

COMPANY PROFILE



JADROO IT (BD) LIMITED (A SISTER CONCERN OF JADROO GROUP)

HOUSE NO. 486, ROAD NO.08,
DOHS BARIDHARA, DHAKA-1206
BANGLADESH
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JadRoo Group of Companies:

Overview

Introduction:

JadRoo Group is a multinational group of companies, which has operation spread over worldwide as a manufacturer and world top Brand distributor. The Group includes companies, such as, A One International in Hong Kong, Blue Back Corporation Ltd., JadRoo Power Ltd., JadRoo E-commerce Ltd., JadRoo IT (BD) Ltd. In Bangladesh, and JadRoo LRL General Trading LLC, in Dubai. JadRoo Group & its sister Concerns are all registered in their respective countries and are actively operating in Bangladesh, China, Dubai, Hong Kong and Taiwan.

Mr. Jadab Debnath, who is presently the chairman of JadRoo Group, established and developed the entire Group by his able leadership and visionary ideas.

Besides Chairman, JadRoo Group and its sister concerns are managed by well qualified & experienced world class professionals. The Group's Workforce is highly skilled and comprises energetic young professionals, dedicated to the cause of JadRoo core values. Our core strength is "the Quality of product, after sales service, and appropriate Business Solutions" provided to our valued customers.

While a brief description of activities of each companies is given have subsequently, this Profile describes mainly the activities of JadRoo IT (BD) Ltd. Which deals with all types of IT related Security equipment in the market. These include, complete CCTV System, Access Control System, Security Alarm System, Metal Detectors, Fire detection & Alarm System, Baggage Scanners, Physical Security equipment, PA System, IP Telephone , Digital Display Electronic Article Surveillance, Interactive white board, Networking Solution, Conference system, Server rack and Turnstile Traffic Barrier Gate etc., etc. and their accessories.

Brief Description of Individual Company

A One International (China): A One International is the best source for Hotel Project and Building materials supply at affordable price. We are supplying to: Dhaka Regency Hotel & Resort (5 Star), Dhaka, Bangladesh. Ocean Paradise Hotel & Resort (5 Star), Cox's Bazar, Bangladesh. Water lily Auditorium and super market. London, UK. Al Halmon Hotel (5Star), Sharja, UAE.



JadRoo Machinery: We are the market leader of rice machinery with quality services in Bangladesh. We are committed to provide best machine with best services for our valuable clients. We have already covered all 64 district of Bangladesh and want to depend our activities there.



JadRoo Home Appliance: All Home Appliance and Electronics product with best quality and best services. Our product is AC, TV, Refrigerator, Iron, Blender Machine, Micro Oven, Rice Cooker, LED, Energy and LED Panel Light and Others.



JadRoo.Com: JadRoo E- Commerce Limited with its website www.jadroo.com is the window of JadRoo Group. International and Local quality products now available in our store. Retail and whole sale is done our with own logistics. A glimpse of our products are shown below:



A TO Z Chain Shop: A TO Z Chain Shop is a trusted of original products store. We want to sell the best product and want to build market with trust. We want to develop a country wide chain store with affordable price for you to customer in main business spots.



Blue Back Corporation: It is a Sustainable export, import and project solution based company having. Worldwide network and sourcing with international logistics support.



JadRoo Power: JadRoo Power Ltd. Is an Associate of The Lighting Asia –Bangladesh Program which is a joint initiative of international Finance Corporation (GIZ). With the assistance of IFC and (GIZ). With the assistance of IFC and GIZ we are serving approximately 70 Million people.



JadRoo Group of Companies

Our Vision:

To be the market leader of IT security & surveillance products by offering sustainable solutions to attain a safer & secure life for the people in Bangladesh.

Our Mission:

Our mission is to achieve our vision. We are committed to listening and responding to the needs of our customer and provide each customer with the highest standard of customer service to their total satisfaction.

Management Team

To achieve our goal JadRoo Group needs a strong Management Team.

The present Management Team consists of the following:-

SL No	Name	Designation
01.	Mr. Jadabd Debnath	Chairman JadRoo Group
02.	Mrs. Rolland Debnath	Global CEO JadRoo Group
03.	Mr. Abdur Rashed Miah	Director (Finance and Accounts) JadRoo Group
04.	Mr. Maksadur Rahman (Titu)	Director ,JaRoo Machinery
05.	Mohd. Ghulam Sarwar	Deputy Managing Director & CFO JadRoo Group
06.	Mr. S.M Sayeed Mahmood	BD CEO JadRoo Group
07.	GP. Capt. M Rafiqul Huq, psc (Rtd.)	Advisor JadRoo IT (BD) Ltd.

