



17/2, New Eskaton Road, [3rd floor], Mogbazar, Dhaka-1000, Bangladesh  
Cell : +88.01987 988640, +88.0173 2140521, Tel : +88 02 9346922



# **CENTRAL MUSIC and VIDEO**

## **(CMV)**

**COMPANY PROFILE**

[www.cmxbd.com](http://www.cmxbd.com)



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## Prefix

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The following provided information is confidential and reader must not disclose it without the express written permission of CENTRAL MUSIC AND VIDEO (CMV) It is acknowledged by the reader that info to be furnished in this profile is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to CENTRAL MUSIC AND VIDEO (CMV)

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## Initial Information

|               |                                                                                   |
|---------------|-----------------------------------------------------------------------------------|
| 1. Brand Name | CENTRAL MUSIC AND VIDEO (CMV)                                                     |
| 2. Logo       |  |
| 3. Address    | 17/2, New Eskaton Road [3rd Floor],<br>Mogbazar, Dhaka-1000                       |
| 4. E-mail     | cmvbd22@gmail.com                                                                 |
| 5. Web Link   | www.cmvbd.com                                                                     |
| 6. Phone      | Mobile: 01817 152 919<br>Telephone: 02 9346922                                    |





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## Preface:

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Central Music and Video (CMV) is an entertainment company has started its journey from 2004 in Bangladesh. At the starting as a record label its core functionality was music producing and publishing. By enhancing continuously CMV modified its products & services with multiple features. Like; different types of music, video, drama, telefilm, web-series etc. These contents are entertaining to the people through different mediumums based on demand of times. In present situation people are entertaining themselves through online media or social media and mobile operator's platform. CMV always prefer wholeheartedly to keep update itself in time. So CMV plays a great role in the Music Industry of Bangladesh (MIB) as well as in entertainment sector through online and operators platform.

## Vision and strategy:

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To meet the pabulum of human being with greatest entertaining content through the latest technology. CMV is always conscious about the demand of people regarding entertainment as well as social responsibility. The team of CMV is highly inspired and always trying to deliver best output to reach it's desire/goal to become one of the largest organization and innovative leader in the VAS & Music Industry of Bangladesh.

## Proficiency:

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CMV has recruited most experienced and highly trained professionals. Everyone has a very open and clear mindset and is always trying to find innovative solutions to make a better utilization of the available technology. Team members have worked in entertainment and VAS industry for long time in Bangladesh. This advantage will help CMV to serve its customers with the appropriate solutions and services.



