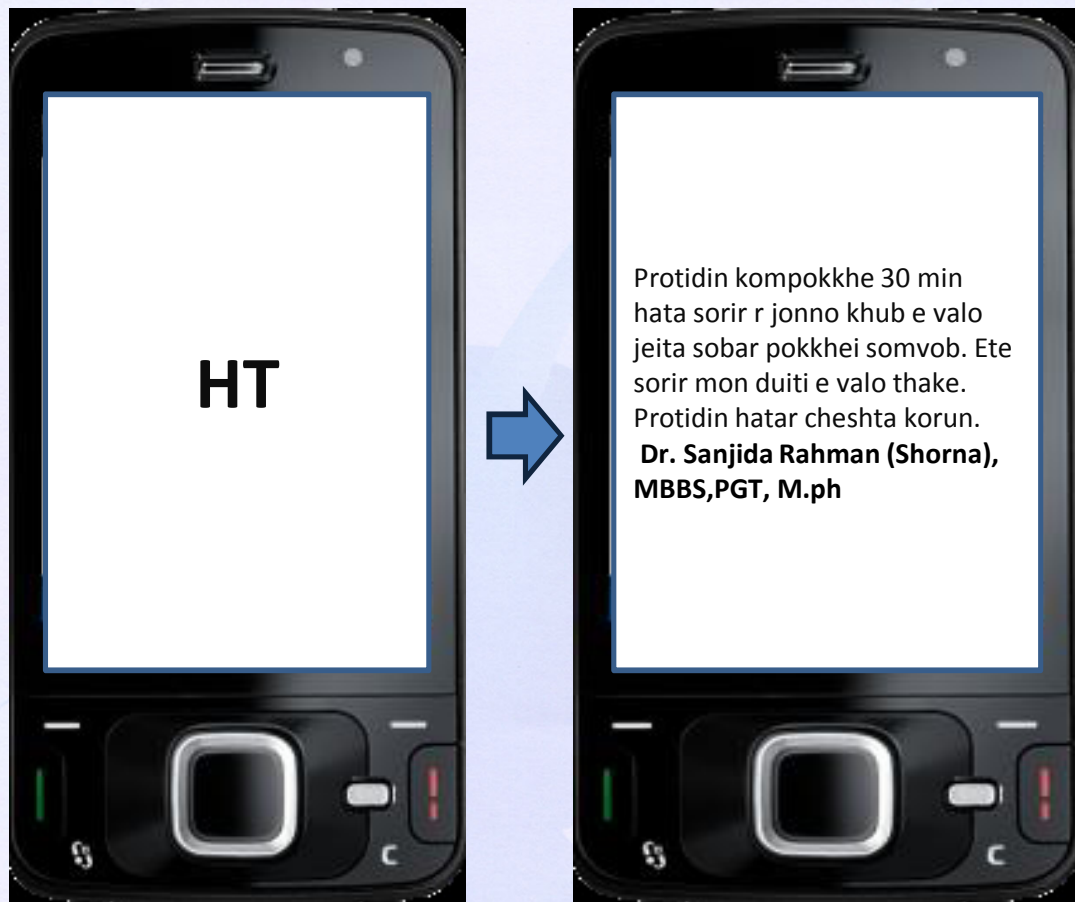


## How to unsubscribe through SMS keyword

To Stop any of subscribed service subscribers need to type the keyword (STOP HT) in his mobile handset and send it to short code 16466 .



