

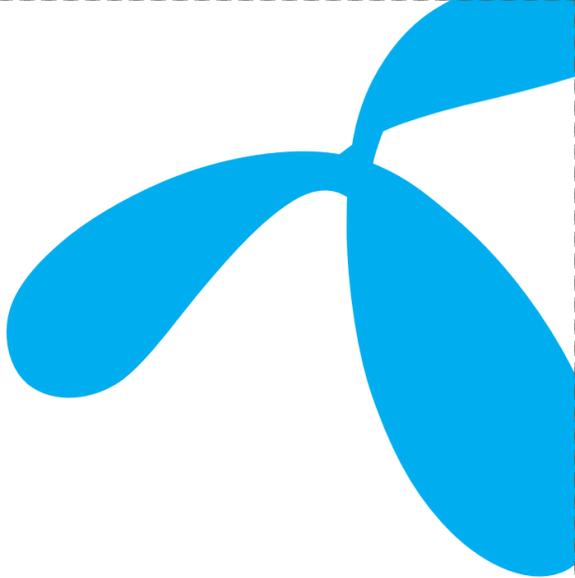
Stay Close |  grameenphone

A tale of Grameenphone
the
change
agent

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A tale of Grameenphone





the
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The Change Agent: A tale of Grameenphone
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Editorial Team
Sara Afreen, Communications | Syed Tahmeed Azizul Huq, Communications | Nihan Kamal, Communications
Taimur Rahman, Corporate Affairs | Debashis Roy, Communications | Sheikh Aminur Rahman, Commercial

26 March 1997

Freedom of expresssion

Grameenphone, the largest telecommunications service provider in Bangladesh offered **freedom** to connect. 15 years later, more than 30 million people are now **empowered** under a **single network** and touched by the **magic** of closeness.



Freedom of Expression

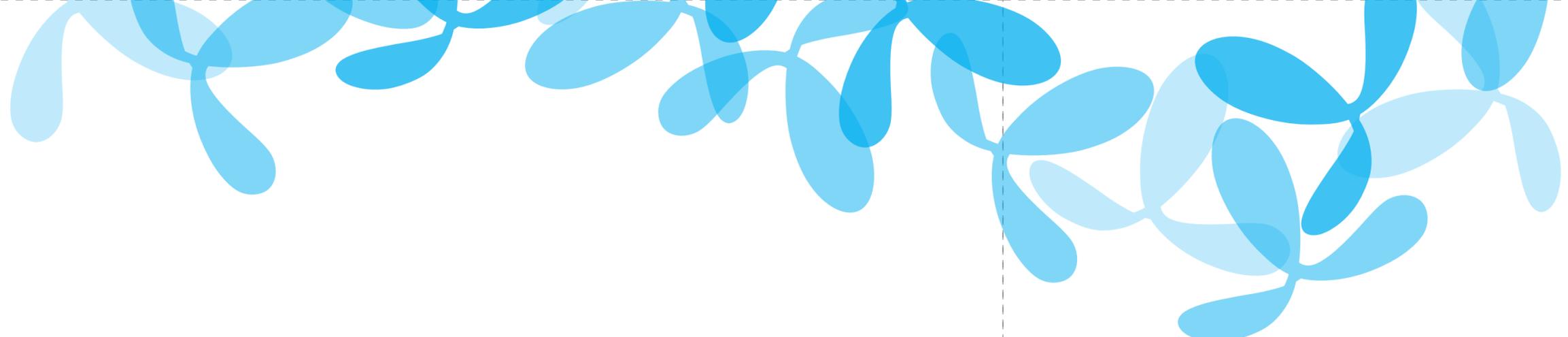
Freedom is not always in big achievements but in small revelations. Freedom is often a knock on the door which is chained for eternity. [Freedom is often being freed from the cage of denial and inaccessibility.](#)

Freedom of speech and expression is inherent and enshrined in the coveted constitution of Bangladesh. But reality often limits freedom. In life, a lot of freedom is not accorded to many as we may forget to take notice.

In 1996, the 120 million people in Bangladesh had only 400,000 phones to speak of, which was the lowest telephone penetration rate in the world at that time. The 68,000 villages of Bangladesh had freedom to speak but no tools to communicate. Issues of limited connections and high tariff made freedom to connect a luxury for the general people.