Brief Biographies of management Team

Chairman: Mr. Jadab Debnath: A determined and self-made person, Mr. Jadab Debnath after completion of academic phase, choose to pursue a career in business. From a humble scratch, he almost single handedly built a business empire of his own. Sheer hard work and unique business intuition presented him to a much higher strata of business class of the national and International. An all successful business man, Mr. Jadab is the founder of JadRoo Group, presently a leading of National and International Business Consultant and Business solutions. He got involved in Creative concern with few more business enterprises in different role. Besides, he established business link with renowned company .His vast experience and excellent acquaintance will definitely be of great help in shaping future development of the company. He is as focused and futurist business leader with commitment. He possesses a strong business and leadership record Chairman and has a deep understanding in International Trading in China, Hong Kong, Dubai and Bangladesh. As a business leader he is now one of the Director of Commonwealth of Independent States - Bangladesh Chamber of Commerce & Industry (CIS-BCCI)



Global CEO: Mrs. Rolland Debnath: Luo Huahong (Rolland) is the Global CEO of Jadroo Group. She is the organizer of JadRoo E-Commerce, which is growing rapidly in the group. It is the mirror of JadRoo Group. She is the most dynamic business leader with a successful record of diversified business field in China, Hong Kong and Bangladesh Operations. She is passionate to create new venture and take in challenge of, E-Commerce business development and sustainable organization establishment. As a group Global CEO the responsibility for growing a business, creating ideas. Possessing excellent communication skills and able to establish sustainable and profitable relationships with customers, suppliers and stakeholders across the world.



Finance and Accounts: Mr. Abdur Rashed, Director:

Mr. Abdur Rashid is a reputed businessman with 20 years' experience in Accounts, Finance. He is one of the founding team member of JadRoo Group. He is specialist in Export, Import, and Accounts. He is Responsible for all, facilities, fulfillment, purchasing, shipping/receiving. He is the leader of Budget development and implementation. He is an expert of risk, Credit and Expert of Business Development



Managing Director of Rice Machinery: Mr. Maksadur Rahman:

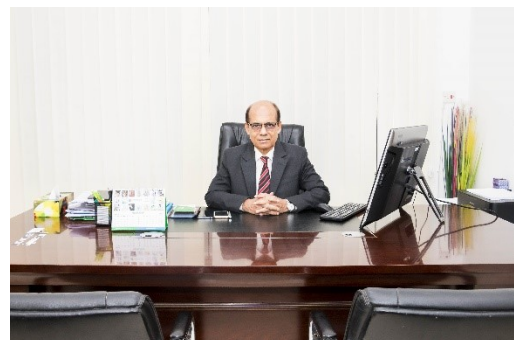
Mr. Maksudur Rahman Khan is one of the founding team member of JadRoo Group Director of JadRoo Machinery Ltd. He is a results driven, self-motivated and resourceful Managing Director with a proven ability to develop and strengthen management teams in order to maximize company profitability and efficiency. He is 20+ years experienced leader of a business to make it a dynamic and progress organization. He Believe that "Profit not main focus, because when we are Startup Company and driven with .Now we are market leader in Rice Machinery sector.



Deputy Managing Director & CFO: Mr. Mohammad Ghulam Sarwar:

Mr. Mohammad Ghulam Sarwar was a renewed Banker in Banking Sector of Bangladesh. After Completions his long Carrier he has joined in our company as a Deputy Managing Director and Chief Financial Officer (CFO). He is a key Member of the Executive Management Team of the Company. He supervises our Home Appliance Department

Directly in addition of his exiting assignment. He has formulated day-to-day responsibility for planning, implementing, managing and controlling all financial related activities including Home Appliance Department. He is also thinking how to boost up sales of Home Appliance Products and how to collect maximum revenue from the market. He is a leader in the development for the continuous evaluation of short and long term strategic financial objectives.