## Push Pull



**Type HT and send it to 16466.**

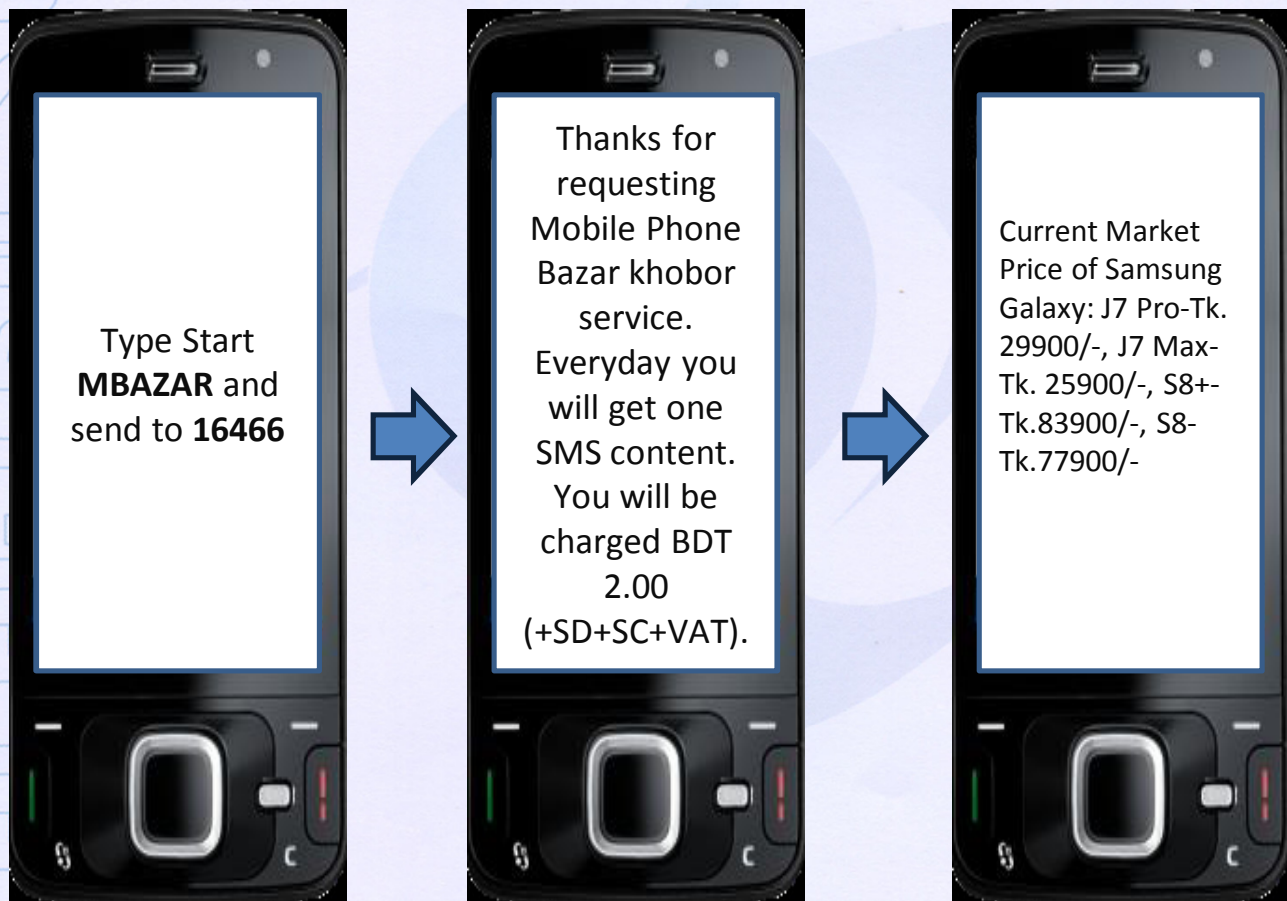
## **Detail service proposal**

### **2. Mobile Phone Bazar Khobor Service**

As Bangladesh is going towards “Digital Bangladesh”, the mobile phone plays most vital role in this arena. More than 140 million people of Bangladesh uses mobile phone. Mobile Phone Bazar Khobor Service is SMS based alert service which provide the updated prices of latest mobile phones. No doubt, this service will play a vital role for smooth running of daily life. The user can know the price of his favorite mobile phone any time from any place. Even they can compare the prices of various mobile phone at a time.