[March 26, 1971](#) is the historic independence day of Bangladesh.

[March 26, 1997](#) is the day when we emerged with the compelling dream to connect, and thus created an incredible experience of freedom to communicate for the people of Bangladesh. We challenged these constraints and humbly delivered in the hands of people that 'freedom' which remained inaccessible for long.



That perspective changed as we understood the essential correlation between connectivity and development.

Around the world, development is attributed to myriad of factors from education to stable governance; hundreds of issues are directly linked with the process of growth. Curiously, connectivity has never been canonized in the same vein, and has often been viewed as a peripheral tool rather than a genuine factor towards development.

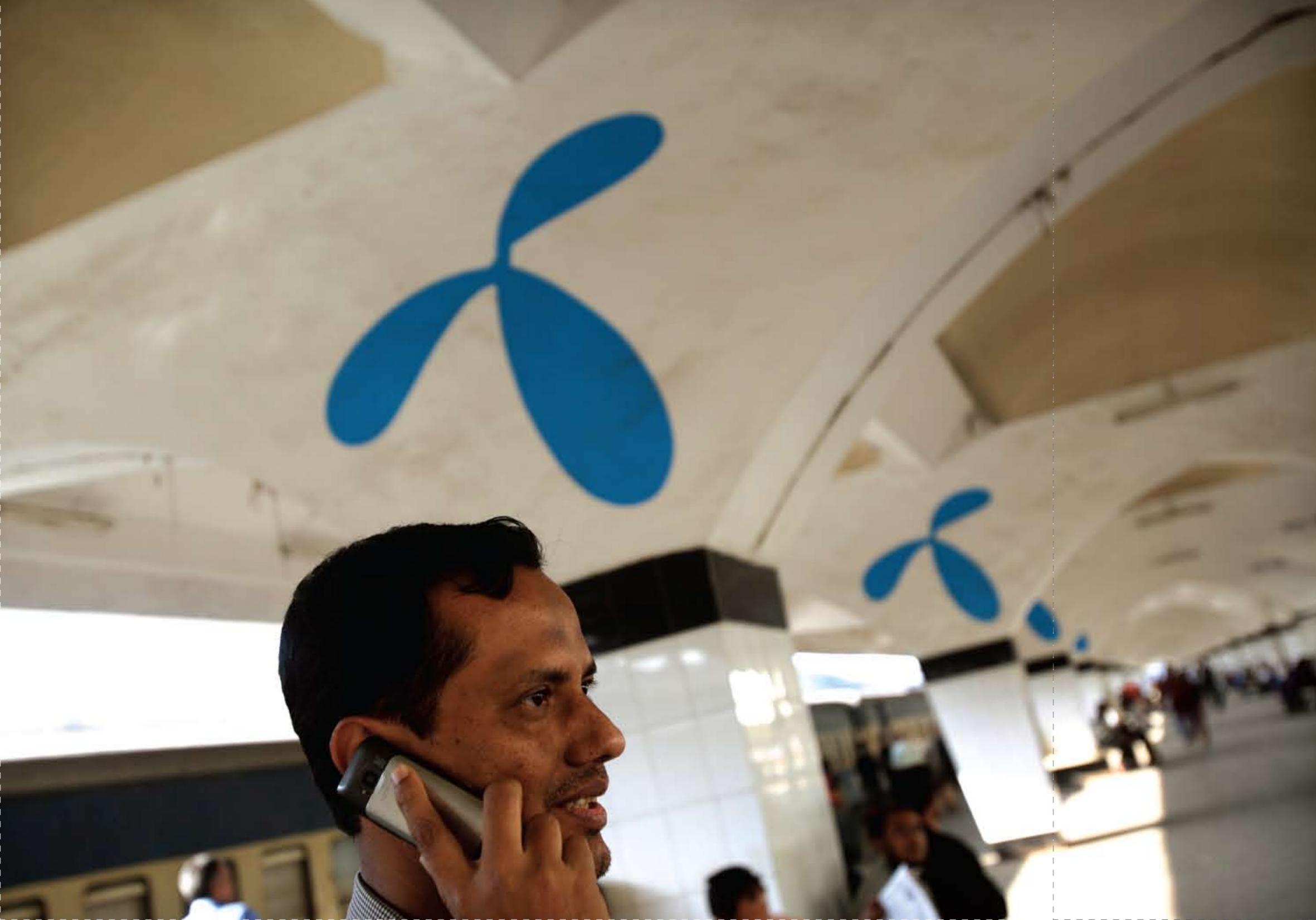
That perspective changed as we understood the essential correlation between connectivity and development. A rural farmer actually opens up a gateway of hope and possibilities by purchasing a SIM card. A small SIM card offers the farmer a level of connectivity that can emancipate him out of poverty, all at the touch of a button.

