

Tenax Company Profile

Be Served The Way You Dream

www.tenaxint.com





ABOUT US

TENAX is a Telecommunication , IT, Domestic power (Battery, Inverter, solar) supplier and service-based company in Bangladesh. Servicing by local teams towards developing locals in terms of skills & management. Our highly trained, friendly and efficient staff are totally committed to providing the services needed to help you to work and communicate more efficiently and profitably. We have the local partnership with several Manufacturer to supply the best product to keep your company up-to-date and ahead of your competitors in a constantly evolving telecommunications, IT and power industry. To provide a service solution for telecom, IT and power business communication needs backed up by a team which is passionately committed to providing an outstanding customer service.

TELECOMMUNICATION and POWER has become the fastest growing industry in new millennium era. New products features and services are being launched practically everyday if not every minute.

TENAX has continued to grow in size & strength since it was founded in 2015. We continue to adapt and grow, embracing new technologies so we continue to be at the forefront of Telecommunication, IT and power supply and services. Through constant innovation our comprehensive service offering is continually evolving to ensure we add value to our growing client base. Our professional and flexible approach to business delivery has established Tenax as the physical network infrastructure integrator of choice to some of the world's leading organisations.

At Tenax, we are leading the solution and service to Telecommunication Network and Domestic power. At the Heart of the Power and Telecom Network is our promise to build & train local resources across the country. We offer a high-quality telecom, power solution and service built on satisfaction, confidence, openness and scale.

Our Mission And Vision



Tenax Vision

"We will help our principals & customers succeed by understanding their needs and by providing them quality products and services. We will also create exceptional value for our customers, associates and shareholders through operational excellence combined with growth through delivery of new products & services."



Tenax Mission

We are committed to providing the highest Quality & Cost-Effective Technology Solutions & Services to our Customers and thereby creating a Global Enterprise that can Attract, Recruit and Retain Smart and Talented people.

Tenax Values

- ➔ Respect the individuals.
- ➔ Exceed the Expectations.
- ➔ Excellence in performances.





Part of the ICT and Power Sector Uprising in Bangladesh for 10 Years.

2015

Founded with a vision to transform ICT operations.

2016

Expanded operations to Bangladesh.

2019

Achieved 20 million USD deliveries

2023

Partnerships have been made with almost all operators in Bangladesh local sales partners.

2024

Expanded operations in ESS domestic power solution.

Tenax Difference



We differentiate ourselves in the telecommunications and power marketplace by providing outstanding service, innovation and industry thought leadership. To monitor our progress and encourage candid collaboration with our clients, we established the 'Service Excellence' program, in short, we get the job done! This is instrumental to our success in cultivating and maintaining long-term business relationships.

Business Objectives

1. Launch the business with the ability to produce and sell Lithium ion batteries within the first 12 months.
2. Achieve 100 million BDT in revenue by the end of the second year.
3. Establish a strong presence in the Lithium ion battery sector and expand into UPS and conventional rickshaw battery markets.

Business Description

Products and Services

1. Auto rickshaw Batteries: High-capacity lithium-ion batteries designed for Auto rickshaw, offering long-range capabilities and fast-charging features.
2. UPS Batteries: Specialized batteries for UPS, ensuring maximum charge efficiency and reliable performance.
3. Battery Recycling Services: Offering eco-friendly recycling services for used Auto rickshaw and UPS batteries to reduce environmental impact.
4. Battery Maintenance and Installation: Providing battery servicing, installation, and diagnostics for both individuals and domestic users.

Target Market

1. Auto rickshaw : To supply batteries for new Auto rickshaw production.
2. UPS market: Providing reliable battery solutions for UPS solution.
3. Individual Consumers: Offering high-performance batteries for personal home solution.



Market Analysis

The global lithium-ion battery market is expected to grow substantially due to the increase in demand for house hold and stringent government regulations aimed at reducing carbon emissions. Advances in battery technology, such as solid-state batteries and enhanced lithium-ion technology, will continue to shape the future of the market.

Market Trends

1. Growing house hold solution Adoption: The rise in house hold UPS sales is creating an increasing demand for Lithium-ion batteries.
2. Government Regulations: Global governments are implementing stricter emissions standards, boosting demand Lithium-ion batteries.
3. Battery Recycling and Sustainability: Increased focus on battery recycling and sustainability as environmental concerns rise.
4. Advancements in Battery Technology: Continuous improvements in battery technology for longer lifespan, faster charging times, and enhanced energy efficiency.



Marketing and Sales Strategy

Marketing Plan

1. Branding: Establish a strong brand identity focused on innovation, sustainability, and performance.
2. Digital Marketing: Utilize search engine optimization (SEO), social media campaigns, and content marketing to reach both B2B and B2C audiences.
3. Industry Partnerships: Collaborate with Lithium-ion battery manufacturers, dealerships to establish long-term supply agreements.
4. Trade Shows and Conferences: Attend Lithium-ion Battery and clean energy industry events to showcase battery technology and establish connections.