## Human resources

**SK Shahed Ali (Pappu)**

Owner/Proprietor



**SK SHAHED ALI**

01. Proprietor  
 Central Music and Video (CMV)

02. Secretary General  
 Music Industries of Bangladesh (MIB)

03. General Body Member  
 Federation of Bangladesh Chambers of Commerce & Industries (F.B.C.C.I)

## Human resources

### Business and Marketing



SK Muntajuddin  
GENERAL MANAGER

Shahed Ahmed  
Content Manager



Sayyib Ahmed  
Office Executive

Borhan Uddin  
Office Assistant



Sakib Al Hasan  
Office Assistant

Md Parvej  
Office Driver





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## Human resources

### Technical

Imrul Samad  
Head OF VAS



Saleh Khan Shawo  
Head Of IT



Md Kawsar Ahmed  
Manager, Digital Marketing



Ashikur Rahman  
Junior Programmer



MD Alamin  
Video Editor



Md Kayes  
Executive



Nahid Hossain  
Designer



Md. Rezaul Karim  
Executive



## Infrastructure

| Title            | Specification                                                                                                                        | Quantity |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------|
| Office Space     | One Floor                                                                                                                            | 1700 SQF |
| Editing Panel    | AMD Ryzen Threadripper 1950X<br>32GB (DDR4 3200) Ram<br>8 GB RTX (DDR6) Graphics Card<br>8 TB HDD<br>Monitor (2 Psc)<br>UPS-1600 VA  | 2 Psc    |
| Designing Panel  | AMD Ryzen Threadripper 1950X<br>16 GB (DDR4 2400) Ram<br>4 GB RTX (DDR6) Graphics Card<br>8 TB HDD<br>Monitor (1 Psc)<br>UPS-1600 VA | 2 Psc    |
| Computer         | Core i7, 16GB Ram<br>6 GB Graphics Card<br>8 TB HDD<br>Monitor (2 Psc)<br>UPS-1600 VA                                                | 2 Psc    |
| Laptop           | Core i7, 16GB Ram<br>6 GB Graphics Card<br>8 TB HDD<br>Monitor (2 Psc)<br>UPS-1600 VA                                                | 3 Psc    |
| Laptop           | Core i5, 16GB Ram<br>6 GB Graphics Card<br>8 TB HDD<br>Monitor (2 Psc)<br>UPS-1600 VA                                                | 7 Psc    |
| Air Conditions   |                                                                                                                                      | 3 Psc    |
| Desk             |                                                                                                                                      | 11 psc   |
| Chair            |                                                                                                                                      | 25 Psc   |
| Sofa             |                                                                                                                                      | 4 set    |
| TV 36 Inch       |                                                                                                                                      | 1 Psc    |
| Security Cameras |                                                                                                                                      | 8 Psc    |

## Renowned Works:

### IT

- Connected with Grameenphone, Robi, Airtel & Banglalink through the short code "16624"



## IT

- Service providing to end user of Mobile Operator through Value Added Service (VAS):
  - Wireless Application Protocol (WAP),
  - Interactive -voice response (IVR),
  - SMS Service,
  - Mobile Applications (Apps).



IT

## • Awarded "TVAS License" from Bangladesh Telecommunication Regulatory Commission (BTRC)



**Bangladesh Telecommunication Regulatory Commission**  
100 Dhabon, Ramna, Dhaka-1000, Bangladesh.

**Registration Certificate  
For  
Telecommunication Value Added Services Provider in Bangladesh**

|                                                                                                   |
|---------------------------------------------------------------------------------------------------|
| <b>Registration No.:</b> 14.32.0000.702.50.080.18.106                                             |
| <b>Date:</b> 07-04-2019                                                                           |
| <b>Name of the Registered Entity:</b> Central Music and Video (CMV)                               |
| <b>Address of the Registered Entity:</b> 17/2, New Eskaton Road (3rd Floor), Mogbazar, Dhaka-1000 |
| <b>Duration of the Registration:</b> From 07-04-2019 to 06-04-2024                                |

In exercise of the powers conferred by the Bangladesh Telecommunication Regulation Act, 2001 the Bangladesh Telecommunication Regulatory Commission (BTRC) upon consideration of the application dated: 20-09-2018 is pleased to issue Registration Certificate in favour of Central Music and Video (CMV). The registered entity has to abide by all the terms and conditions mentioned in the Regulatory Guidelines for Issuance of Registration Certificate for providing Telecommunication Value Added Services (TVAS) in Bangladesh vide No.: 14.32.0000.702.50.001.18.021 dated: 31-05-2018 (enclosed herewith). The Registration Certificate is issued with the approval of the appropriate authority.

*[Signature]*  
07.04.2019  
Director  
Legal and Licensing Division  
BTRC

Phone : +88 02 9813111, Fax : +88 02 9558677, 9067755, E-mail : info@btrc.gov.bd, Web : www.btrc.gov.bd