CEO: Mr. S M Sayeed Mahmood: Sayeed Mahmood

As the CEO, JadRoo Group, he has an excellent track record in making liaison, lobbying, advocacy with different Government Ministries, Departments, Public & Private Banks, International NGO's in Training Staff and undertaking Research & Evaluation Study, Collaborating with Team and implementing new operational strategies and executing with new responsibilities. Before joining at JadRoo Group, he was the ME & MIS Consultant of Integrated Agricultural Productivity Project (IAPP) during 2011-12 to 2016-17 under Ministry of Agriculture and Ministry of Fisheries & Livestock, Government of Bangladesh. The project was financed by the World Bank Group. He is the Former Joint Secretary, BGMEA. He is a Multi-Skilled Professional with Superb Track Record of Managing Complex Functional projects in various environments. 32 years of experience in the Accounts, Management, PR, Corporate Social Responsibility, Compliance Issues, Customs issues with RMG sector and also handled International Buyers during the tenure at BGMEA. He has Project Planning, Project Development and Implementation related Experiences especially in the field of Government Sector, RMG Sector, Financial Management Consultancy, Monitoring, Evaluation and MIS Consultancy with International Organizations like ILO, IFC-SEDF and WORLD BANK GROUP have allowed S M Sayeed to develop a Solid Knowledge of Organizational Program Planning, Program Management including Financial Management, Budgeting, Long term Planning, Sustainability Planning, etc. He has attended various national & international Trainings and Seminars at Home and Abroad.



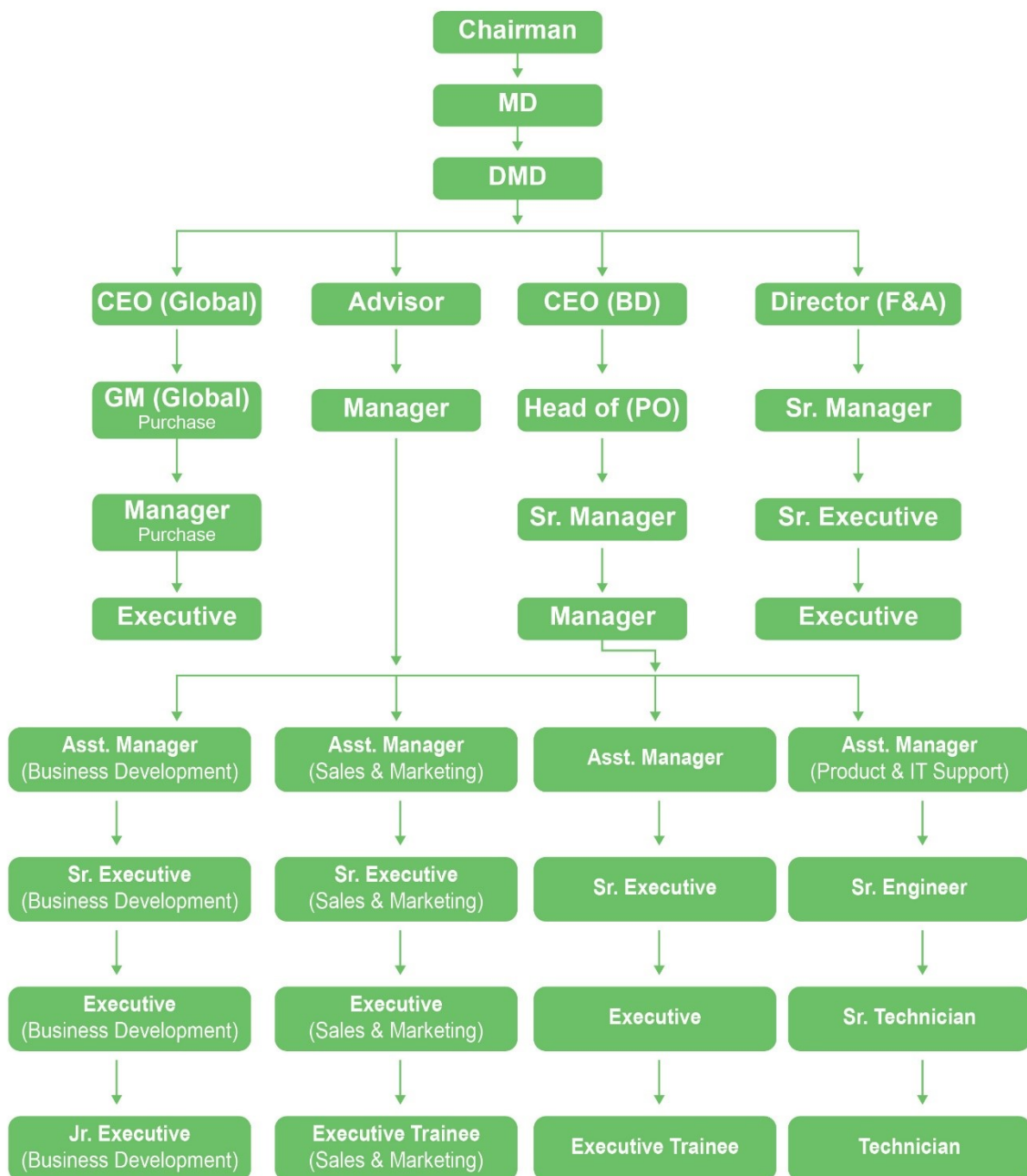
Advisor: Mr. Gp Capt. M Rafiqul Huq, psc (Retd.):