But things have not always been this way. As the pioneer of mobile telephony in Bangladesh, we connected more than 30 million people across the country, many of whom previously had little or no access to such communication. Along the way, we also connected a staggering 2.4 million people to the internet through their mobile phones. The ripple effects of such connectivity can be felt in the larger picture of development in Bangladesh. The access to information transforms lives every day. It created local entrepreneurships and encouraged women empowerment, as they took center stage in earning a living and setting an inspiring example. This is where connectivity meets development.

The Village Phone, CellBazaar, Community Information Centers (CICs) and Information Boat help to link

unknown rural areas to the world, opening up a multitude of opportunities. They drive people to invest in technology and bridge the digital divide, thus helping both individual and the community along the way towards development. Connectivity also assists towards making informed business decisions as well as reducing the dependency on middlemen. CellBazaar - an electronic marketplace - facilitates traders with necessary market information and thus contributes towards business growth.

In connecting the unconnected, we endeavored to contribute towards bringing the urban to the rural and the rural to the urban, generating employment, increasing GDP, empowering millions, and liberating the right to communicate in its real essence.



Connectivity is Productivity

A long awaited train journey, the day's last rickshaw ride, when the meter goes off inside the CNG and the wait to sell the last living fish or the first bunch of the season's new greens, all it takes is one line to connect these different walks of life, "Ma, I am coming home".

Village Phone A Winning Tale of Emancipation

Hope slowly fades away for a woman in a poverty-stricken large family with the burden to raise and feed. It is not unlikely to give up in despair. The next three stories are of such poverty-stricken village women, and how they changed their lives. These stories are about how the Village Phone Program, a joint initiative of Grameenphone, Grameen Bank and Grameen Telecom, has helped in empowering the rural women of Bangladesh.

Lailee Begum of the village Patia in Dakkhin Khan and her husband Atiqullah, a day laborer, simply could not earn enough to feed their five-member family. They were in such dire straits, that there were times when Lailee would even question why they bothered to survive.

Rokeya from Manikganj was just a simple housewife. One day, her husband fell ill and they did not even have enough money to take him to a hospital. And that was her wake-up call.

The Village Phone program aimed to provide a good income-generating opportunity to more than 500,000 rural people, mostly women, by making them Village Phone operators in the rural areas.

Lailee, as per her husband's suggestion, became the member of Grameen Bank and with a loan of BDT 4,500 bought a cow. This was her first step towards self-reliance and within a year and a half her life changed completely. Today, she has 5 shops, a happy household, and most importantly, the ability to pay the fees for her three school going children.

Six years ago, Rokeya, with all the money she and her husband had ever saved, bought herself a mobile phone, which to this day she is reaping the benefits of.

"This was the biggest decision of my life and I knew if it failed, my family would fall apart", she recalls. Soon she was earning up to BDT 10,000 a month. It was more than her husband had ever earned, and now she could afford to send her daughters to school and her husband to the hospital, take care of the household expenses and even manage to save some. With a flowing steady income, she soon realized the importance of her role in society when people started coming to her for advice. Gradually, the villagers started to view Rokeya as someone important.

Shilpi is another Village Phone lady, who now owes her way of life to the mobile phone. "Five years ago, I purchased a mobile phone. Within weeks of taking out a loan, I was able to pay it back, and to this day I have continued to make good money, thanks to my mobile phone". She stated that, most of her income comes from Flexiloans. Her husband, a constable in the police station, is proud of his wife. He says, "The shop next to our house is now better known as Bhabir Dokan (the shop of the sister-in-law), and I am being identified as her husband rather than people calling her my wife".