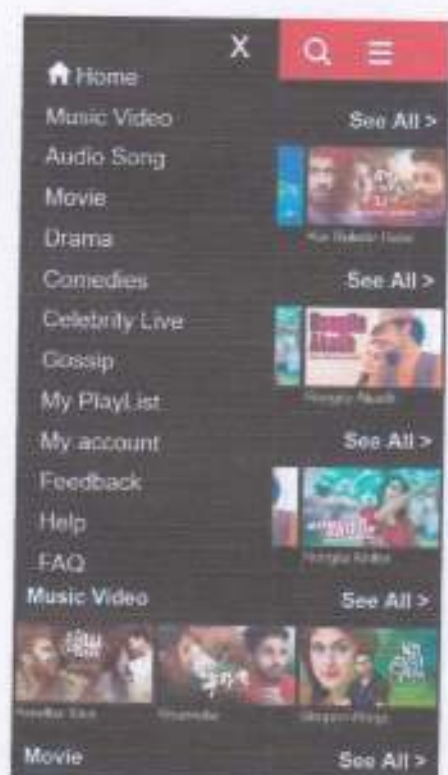
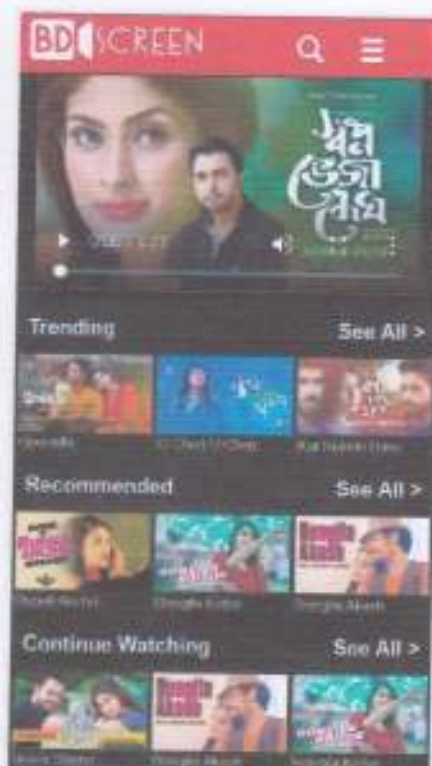
## IT