A veteran in the field of Electronics, he served the Bangladesh Air Force for +30 years and contributed much in developing many projects within the country. He retired as the Director of Comm. & Electronics in the year 2003 and joined **Securex (Pvt.) Ltd.** as the Director Technical services & left as EVP in Feb 2016. Presently, he is giving Advisory consultancy Service to JadRoo IT (BD) Ltd. **Since 1st August 2018.**



Company Organogram:

ORGANIZATIONAL CHART OF JadRoo IT (BD) Ltd.



MARKETING

Our Marketing team is constantly updating JadRoo Products to its valued customers. The team acts according to the need of the user. User demand is our pursuit and the customer satisfaction is our objective. The Marketing Team is ever ready to solve the problems of our customers and considers it their responsibilities for the user whenever and wherever they may be. Our 24x7 Help Desk and after sales services are always on the vigil to support tens of thousands of users in more than 30 countries worldwide including Bangladesh.



Our Products

SL.NO.	Products	Brand	Origin
01.	CCTV System	JadRoo, Campro	Taiwan, China, Korea
02.	Introducer Alarm System	JadRoo, UNIFORE	Taiwan, China
03.	Fire Detection & Alarm System	JadRoo , BOSH and TAIFUN	Germany & UK
04.	Access Control system	JadRoo, ZK Techo	Malaysia, Japan
05.	PABX (Analog & IP Phone)	Samsung, Grand Steam	Taiwan , Vietnam and UK
06.	Conference System	Panasonic, BOSH, TOA, AHUJA	China, USA
07.	Metal Detector	MCD, ,GARRETT	China, USA
08.	Networking Solution	CISCO, NETGEAR	China and Taiwan
09.	Server Rack	TOTEN	China
10.	Interactive White Board	MOLY Board and GAOKE	Chaina and Taiwan
11.	Electronic Article Surveillance (EAS)	JadRoo,	China, Germany and Korea
12.	Flap & Tripod Turnstile Traffic Barrier Gate	JadRoo,	Chaina, Taiwan
13.	Digital Display		

Activities of JadRoo IT (BD) Ltd.

01. CLOSE CIRCUIT TELEVISION SYSTEM (CCTV):

JadRoo IT (BD) Ltd. has been involved in retail and installation as far back as 2015 promoting, CCTV products from different countries of the world. Since then, we have served over 1000 Dealers/customers and, over the years, have established itself as being one of the leading distributors of Chinese and Taiwanese brand of items. Additionally, JadRoo IT (BD) Ltd. has also started manufacturing CCTV Products of its own Brand, JadRoo Cameras & JadRoo, DVRs, NVRs, and XVRs etc. In order to keep all our customers satisfied on quality and pricing levels, we also market other brands of CCTV cameras & DVRs/NVRs. We specialize in both wired, PLC & Wireless Systems with a broad range of cameras from IP to Analogue. Due to the extensive range of products, prices are determined on the project size and terms & conditions. Examples of camera and a CCTV System are given below:

A detail list of all CCTV Equipment along with Technical Specifications are given separately in our Technical Brochure along with this Company Profile.



