



E Soft Limited

Business Address: 246 Rangs Babylonia, Level 7, Bir Uttam Mir
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Services:

- **Software Development**
- **Mobile Value Added Service (VAS)**
- **Digital Content Business**
- **Embedding Game in Mobile Handset**
- **Mobile App Integration**
- **Bulk SMS Service**
- **Digital Marketing**

Business Activities

E Soft Limited incorporated in 2018 as software manufacturing and developing firm along with handset based value added service provider. E Soft Limited is a concern of Edison Group, Symphony mobile handset manufacturer. We perform digital business and we have attained the A2P (Application to Person) license from BTRC. We provide mobile handset based SMS service, Digital content, App embed, App launcher, Digital promotion, SMS marketing, E-mail marketing, Digital marketing as push notification through my symphony app and games. We can send push messages and ads in two crore handsets. Also developing handset based games and software.

Services:

1. **Value Added Service:** Embedding SMS based services in feature and android mobiles. Currently we are providing this service in Symphony handsets. All Bangladeshi mobile operators charging gateway added for SMS based services as Sports alert, Hadith Alerts, Lifestyle based alert, Jokes and Love Quotes.
2. **Digital Content Business:** Digital content like video, game, audio contents given in android based handsets through application. We provide this service in Symphony Handsets Harmony and Mela app.
3. **Software Development:** Developing My Symphony, My Helio, Mela and Harmony App for Symphony handsets.
4. **Embedding Game in Mobile Handsets:** Working with Symphony feature and android phones to provide java and android based games and charging through short code and keywords. Embedding different types of games in different model of handsets.
5. **Bulk SMS Service:** We obtain A2P license from BTRC for bulk SMS aggregation. We provide API based masking and non-masking promotional bulk SMS service at affordable cost. Working with Edison Group to provide bulk SMS promotion. Symphony mobile and customer care using our bulk SMS API based solution.

6. **App Based Digital Marketing:** Different companies' app embedding in mobile handsets. We also provide push notification through app in large number of Symphony handset users. We are capable to send push message and ad in two crore handsets. Prominent business and companies using our push notification and app based marketing service.
7. **App Launcher and Customer Acquisition:** Software and app based customer acquisition, first app login, first transaction, app promotion and subscription service providing through our app.
8. **Facebook, YouTube Ads:** Facebook, Instagram and YouTube are three popular platforms for running digital marketing campaigns and reaching a wide audience. We are capable to do different types of on demand campaign as like post engagement, video views, page promotion, carousel ads (multiple images or videos in a single ad). Facebook ads can appear in the news feed, right column, instant articles, in-stream videos, Instagram, and other partner apps and websites. YouTube offers various ad formats, including in-stream ads (shippable or non-shippable video ads that play before, during, or after a video), display ads (overlying the video), bumper ads (short non-shippable ads), and sponsored cards (displaying content relevant to the video).
9. **Email Marketing:** We have large volume of email database. Email marketing is a digital marketing strategy that involves sending commercial messages or promotional content to a group of individuals via email. It is commonly used by businesses and organizations to communicate with their customers, build brand awareness, drive sales, and foster customer loyalty.

SMS Marketing:

Bulk SMS marketing enhance your company's branding where text messages are used to spread a promotional message to a large number of people at a time. Masking SMS create faith in your clients' mind. Bulk SMS can be sent to users to notify them about offers, notifications, emergency information, update, transaction, order confirmation, reminders for better customer experience. E soft Limited is the most reliable BTRC enlisted bulk SMS service aggregator in Bangladesh. We provide better service with API at a low cost.

What you will get:

- ✓ Web Panel
- ✓ Campaign, OTP, Transactional SMS through API
- ✓ Masking, Non-Masking SMS service
- ✓ Area-Based Campaign
- ✓ API Connectivity with no cost
- ✓ No Hidden Cost
- ✓ Real-Time Delivery

✓ Higher Success Rate

✓ Advanced Reporting

E Soft Bulk SMS Platform

Key Features

- 1) Masking & non masking (Long Code) support
- 2) Route management capability
- 3) 3rd party/vendor API integration facility
- 4) Linux based operating System
- 5) Activity log tracking
- 6) Multilingual SMS with Unicode(UTF-8) support
- 7) Normal and multiple concatenated large SMS support
- 8) BTRC enlisted & compliant service
- 9) Whitelisting & whitelisting of login IP
- 10) Log archival as per regulatory compliance
- 11) Detailed API implementation documentation & guide

Technical Specifications

- 1) Database: PostgreSQL, Redis
- 2) Operating System: Linux
- 3) Isolated VM environment: Dockerized
- 4) System Monitoring: Prometheus Grafana , Portainer
- 5) Protocol Support: HTTP, HTTPS
- 6) Language Support: Industry Standard Unicode (UTF-8)
- 7) API Response: JSON

For more details, please contact:

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Departments

We strongly believe that passion and dedication of our employees are the key to our success. Only performance and enthusiasm of the employees are rewarded to clutch the success of the career ladder.

Core Departments:

- 1. IT & App Development**
- 2. HR & Admin**
- 3. Business Development**
- 4. Finance & Accounts**
- 5. Customer Support**

Major Client List

1. M.M. Services Limited
2. bKash Limited
3. Shadhin Music Limited
4. Stellar Digital Limited
5. Software Shop Limited
6. Analyzen Bangladesh Limited
7. MoMagic Bangladesh Limited
8. Symphony Mobile
9. SB Tel Enterprises Limited
10. Edison Industries Limited
11. Edison Real Estate
12. Edison Building Solutions
13. We Design Studios
14. Japasty Company Limited

Corporate Office

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