### 2. CMV Web site: <http://cmvbd.com/>



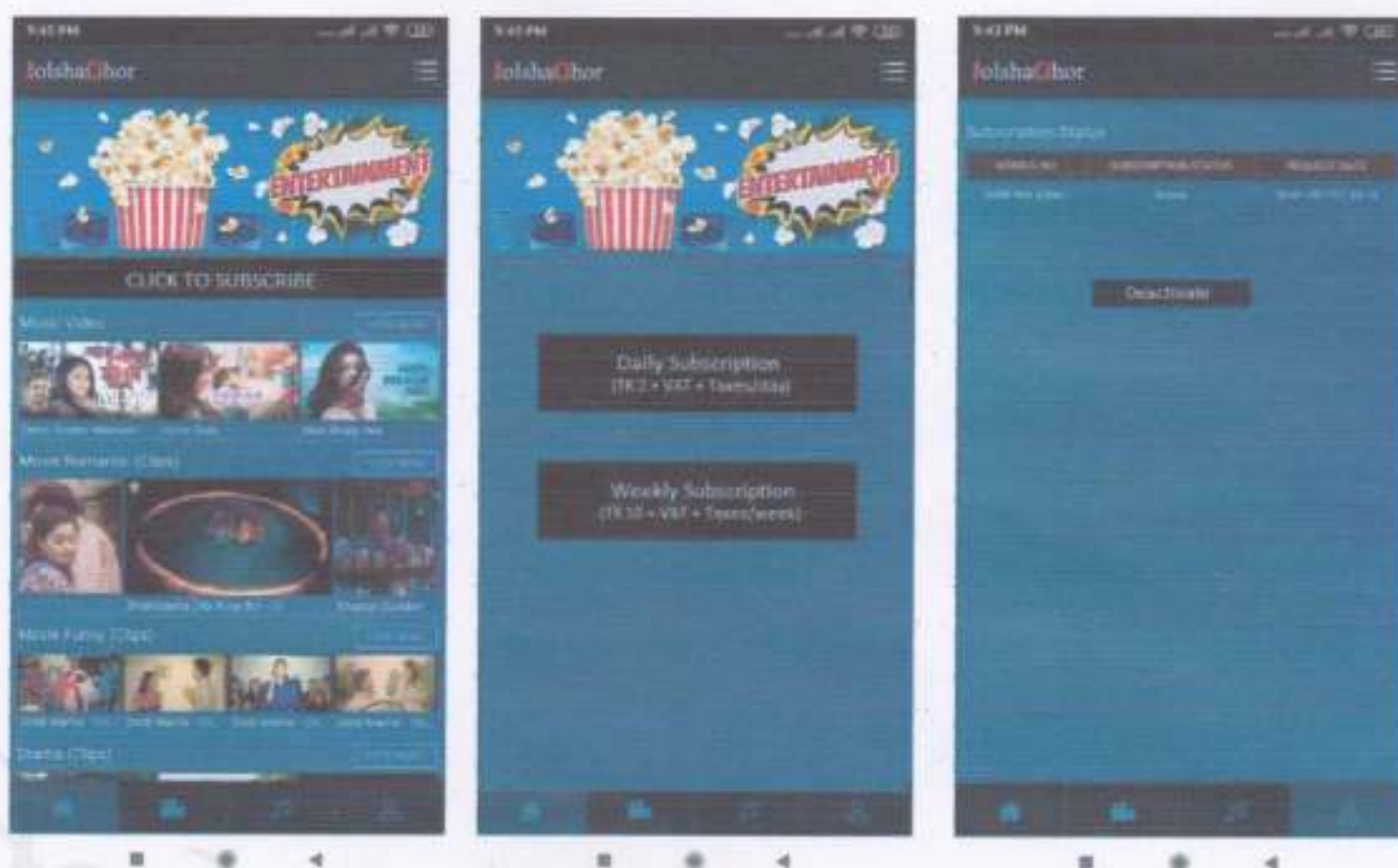
## IT

### 2. BD Screen WAP portal: <http://bdscreens.com/>



## IT

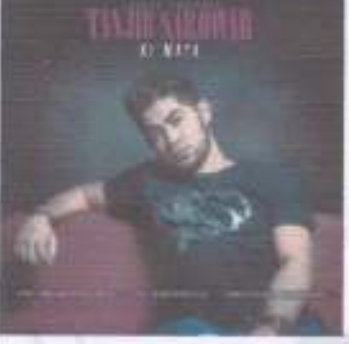
### 3. Jolshaghor Mobile Application (Android) :



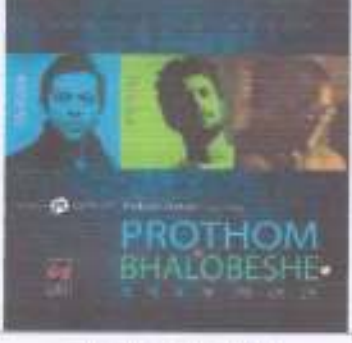
## Musical:

| Sl. No. | Album/Song Title    | Singer                                                         | Release Date | Artwork                                                                              |
|---------|---------------------|----------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------|
| 01      | Tufan               | James                                                          | 02.06.2007   |    |
| 02      | Emon Ekta Tumi Chai | Imran                                                          | 09/08/17     |   |
| 03      | Alingon             | Asif Akbor, Eleyas Hossain, Belal Khan, Parvez & Joy Shahriyar | 23/08/15     |  |

|    |                |                        |            |                                                                                      |
|----|----------------|------------------------|------------|--------------------------------------------------------------------------------------|
| 04 | Anubhuti       | Elita & Mahadi         | 13/06/2017 |   |
| 05 | Beiman         | Arman Alif             | 14/08/2018 |   |
| 06 | Tui Amar Jibon | Akash & Kona           | 11/09/2016 |  |
| 07 | Ghum Jorano    | Konal & Bappa Mazumder | 06/06/2016 |  |

