



Unlocking Future

Data | Decision | Disruption



Registered Name: **UpscaleBD Limited**

Registered Address: 62/C, Green Road (1st Floor), Dhaka – 1205, Bangladesh

Website: www.upscalebd.com

COMPANY OVERVIEW

About Upscale BD Ltd.

Since the incorporation in 2022, Upscale BD Ltd. is a forward-thinking digital solutions company committed to transforming how businesses and institutions in emerging markets operate. By aligning technology with industry-specific realities, we design intelligent, integrated platforms that enable efficiency, transparency, and data-driven decision-making.

Company Objectives:

- Develop context-aware digital ecosystems tailored for industries like FMCG, agriculture, education, development, and pharma.
- Empower organizations through real-time data collection, analytics, and predictive decision-making tools.
- Drive operational efficiency by digitizing manual workflows and optimizing field-to-leadership coordination.
- Foster long-term strategic partnerships with clients through co-designed, scalable, and user-centric solutions.

At Upscale BD Ltd., we envision a world where technology bridges gaps, not creates them. By empowering organizations with smart, scalable, and contextually relevant digital tools, we are driving inclusive growth and ensuring that even the most underserved markets are future-ready.

Our Vision

To be the most trusted digital transformation partner for organizations in emerging markets, driving inclusive, data-driven, and impactful growth.

At Upscale BD Ltd., our vision is to build a future where technology empowers every level of an organization—from rural field workers to corporate leaders. We strive to create intuitive, localized digital solutions that unlock productivity, enhance decision-making, and bridge the digital divide across industries and communities. Rooted in empathy and innovation, we aim to lead the way in making digital transformation accessible, effective, and inclusive for all.

Our Mission

To empower organizations in emerging markets through intelligent, context-aware digital solutions that enhance operational efficiency, drive data-informed decisions, and promote inclusive growth. We are committed to co-creating technologies that are intuitive, scalable, and rooted in local realities—bridging the gap between innovation and impact.

Our Values

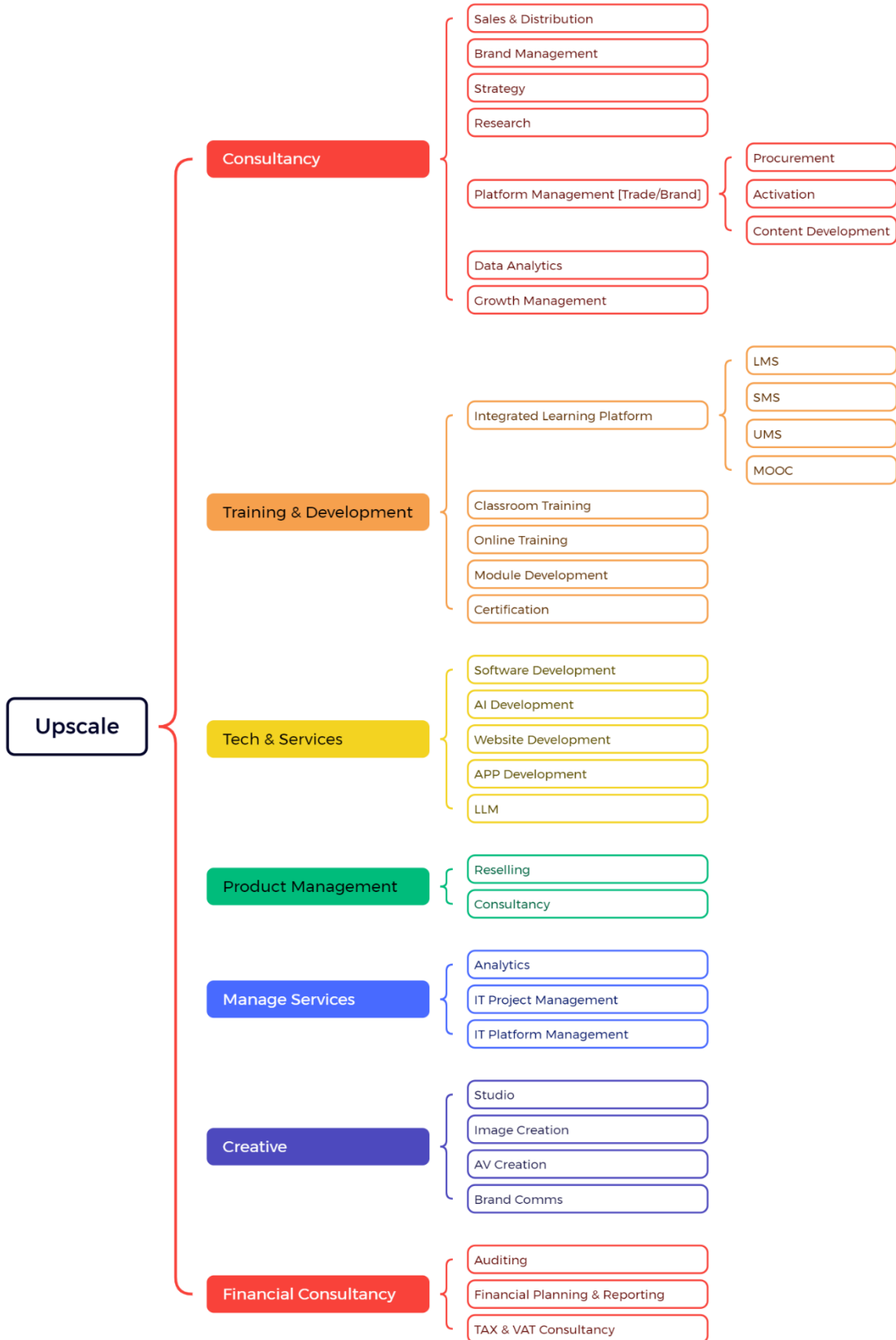
- **Empathy-Driven Innovation:** We design with purpose—co-creating digital solutions rooted in user realities, ensuring maximum relevance, usability, and adoption across diverse operational environments.