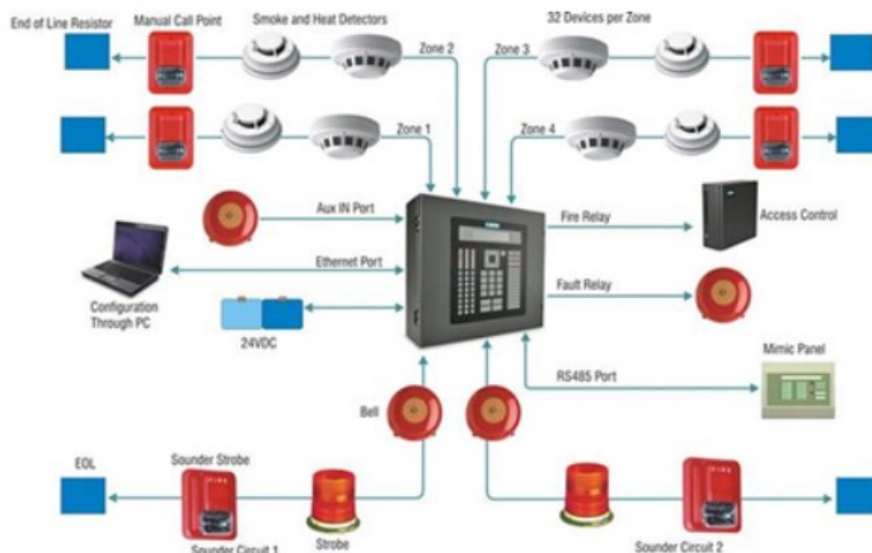
02. INTRUDER ALARM SYSTEM:

For Electronic Security, Intruder alarm systems are now available, the world over. But, when it comes to reliability, performance and durability under extreme conditions, JadRoo IT (BD) Ltd. provides dependable Equipment with an impeccable record of quality standards, innovation and commitment. Some of the items of Alarm Security Systems are shown below:-



03. FIRE DETECTION & ALARM SYSTEM:

Fire Detection and Alarm Systems has become an integral part of a Security & Safety Equipment in almost all offices, shops, markets, industries, public spaces, particularly banks and even homes now a days. The Systems come as a standalone with conventional or addressable smoke / heat detectors, but it is possible to integrate the sensors with some modifications with Intruder Alarm System. In that case smoke/heat detectors work as alarm sensors. JadRoo IT (BD) Ltd. supplies and install such type of Integrated Fire detection and Alarm systems as per the requirement of the customers.

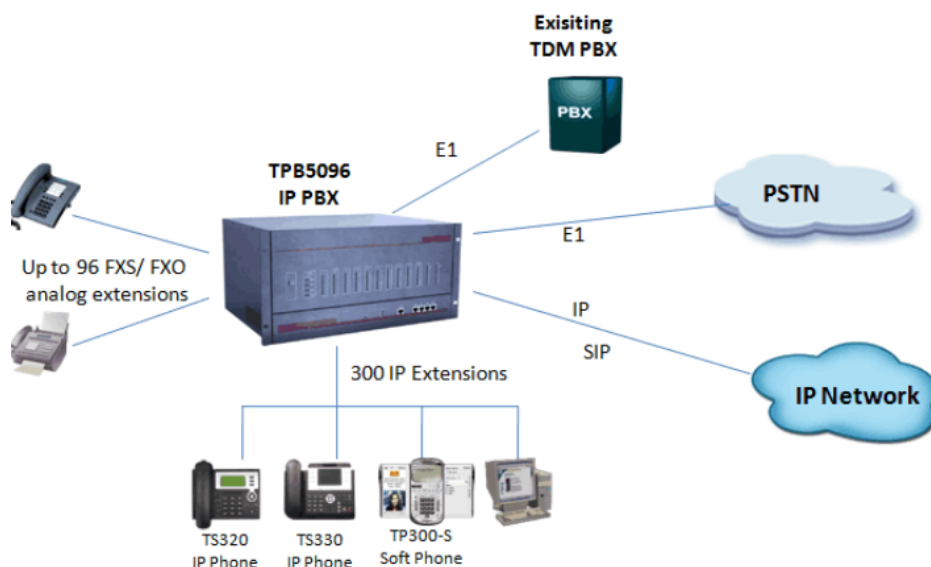


04. ACCESS CONTROL SYSTEM:

A variety types of Access control Systems are available in the market providing a simple single door type, operating a magnetic lock, to a much more complicated Network type Access Control System having Time attendance with multi-door functions from remote areas. Basically, an Access Control system consists of a Finger print/Card/PIN Code Reader, PC Interface, Software and accessories, such as, Magnetic lock, switch, panic button, power supply with back up etc.