|    |                             |                |            |                                                                                      |
|----|-----------------------------|----------------|------------|--------------------------------------------------------------------------------------|
| 08 | Haowa                       | Oyshee         | 05/06/2016 |    |
| 09 | Icche Gulo                  | Mona & Akash   | 11/09/2016 |   |
| 10 | Khamokhai<br>Bhalo Je Bashi | Kona           | 28/06/2016 |  |
| 11 | Ki Maya                     | Sanjib Sarowar | 06/02/2017 |  |

|    |               |                 |            |                                                                                      |
|----|---------------|-----------------|------------|--------------------------------------------------------------------------------------|
| 15 | Bondhu        | Konal           | 02/08/2017 |    |
| 16 | Kotha Dao     | Imran & Kona    | 02/06/2016 |   |
| 17 | Minar's Chokh | Minar           | 19/04/2017 |  |
| 18 | Mon Bhalo Nei | Sharon Gaanwala | 25/02/2017 |  |

|    |                    |                            |            |                                                                                      |
|----|--------------------|----------------------------|------------|--------------------------------------------------------------------------------------|
| 17 | Mon Kharaper Deshe | Imran                      | 22/04/2016 |    |
| 18 | Oprapti            | Tahsan                     | 17/04/2017 |   |
| 19 | Prothom Bhalobeshe | Tahsan, Pritom Hasan, Adit | 15/06/2016 |  |
| 20 | Toke Chai          | Asif Akbor & Oyshee        | 08/02/2017 |  |



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## Telecommunication VAS Experience:

| Sl. No. | Agreement With    | Name of Service                             | Impact in Telecommunication                                                                                                                          |
|---------|-------------------|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01      | Grameenphone Ltd. | WAP Service                                 | Data enable and smart phone user of Grameenphone Ltd.                                                                                                |
| 02      | Robi Axiata       | Caller Ring Back Tone (CRBT), WAP, IVR, SMS | All User of Robi Axiata                                                                                                                              |
| 03      | Banglalink        | Caller Ring Back Tone (CRBT), WAP, IVR, SMS | All User of Robi Axiata                                                                                                                              |
| 04      | On Mobile         | Caller Ring Back Tone (CRBT), Mobile Radio  | 01. All User of Grameenphone Ltd.<br>02. All User of Banglalink<br>03. All User of Robi Axiata<br>04. All User of Airtel                             |
| 05      | Mobi Zone         | Caller Ring Back Tone (CRBT),               | All User of Banglalink                                                                                                                               |
| 06      | E.B.S             | CRBT, IVR, WAP, Mobile Application          | 01. All User of Grameenphone Ltd.<br>02. All User of Banglalink<br>03. All User of Robi Axiata<br>04. All User of Airtel<br>05. All User of Teletalk |
|         |                   | GP Music, Vibe, Splash.                     | 01. All User of Grameenphone Ltd.<br>02. All User of Banglalink                                                                                      |

| Sl. No. | Agreement With         | Name of Service     | Impact in Telecommunication                                                                                                                          |
|---------|------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 07      | Gakk Media             |                     | 03. All User of Robi Axiata                                                                                                                          |
| 08      | Live Technologies Ltd. | CRBT, IVR & WAP     | 01. All User of Grameenphone Ltd.<br>02. All User of Banglalink<br>03. All User of Robi Axiata<br>04. All User of Airtel<br>05. All User of Teletalk |
| 09      | Yonder Music           | Mobile Applications | All User of Robi Axiata                                                                                                                              |
| 10      | Tech2Moro              | CRBT, IVR & WAP     | 01. All User of Grameenphone Ltd.<br>02. All User of Banglalink<br>03. All User of Robi Axiata<br>04. All User of Airtel<br>05. All User of Teletalk |