- **Integrity & Accountability:** We build trust by delivering on promises, maintaining transparency, and taking full ownership of results—fostering long-term, performance-based partnerships.
- **Data-Driven Impact:** We empower organizations to make smarter, faster decisions by embedding real-time data analytics, automation, and evidence-based strategies into everyday operations.

OUR SERVICES

Upscale BD Ltd. provides a comprehensive suite of professional services designed to empower businesses with strategic, operational, and technological capabilities. We blend consultancy with execution, ensuring clients benefit from both expert advice and on-the-ground implementation.

- **Technology & IT Services:** We specialize in the development and deployment of software products tailored to industry needs, including AI solutions, mobile and web applications, ERP platforms, and analytics engines. Our teams also manage IT infrastructure projects and platform maintenance services.
- **Data Analytics & Business Intelligence:** With platforms like Xelerator and Sales-X, we help organizations make smarter decisions through deep analytics, market census, predictive modeling, and data visualization. Our solutions convert raw data into strategic business insights at speed and scale.
- **Consultancy & Strategic Services:** We offer end-to-end consultancy services that include brand management, market research, strategic planning, financial consultancy, and platform development. From high-level business strategy to trade and platform management, our team supports clients in defining, executing, and optimizing their go-to-market plans.
- **Content & Creative Services:** Our in-house studio provides creative development services such as image and video content production, campaign design, and brand communication strategies to support visibility and engagement. These services are tightly integrated with our brand and field activation campaigns.



OUR PRODUCTS

SL	Platform	What & Why	Target Group
01		Data capturing tool and app specifically made for device industry. Retail information, attendance, sales information, and competition info- all can be captured.	Device industry Accessories Industry 2-wheeler industry Cement Industry
02		Complete sales and distribution solution in Digital version with mini ERP for distributors, inventory tracking and retail analysis- all in one both in apps and web format.	FMCG CPG FMC Pharmaceuticals SME Agri/ Seed BOP (INGOs)
03		Simple and easy to use project tracking and monitoring tool designed for the SMEs and Agencies who work with loads of people, projects and clients.	SMEs Agri/ Seed BOP (INGOs) Research agencies Comms agencies
04		CRM tool especially designed for schools, and works as solution center. More like an issue tracker and solution panel with in-built app and with web platform	Education institutes SMEs Real Estate Logistic companies Traders (online market places)
05		Integrated learning management platform Specialized solutions for field force team, round the year training facilities with a built-in robust tracking mechanism in place	B2B: FMCG CPG FMC Pharmaceuticals SME Agri/ Seed BOP (INGOs) B2C: Online market place for learning, development and certifications
06		SAAS based gaming and learning solutions, aims to deliver the world class case solutions with gamified learnings.	Educational institutes (K-12 to University level) Corporate and INGOs (Blended trainings and gamifications)

07		SAAS based learning and assessments tool for students who would like to prepare for competitive exams like IELTS, GMAT, GRE, SAT, TOEFL etc.	Students and professionals for studying / immigrating abroad Corporate and INGOs (Blended Assessments) Coaching centers
08		Marketplace for all building/ real estate related solutions in one place.	Individual Home Builders Building Materials Industry