05. PABX (Analog & IP Phone): An IP or VoIP PABX handles voice signals under Internet protocol, bringing benefits for computer telephony integration (CTI – Computer Telephony Integration). An IP PABX can exist as physical hardware, or can carry out its functions virtually, performing the call-routing activities of the traditional PABX as a software system. The virtual version is also called a "Soft PABX" VOIP, or Voice over Internet Protocol, is a method for taking analog audio signals, like the kind you hear when you talk on the phone, and turning them into digital data that can be transmitted over the Internet.



06. CONFERENCE SYSTEM: Wireless conference system is the conference system that the communication between conference microphones and



system control unit does not depend on by various cables but by modulating wireless signal.

07. HAND HELD, WALK THROUGH METAL DETECTOR AND UNDER MIRROR INSPECTION SYSTEM:



08. Networking Solution:

We are partner of CISCO networking equipment. We supply switch, Router, UTP & Fiber Networking Solutions to all over Bangladesh.



09. Server Rack:

JadRoo is authorized distributor of ----server Rack. We distribute to reseller and client end of all over Bangladesh



10. Interactive White Board and Digital Display:

We are distributor of MOLY Board interactive white Board and import of GAOKE Brand. Our expert team successfully supplied & Installed all over the Bangladesh. Its touch facility and large size make it effective and time consuming

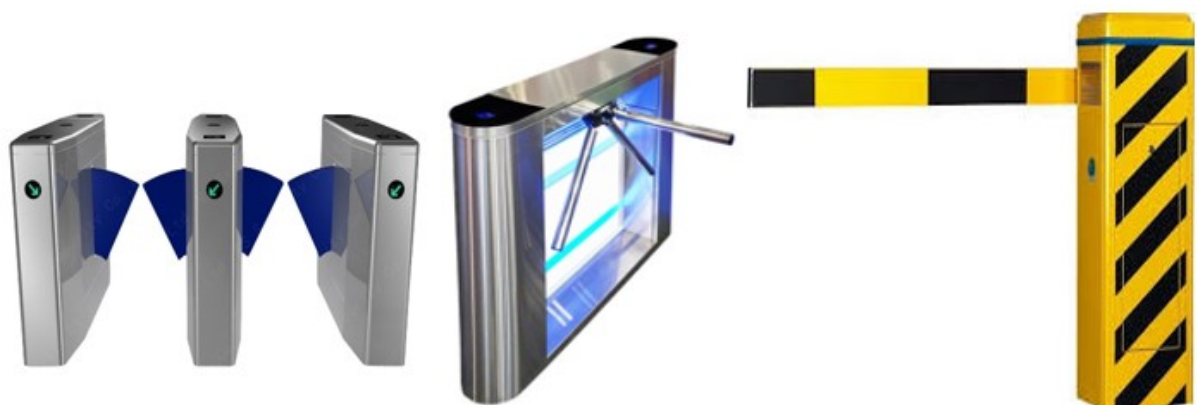


11. **Electronic Article Surveillance (EAS):** Electronic article surveillance is a technological method for preventing shoplifting from retail stores, pilferage of books from libraries or removal of properties from office buildings. Special tags are fixed to merchandiser books. These tags are removed or deactivated by the clerks when the item is properly bought or checked out. At the exits of the store, a detection system sounds an alarm or otherwise alerts the staff when it senses active tags. Some stores also have detection systems at the entrance to the restrooms that sound an alarm if someone tries to take unpaid merchandise with them into the restroom. For high-value goods that are to be manipulated by the patrons, wired alarm clips called spider wrap may be used instead of tags.



12. **Flap & Tripod Turnstile Traffic Barrier**

Gate: A turnstile, also called a baffle gate or turnstile, is a form of gate which allows one person to pass at a time. It can also be made so as to enforce one-way traffic of people, and in addition, it can restrict passage only to people who insert a coin, a ticket, a pass, or similar. Thus a turnstile can be used in the case of paid access (sometimes called a foregather ticket barrier when used for this purpose), for example to access public transport, a pay toilet, or to restrict access to authorized people, for example in the lobby of an office building.



13. Digital Display: Digital displays are essentially flat panel screens that rely on different technologies to present multimedia content to an audience. The most common are LCD screens which use liquid crystal cells to display content and LED screens that are based on Light Emitting Diode technology. Digital displays on their own can't do much. They need some type of media player hardware and software that can render content for them.