## How to subscribe through SMS keyword

To subscribe any of the service subscribers have to type the keyword (Start MBAZAR) in his mobile handset and send it to short code 16466 .



## How to unsubscribe through SMS keyword

To Stop any of subscribed service subscribers need to type the keyword (STOP MBAZAR) in his mobile handset and send it to short code 16466 .



## Push Pull



**Type MBAZAR and send it to 16466.**

## **Detail service proposal**

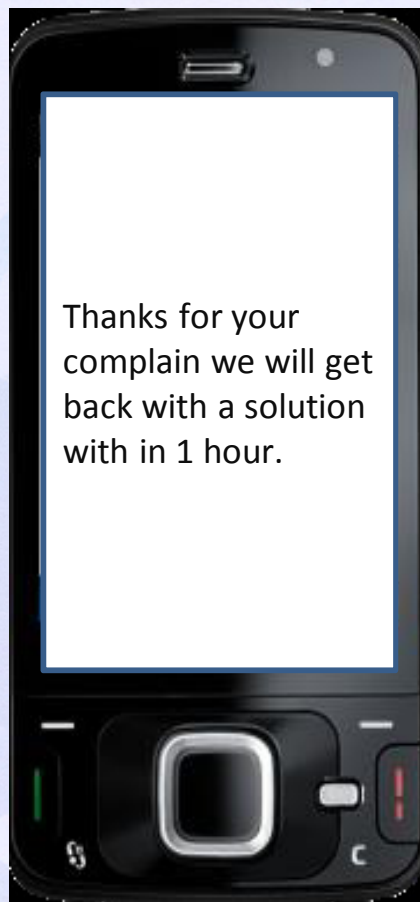
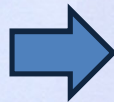
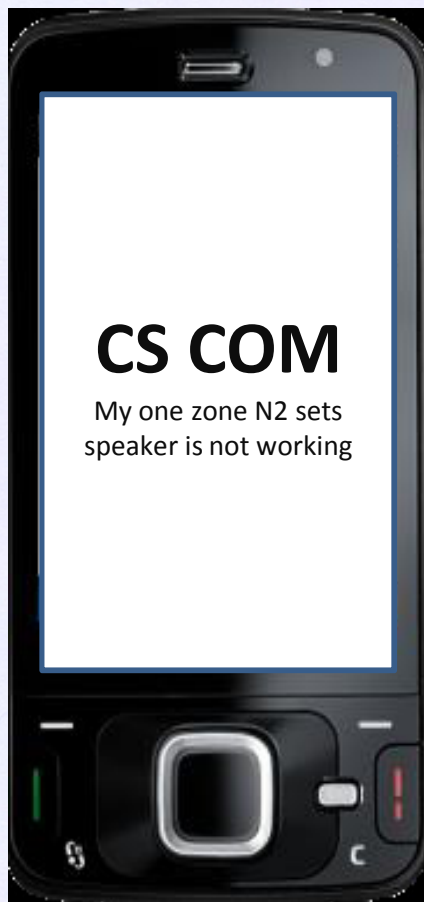
### **3. Customer Care services**

Electro Soft entered in an agreement with its sister concern Electro Point who is a mobile phone importer and provide customer care services. Electro Soft will provide customer care services of Electro Point using the code "16466" So it will be easier for the customer of mobile phone to get highest service and satisfaction.

This service may include

- Complain
- Feed back
- Helpline
- warranty

## Push Pull



**Type Complain send it to 16466.**

## Service Modality (Subscription)

| Short code | Service off Charge | Service start charge                        | Charging Interval | MT Content delivery     |
|------------|--------------------|---------------------------------------------|-------------------|-------------------------|
| 16466      | BDT 0              | BDT 2.44<br>(including<br>VAT + SD +<br>SC) | Daily             | Get daily 1<br>content. |



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**THANK YOU!!**