With the proliferation of the Village Phone, more and more women are turning onto their entrepreneurial spirit to succeed. As for Lailee Begum, she was the first woman whose life has changed so radically by the Village Phone program. Lailee Begum, Rokeya, Shilpi and countless other women are prime examples of how telecommunications has freed life from chains of disparity and are also admirable examples of promoting gender equality and empowerment.

The Village Phone program was launched in 26 March, 1997, the same day the commercial service of Grameenphone was launched, and is still going strong.

With the proliferation of the Village Phone, more and more women are turning onto their entrepreneurial spirit to succeed. As for Lailee Begum, she was the first woman whose life has changed radically by the Village Phone program. Lailee Begum, Rokeya, Shilpi and countless other women are prime examples of how telecommunications has freed life from chains of disparity, and are also admirable examples of promoting gender equality and empowerment.

Lailee Begum



27,640 people are getting

which means **1,152** every hour
which means that by the time you are finished

19 people

connected every day

reading this page

will be connected to our human
network of more than

30 million



Connection is Life

Life is undeniably a series of events that is tied to our fate or destiny. But there can be no denial that life once manifested is all about connections – from inception in womb to bridging of moments that we travel through life.

These connections take us to our glory as well as to the eventual pitfalls of life. They soar our moments, inspire us, teach us. But the fact remains the more we connect to life, the more of life we experience.

Just like the way explorers go beyond the boundaries that are drawn on maps; we have also gone beyond digital connectivity. We have extended our paradigm of connectivity beyond the conventional boundaries of network connectivity or voice communication. We did not stop by providing the widest network coverage for you. We did not stop by providing seamless voice coverage alone.

We connect you on data. We connect you with your education plans, career and other shining goals. We connect you to your prosperous financial plans, business endeavors, to your leisure moments and entertainment.

We connect you with information highway, and help you grow in every walk of life.



We have built our own fiber optic network of 2,620 km and also were uniquely innovative in securing a long term twenty-year lease of 2,050 km of fiber optic network of Bangladesh Railway.



Responsible Network

The pillar of digital connection is the Network, and we proudly have the largest and most robust network with the widest coverage in Bangladesh. Our network presently covers almost the entire population and around 89 percent of land areas with more than 13,000 base stations. The network is fully EDGE/GPRS-enabled, empowering our customers to access internet within the coverage area.

We have so far invested BDT 16,003 crore to build the network infrastructures since our commercial launch on March 26, 1997. We have the largest transmission backbone capacity with our countrywide fiber optic network. We have built our own fiber optic network of 2,620 km, and also were uniquely innovative in securing a long term twenty-year lease of 2,050 km of fiber optic network of Bangladesh Railway.

With more than 13,000 base stations, our national network is the foundation of our operation. The infrastructure sharing scheme under wholesale business is another new dimension to our network regime, which aims to make optimum use of the existing resources. Grameenphone Wholesale Business is an organization, which is dedicated to providing "Shared Telecom Infrastructure" products and services to other telecom operators as well as other businesses in alignment with regulatory compliance. We have been the pioneer in establishing wholesale business in Bangladesh, which is benefiting the entire telecommunications industry of the country.

With our long heritage of technological excellence and nationwide network coverage, we aim to reduce total cost of ownership for our customers, enhance their operational and maintenance efficiency, and optimize national resources. Our endeavors have positive impact on environmental conservation and we envision ourselves as a catalyst to the "Digital Bangladesh" roadmap.

We are also balancing the expectations of the community and impact on the local environment, and thus a responsible network deployment has been our commitment as well as niche.

Redefining Self-sufficiency

We believe in self sufficiency. We believe in doing things for you, for us, by us. We led the way to set up a new industry which made us self-contained and created employment opportunities for people of our country. Thousands of people are now working to put up the microwave towers, BTSs, core and service all around the country. In early days, the materials, technicians etc. were brought in from different countries by spending a substantial amount of foreign currency. But things started to change from the year 2000 as we developed local partners and involved them in this process. At present around 20 vendors, with teams consisting of 300 people each are supporting us in supply of materials and hundreds more are indirectly involved in transportation, installation, storing and security management of the goods. The cost of Fiber has reduced to 8 USD from 18 USD, and it has also opened doors of opportunity for many. To facilitate this telecom infrastructure, construction services have developed 10-12 suppliers in the industry where more than 500 direct employments have been generated. We are proud to be a contributor in the development of the whole telecom industry, and this certainly brings us closer to the nation, closer to you.