WORKSHOP FACILITIES

JadRoo IT (BD) Ltd. has a well-established Workshop Facilities located at **KA-18/1, 8th Floor, RASULBAG, MOHAKHALI Dhaka, Bangladesh 1212** for close supervision and prompt response to its customers. Centrally located at Dhaka city it is well connected to all parts of the country. A list of the Equipment that is held in the workshop of JadRoo IT (BD) Ltd. is given in the chart below:



TOOLS WE USE

Sl No	Name of Equipment / Tools	Unit	Qty
01	TV JadRoo Brand -42"	Ea	04
02	21" Color LED Monitor	Ea	10
03	Telephone	Sets	15
04	Computer	Sets	10
05	Lap Top Computer	Ea	06
06	Table Lamp	Ea	08
07	Drill Machine & Bits (30)	Ea	20
08	Ladder	Sets	15
09	Long Nose Pliers	Sets	21
10	Flat Nose Pliers	Sets	25
11	Digital Multi meter	Sets	15
12	Cutting Pliers	Ea	35
13	Tweezer	Ea	15
14	Soldering Iron	Ea	15
15	Desolder Sucker	Ea	05
16	Hacksaw Blade with Frame	Ea	20
17	Screw Driver(Philips)/(Flat)	Sets	50
18	Screw Driver(Flat)	Sets	30
19	Battery Charger	Ea	20



LIST OF CLIENTS

JadRoo IT (BD) Ltd. has a wide range of clients taking services since long. Currently it is engaged with American International University-Bangladesh (AIUB) in the installation of CCTV in its University, with a single work order worth well over Tk.37 lac – a testimony of confidence with JadRoo IT (BD) Ltd.

Partial Client List of JadRoo IT (BD) Ltd.

	America International University of Bangladesh Kuril, New Campus, Dhaka.
	United Commercial Bank Ltd Plot - CWS- (A)-1, Road No - 34, Gulshan Avenue, Dhaka 1212
	BRAC Bank Limited Anik Tower 220/B, Tejgaon Gulshan Link Road, Tejgaon, Dhaka 1208
	Social Islami Bank Limited 90/1 Motijheel Rd, Dhaka 1000
	Concord Group Concord Center, Gulshan-2, Dhaka.
	Dhaka Regency Khilkhet, Nikunja-2, Dhaka.
	LIRA Group Gulshan-2, Dhaka

	Ezzy Automations Mohakhali, DOHS, Dhaka.
	International Turkish Hope School, Bangladesh Sector: 4, Uttara, Dhaka.
	ICEL (Pvt.) Ltd. Dhanmondi, Dhaka.
	Securex (Pvt.) Ltd. Niketon, Gulshan-1, Dhaka.
	Elite Force Baridhara, Pragati Ave, Dhaka 1212
	ISSL Banani Chairman Bar, Dhaka
	RAK Group RAK Tower, Sector: 3, Uttara, Dhaka.
	Ispahani Islamia Eye Institute and Hospital Bangladesh. Framgate, Dhaka.
	Mithela Group Sector: 3, Uttara, Dhaka.
	Biman Holidays Gulshan-1, Dhaka.

PRODUCT RESEARCH AND DEVELOPMENT

Based on that latest science and technology in IT and Security Surveillance industry the company always guides research and development in an international perspective Here gather a group of well –known expertise and talents.



CUSTOMER CARE:

JadRoo IT (BD) Ltd. has a Customer Care cum 24 hour a day Control Centre to attend to its customers round the clock 365 days. It is located in Head office with the following