KEY PROJECTS & CASE STUDIES

Sheba Platform:

- **EDOTCO - PG Run:** Uberized vendor management tools for power generation system to streamline financial transactions for EDOTCO.
- **EDOTCO - Rental:** Platform for managing equipment and service rentals.
- **EDOTCO - Ebill:** Electronic billing system for automated invoice generation and processing.
- **DigiGO:** A digital employee management service platform supporting Sheba's business growth.
- **sBusiness Portal:** A robust B2B portal for managing business partner activities and services.
- **Pulse:** A comprehensive ticketing system for internal task tracking or customer support.
- **sBondhu:** Customer engagement or loyalty platform for user retention and satisfaction.
- **sHome:** A property or home service management solution.

ActionAid Bangladesh:

- For SUSHIL project of ActionAid Bangladesh, Upscale delivered a Dynamic Website, designed with modern UI/UX, responsive layout, and content management capabilities to support their advocacy, communication, and outreach initiatives.
- Upscale developed a customized Attendance App for ActionAid Bangladesh to streamline attendance tracking across field and office teams. The app enables real-time check-in/check-out, geo-location tagging, and centralized reporting—improving accountability, transparency, and HR efficiency.

Anwar Group of Industries:

- **Sales Automation:** Upscale developed a tailored sales automation system to optimize AGI's sales operations of 5 major SBUs. This system streamlines warehouse management, sales automation, credit management, and role based analytical dashboards.

Smile Food:

- **Sales Automation:** Delivering tools to streamline Smile Food's sales process with automation.

PARTNERSHIPS & COLLABORATIONS

1. **Aim5:** This partnership is focused on enabling Bangladeshi organizations to access world-class CRM and digital transformation tools tailored to their unique needs. Through this collaboration, Upscale will play a pivotal role in introducing and facilitating the adoption of globally proven SaaS-based business solutions, with AI5 providing robust technical and configuration support to ensure seamless implementation and long-term success for clients across various sectors.
2. **Daffodil International University:** Upscale BD Ltd. has partnered with the Department of Software Engineering at Daffodil International University to launch the AI School, an initiative to prepare students for the future of Artificial Intelligence. This program offers a structured AI learning track that combines academic knowledge with real-world experience under industry supervision.

HR Details

Leadership Team



Md. Nazmus Shakib
MCIM, SFP
Managing Director

Strategic marketing consultant driving 10X efficiency, exponential growth, and unmatched business turnaround





Mohsin Khan
Data excellence

Innovative Fintech strategist leveraging AI to drive transformation and growth





Tanveer Alam Malik
Director – Business Development

A Seasoned Sales & Distribution Professional with large scale project management experience





Nafiz Zaman
Trade excellence

Masters of Information Management University of Toronto





Nazmus Swalehin
Chief Finance Officer

Strategic financial leader driving growth, efficiency, compliance, and profitability





Sk. Farhan Uddin
Operations Manager

Sales and operations leader focused on growth, team success, and execution excellence



Team Details

SL	Name	Designation
1	MD. Nazmus Shakib	Managing Director
2	Mohsin Khan	Chief Technological Officer
3	Tanveer Alam Malik	Director, Business Development
4	Md. Nafiuzzaman Rafi	Chief Commercial Officer
5	MD. Nazmus Swalehin	Chief Financial Officer
6	Sk. Farhan Uddin	Operations Manager
7	S.M. Morshed Himel	Business Analyst
8	Opu Das	Jr. Developer, Frontend Development
9	MD Parvez Hossen	Jr. Designer, UI/UX
10	Md. Ashiq Hossain	Jr. Developer, App Development
11	Md. Hossain Rabbi	Sr. Developer, Frontend Development
12	Humayun Kabir	Jr. Developer, App Development
13	Md Rakibul Islam	Sr. Designer, UI/UX
14	MD. Rakibul Islam (Shanto)	Jr. Developer, Backend Development
15	Md. Tawhid Hasan Sifat	Sr. Developer, App Development
16	Md Jubair Islam	Sr. Developer, Backend Development
17	Md. Abir Hossen	Jr. Engineer, Quality Assurance
18	Khondokar Yuvraz	Key Account Manager
19	Md. Omar Faruk	Jr. Developer, Frontend Development
20	Md Anamul Haque	Jr. Developer, Backend Development
21	Md. Rezwan Ahmed	Support Staff
22	Asraful Azad Faysal	Key Account Manager

Please Contact:

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