“I will be the pledge of the satiating raindrop, the promise of the dawning ray and the soul of the blowing wind”

The Grameenphone network covers more than 99% of the lives that make up this nation.



Wilderness Awaited Exploration





Suji Marma makes a living by selling specially tailored hand-woven cloth to tourists at a small village shop in Bandarban. The products are all hand-made by her with two main ingredients - handmade thread and love. With more tourists visiting the area, her business suddenly flourished. She was able to employ a fellow villager or two to help her in the shop, but with so many trips up and down the river, more and more time was taken away from her work. That was until the Grameenphone network reached the remotest villages of Bandarban.

Now Suji Marma fully concentrates on her craft. She checks in with her employees, sales and business over her mobile phone. Next time you are in Bandarban, don't be surprised if you see Suji Marma equipped with her own Blackberry as she is the ultimate businesswoman amongst the indigenous.





Pioneer in Innovation

Does history ever remember who came second?

It is always the most difficult and most special to be the first. It takes enormous courage, audacity of hope and most importantly, the vision to accomplish that. Over the years as the forerunner in innovation, we have pioneered many initiatives that have revolutionized the telecommunications industry in Bangladesh on one hand, and the way we live on the other. From marketing mobile phone connectivity to the mass to taking them online - we take pride in being the pioneer to bring technological supremacy and innovative niche for the people of Bangladesh by providing many firsts of their kind.

We brought about the first mobile-to-mobile communication which was a unique innovation indeed. Amidst fierce skepticism about the viability of a product by which a user can only reach another mobile phone and not the lone fixed line operator, "GP to GP" received roaring success. It became the fastest selling product in the market.

Among many other firsts, we were the first operator to introduce the prepaid service in 1999, EDGE in 2005, International Roaming service, Voice SMS, 'over the air' top ups and many more. We are also the first and only mobile operator in Bangladesh to offer BlackBerry® services.

Creativity is
Innovation





Shumon

First of its Kind

Flexiload, the very first countrywide electronic recharge top up system, revolutionized payment of mobile bills and made the life of customers convenient. It also ensured thousands of alternate businesses mushrooming up in the country.

Flexiload: Making Life Flexible

Fortune favors the brave and we always stood beside the brave extending a hand, offering the power to see the possibilities of life that lie ahead.

Shumon was a struggling farmer who was forced to plough on someone else's land. He wasn't even fortunate enough to - as the saying goes - reap what he would sow. The things that most people would hope for are things that Shumon would consider as nothing more than a distant fading dream. He knew that all the hope in the world would not give his wife the life that he always dreamt of giving her.

As a business organization, Grameenphone is a means of livelihood not just for its employees. Our business operations rely on the support of other stakeholders - such as the reload retailers, distributors, vendors and many more. Our vast distribution channel has provided the means of an income for thousands of people across the country, who are making a living by providing with the means for people to stay close and connecting to the robust stream of livelihood. Shumon is now one of these people. We have given him an opportunity like many to own his business. We are delighted to be there by the braves by offering them the hope for a better life. Today, more than 250,000 people like Shumon are directly linked with us for their livelihood working at retail points.





Internet is expected to contribute **2.6% of total GDP growth** in Bangladesh, justifying its vision which says: **“light will find its way”**

Grameenphone Internet

Internet is undoubtedly one of the most significant influencers of development in the contemporary world. In economies like Bangladesh, the potential influence of Internet is beyond our powers of imagination. Grameenphone is the largest Internet Service Provider in the country with 2.4 million internet subscribers. We have introduced multiple mobile and broad screen internet packages along with our signature product, the EDGE modem. Internet is expected to contribute 2.6% of total GDP growth in Bangladesh, justifying its vision which says: “light will find its way”.