**HOUSE NO. 486, ROAD NO.08,
DOHS BARIDHARA, DHAKA-1206
BANGLADESH**

Tel/mob numbers: -

Cell: 01708130124/01708130127

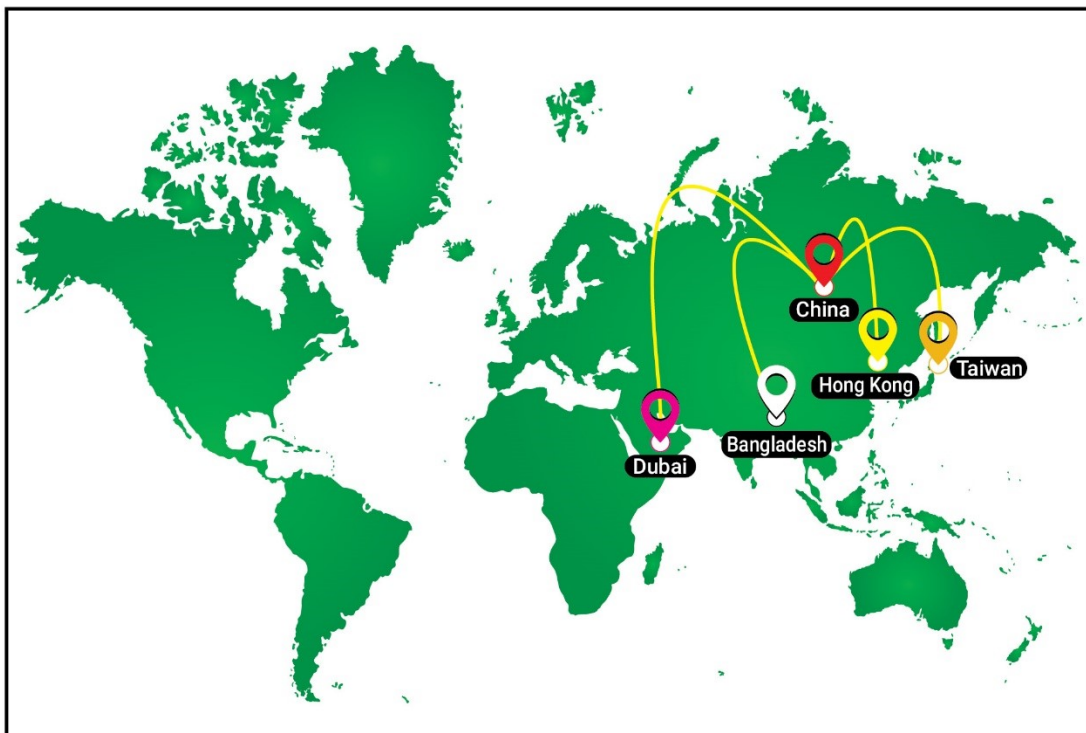
Tel: +88 02 8410395, +88 02 8410396(Fax)

After Sales Service:

JadRoo IT (BD) Ltd. attaches great importance to this aspect of activity, i.e. **After Sales Service** as this is the only that keeps the client binding for giving the warranty/guarantee service for the operation of the items sold/installed. It maintains a good supply of spares and components that may be required for quick maintenance service.



JadRoo WORLD WIDE



Our Branches

Mohakhali Office:

KA-18/1, 8th Floor, RASULBAG,
MOHAKHALI Dhaka, Bangladesh 1212.
Cell: 880175566670

Adabor Office:

Plot-1001, Road-17,
Baitul Aman Housing Society,
Shaymoli, Adabar, Dhaka
Cell: 01755582220

Chittagonj Office:

Niharika Bhawan, 371,
Rajapur Lane, Anderkill,
PO- Kowtoali (Opposite of Chittagong City Corporation)
Mr. Rubel Debnath 8801708130154

Kustia Office:

Village: Chorhas, Post office & Police station: BESIC
District: Kustia, Bangladesh
Mr. Masud Rana
Cell: 01755582212

Dinajpur Office:

House-578 (Ground Floor, West side)
Area: Paharpur, Police Station: Kotoali,
District: Dinajpur, Bangladesh
Mr. Abdul Mannan
Cell: 01755520026

Sherpur Office:

288/B Shajob Khali, Sherpur City
Sherpur-2100, Bangladesh
Mr. Firoz Hossain
Cell: 01777774234

SOME EVENTS OF JadRoo IT (BD) LTD.





Our Locations:



CONCLUSION:

JadRoo IT (BD) Ltd. which started basically as an IT and Security Equipment supplier, has quickly turned into moderately large company encompassing almost all aspects of security services that involve Technology. The world is progressing fast, modern equipment will play an important role in the future. The time has come for Bangladesh to also look forward in these fields. With a vision to be the Market leader of Surveillance and IT products by offering sustainable solutions to attain a safer & secure life for the people of Bangladesh, JadRoo IT (BD) Ltd. is committed to lay full emphasis on latest Technologies, not only in CCTV & Security Equipment, but also on **IT Solution as a Whole**. The activities of JadRoo IT (BD) Ltd. is mostly related to Technology and World Class IT

- A step towards a more developed and a prosperous Bangladesh.