Sales Strategy

1. Direct sales to dealers and house hold customers.
2. Retail partnerships with chain shop stores and dealerships.
3. E-commerce platform for direct-to-consumer sales of replacement batteries and accessories.
4. Offer battery installation services and after-sales support to build customer loyalty.



The advertisement features a dark blue background with a grid pattern. At the top left is the GRIDX logo with the tagline 'YOUR POWER YOUR CONTROL'. The main headline reads 'We are providing Green Energy Solutions with High-Technology'. Below this, it says 'Online UPS with Lithium-ion Battery'. A sub-headline states 'Innovate Faster with Green Power'. A list of advantages follows, each preceded by a blue checkmark. To the right of the text is an inset image showing a person's hands using a laptop and a tablet, with a server rack visible in the background. At the bottom left, there is a 'Contact Us' button and three phone numbers.

GRIDX
YOUR POWER YOUR CONTROL

**We are providing
Green Energy Solutions
with High-Technology**

**Online UPS with
Lithium-ion Battery**

Innovate Faster with **Green Power**

Advantages:

- ✓ Super First Battery Charging
- ✓ User Friendly with Compact Solutions
- ✓ High Efficiency
- ✓ 12 Years Battery Design Life
- ✓ Light Weight & High Energy Density
- ✓ Long Backup Time

Contact Us

+8801819210914
+8801711503785
+8801754225916

Financial Plan

Startup Costs

1. Manufacturing Facility Setup: BDT 4,000,0000
 2. Chain Shop Establishment: BDT 1,500,0000
 3. Marketing and Branding: BDT 50,00000
 4. Inventory and Equipment: BDT 70,00000
 5. Working Capital: BDT 30,00000
- Total Startup Costs: BDT 6,000,0000

Revenue Projections

- Year 1: BDT 3,000,0000
- Year 2: BDT 8,000,0000
- Year 3: BDT 15,000,0000

Funding Requirements

The company is seeking BDT 6,000,0000 in startup funding to cover initial costs and establish a strong foundation for operations. This funding will be sourced through a combination of investor equity, loans, and grants.



Our Own GRIDX Brand Product

ESS Domestic Power solution

Inverter

Lithium-ion battery

Inverter

Inverter.



Battery

12.8V100Ah, 12.8V140Ah,
12.8V160Ah for ESS
Lithium-ion phosphate
battery.



Battery

51.2V100Ah for ESS
Lithium-ion battery.



Our GRIDX Brand Solution

ESS Domestic Power solution

Inverter

Lithium-ion battery

Auto rickshaw solution



Portable Power Station

GRIDX
YOUR POWER YOUR CONTROL

PORTABLE POWER STATION
GRIDX EVOP-500W
500W | 512wh
Pure Sine Wave

Keep your fan moving
No starving
Outdoor fishing
Mobile office
Study can't be hampered
Never miss a show
Emergency backup
Aerial photography

Built-in Lithium Iron Phosphate Battery
Features include small size, large capacity, lightweight, high power, large instant discharge current, high safety, and easy portability.

220V Pure Sine Wave Output
Professional and Safe

GRIDX UPS Battery

51.2V100Ah for ESS
Lithium-ion battery.

GRIDX
YOUR POWER YOUR CONTROL

We are providing
Green Energy Solutions
with High-Technology

Online UPS with
Lithium-ion Battery

Innovate Faster with Green Power

Advantages:

- ✓ Super First Battery Charging
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Leadership Message

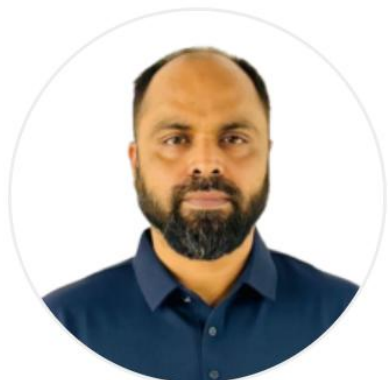


**Chairman
Tenax International**

Message from the Chairman

“At Tenax International Company Limited, our journey has always been guided by a steadfast commitment to innovation, excellence, and sustainability. As Chairman, I take immense pride in our team’s dedication to delivering exceptional solutions across telecom, IT, and smart infrastructure development.

We believe that progress is driven by resilience, collaboration, and the pursuit of new opportunities. Our focus remains on creating lasting value for our stakeholders, embracing emerging technologies, and expanding our footprint with integrity and purpose. I extend my sincere gratitude to our partners, clients, and employees who continue to fuel our success. Together, we will achieve even greater milestones.”



**Managing Director
Tenax International**

Message from the Managing Director

“As Managing Director, my vision for Tenax International Company Limited is to build a forward-thinking organization that stays ahead of the curve in an ever-evolving industry. Our strength lies in our ability to innovate, adapt, and provide world-class services that exceed client expectations.