At Grameenphone we will continue to adapt new technologies and come up with innovative solutions to address the major barriers for internet adoption identified primarily as the device itself, complex activation process, affordability and a lack of awareness.



Studyline

This is an unparalleled service that provides education related information to Grameenphone subscribers. A caller is able to avail the service simply dialing 2255. Approximately 550 calls are responded through this service on a daily basis.

Healthline

We have brought the Healthline service for the subscribers with a view to enable them in availing medical consultancy using mobile phones. By simply dialing 789, a subscriber can immediately access this service in both a general consultancy and in any emergency situation anytime. Approximately 8,000 calls are catered here on a daily basis.



BlackBerry®

How does one combine the requirement of an ever demanding corporate career with other pressing needs of life? Perhaps BlackBerry® is the answer. A BlackBerry® is the perfect tool for the busy executives. With email and Internet on the go, this device ensures constant connectivity.

In 2008 we were the first and remain the only operator to introduce the internationally acclaimed BlackBerry® Enterprise Service (BES) and BlackBerry® Internet Service (BIS). These two services provide a complete wireless solution for the enterprise and individuals alike. They ensure mobility of an enterprise or an individual by connecting with customers, colleagues and information, all on the go, at home and abroad, by means of Mobile e-mail, BlackBerry® Messenger and other useful services.



The Grameenphone branded handsets enable subscribers to get everything they need out of their mobile phones at a very affordable price



Grameenphone Branded Handsets

Being the very first telecommunications company in Bangladesh to launch our own branded handsets, we took the mobile phone industry by storm. The Grameenphone branded handsets enable subscribers to get everything they need out of their mobile phones at a very affordable price, supported with the reliability of Grameenphone.

Launched in 2009, the first branded handset, Grameenphone V100 was catered towards the urban to semi-urban population. In 2010, a new package called “Baadhon” was introduced and was crafted to serve the rural population of Bangladesh. The handset launched under the package, Grameenphone C100, was the answer to all rural communication issues and is a very successful effort to bring them closer and act as an enabler for them. We have recently introduced our first QWERTY handset Q100 and our first Android handset Crystal to cater to a wider spectrum of our subscriber base.

We strongly believe that, affordable and easy communication solutions will influence faster change in the quality of rural lives and it will also reduce the digital divide between the urban and rural areas.

Mobile Services

Being the technology pioneer in mobile telephony, Grameenphone can claim to be the forerunner in providing most innovative and varied range of Mobile Services that adds enormous lifestyle value. Our world of Mobile services are unique in many ways, such as Mobile Ticketing, Power Menu, BillPay, Web SMS, Vehicle Tracking, Call Block, Stock Info, Mobile Backup, Pay for Me and many other user friendly yet innovative services.

The magic of closeness





The Magic of Closeness

We believe in the value of closeness. We cherish the feeling of being near to your loved ones. We value the struggle people do for their loved ones. Thus we aim to bring everyone closer.

Love is a universal emotion. It is a feeling that exists in everyone. And we take pride in saying that we have let everybody experience this power of love, the magic of closeness by connecting them to each other. This power to connect all; eliminating all perceived differences, to create the magic of love and closeness for every common man, is our strength.

“Stay Close” is thus more than a tagline for us. It’s a philosophy that we believe in; an intrinsic value that is inherent to all our business endeavors, inside all our employees and makes us work together as an entity.

We believe we can inspire the nation by fostering the spirit of closeness that has always driven us. "Stay Close" will keep on inspiring people to be driven by love and passion, and will keep motivating the nation to work together hand in hand to achieve the shared dream of enhanced prosperity.



Inheriting Cultural Emblems

We at Grameenphone created an exclusive iconic artwork reflecting the cultural and traditional essence of Bangladesh. It eventually became our brand signature and engulfed the spirit of staying together, which, gradually in the process of brand evolution, has been turned into a greater promise of Staying Close and culminated in today's brand look and feel.



26 March, 1997

The journey started with this logo which depicts the red and green of Bangladesh with a brand promise - "In the hands of people".



17 November 2006

It was time to move forward! New businesses, newer avenues and platforms – the paradigm was shifting in telephony. Symbolizing the change and dynamism, the new Grameenphone logo made its debut.