Our team’s passion and expertise have been instrumental in our achievements, and I am confident that our continued focus on excellence and customer-centric solutions will drive our future success. I invite you to be part of this journey as we shape a smarter, more connected tomorrow. Thank you for your unwavering support and trust in us.”

Our Partners





Sustainability Initiatives

Promoting eco-friendly practices to reduce environmental impact sustainably.



Community Engagement

Supporting local communities through partnerships, donations, and programs.



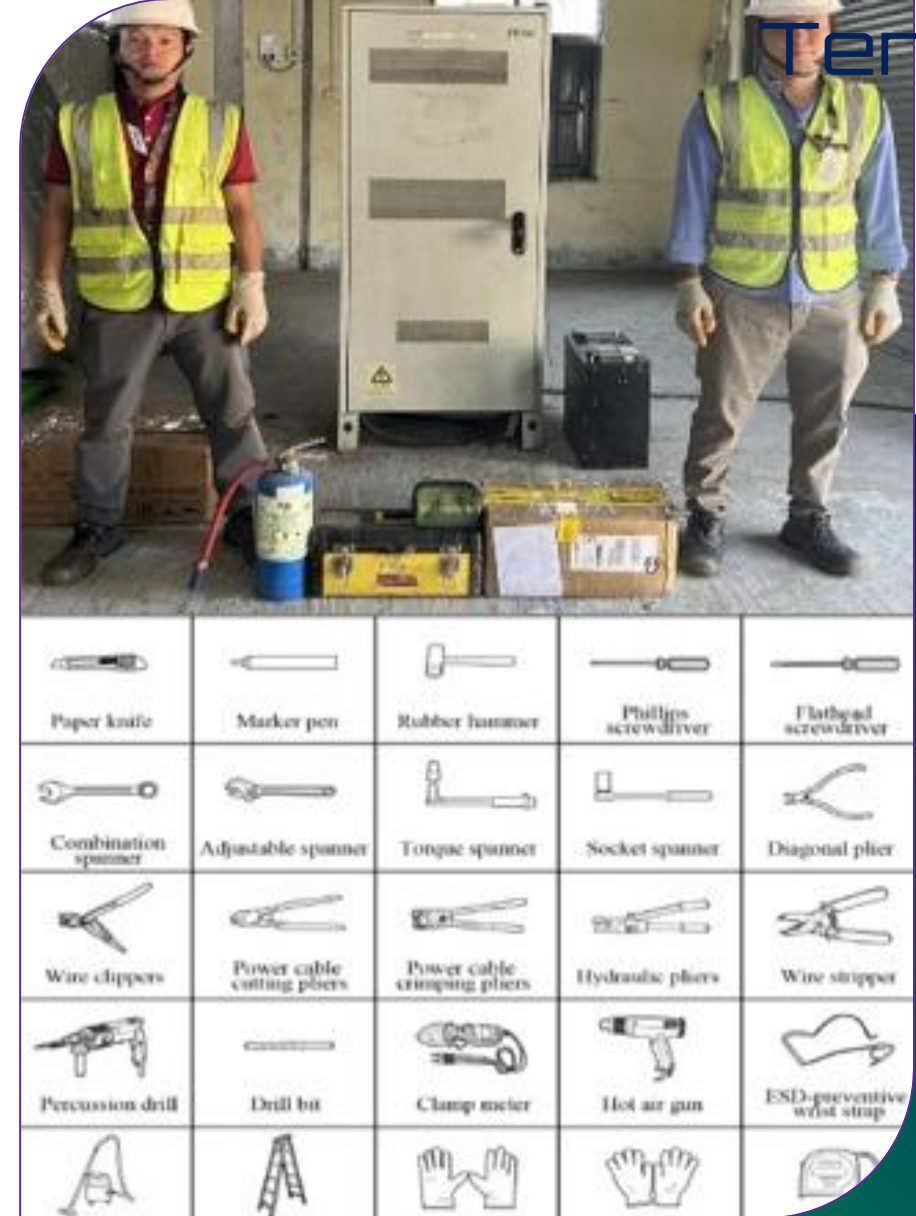
Employee Well-being

Ensuring a safe, inclusive, and supportive workplace for employees.

Corporate Social Responsibility

Health, Safety & Environmental Responsibilities

- ➔ Work Height Certification, Electrical Health and Safety and Organizational Health and Safety Certification.
- ➔ Prevent accidents and develop proper attitude to safety rules and application of safe work methods.
- ➔ Take all reasonably practicable measures to ensure that all known safety factors are taken into account during installation.
- ➔ Ensure safety of personnel, materials, equipment and environment.
- ➔ To prevent incident that will cause injury to personnel, third parties and property.
- ➔ To provide adequate protection for personnel by providing protective equipment to all employee.



Get More Information



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Telephone

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Bangladesh Location

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Thank You

For Your Attention