We believe we can inspire the country by fostering this **spirit of closeness** that has always driven the nation. **Stay Close** will keep on **inspiring people** to be driven by **love and passion**, and will keep **motivating the nation** to work together hand in hand to achieve the **shared dream of enhanced prosperity**.





Closeness Delivered Marriage at Community Information Center

"My name is Runa. My husband's name is Shohag. We have been married for seven months now. He is a contractor working in Dubai; he will be returning to the village tomorrow. I cannot hold my excitement because tomorrow will be the day I see him for the first time ever, face to face".

Runa and Shohag's marriage is one love story that centers on Grameenphone Community Information Center (CIC). A distant relative had brought the marriage proposal to Runa's parents. At first, Runa refused to marry a complete stranger, that too someone who lives abroad, but her parents did not want a good proposal to be refused. Eventually, Runa gave in, on her own terms though.

Runa had read about video conferencing in the newspaper and set out to find out more. At the CIC, she found all the resources necessary to make the video conference. It was only a matter of convincing her parents how important this was for her. As for convincing Shohag, Runa got lucky. He was open to the idea.

"When I first spoke to him in front of the computer, on the webcam, I did not know what to say. It only made me realize how awkward it would be if we were married. But with time, we opened up to each other and now Shohag is not only my husband but also my best friend".

The Grameenphone CICs are shared premises where people in the rural areas can access a wide range of services such as Internet, voice communications, video conferencing, etc. It is a critical aid in bridging the digital divide by providing information access to rural and semi urban people, and thus paving way for alleviating poverty, educating the underprivileged on information-based services, building local entrepreneurships and creating employment opportunities for the unemployed youth.

Dream Merchant

Whatever may be unreal in this transient existence of ours, dreams are not. All that we cherish and value, that we strive to uphold, all that gives us strength has been made of dreams and we must dream on.

We all have dreams. We can see with our mind, feel it in our hearts and touch it with the intensity of our determined thoughts. But as charged and as enthusiastic as we may be, often doubt comes rolling in. It knocks the wind out of our sails and our dreams start to fade over time. We often step back while taking the first step. But we have to believe that we do have the power to make those dreams turn into reality. We have to love to dream.

As dream merchants we see ourselves as enabler of many dreams, interpreter of hope at times in despair - be it a rural lady with no chance of a livelihood of grace, or a medicine canvasser who once crossed endless miles yielding no productivity until someone unleashed the possibilities and productivity through extending connectivity.

We at Grameenphone believe that distance can be conquered, landscape of life can be changed, and with the ideal driving force and belief in heart, dreams can be real.



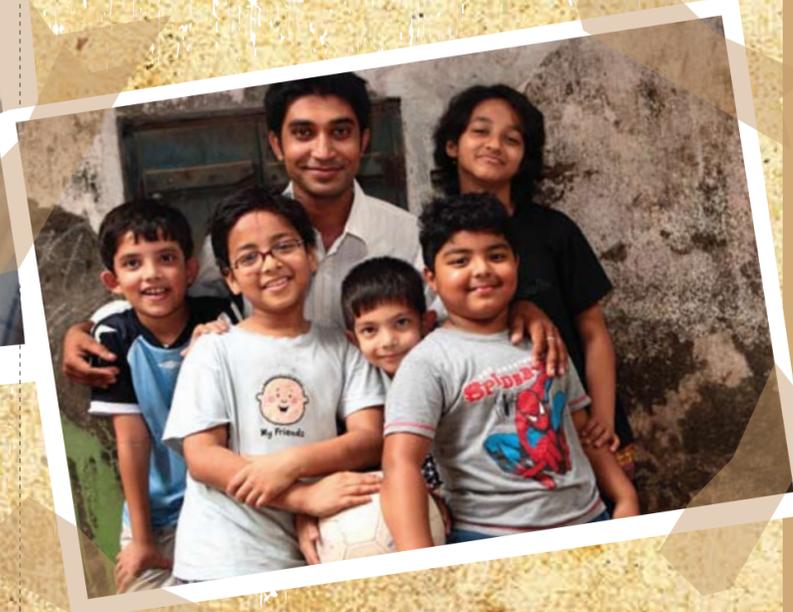
Dreaming to Connect,
Connecting to Dream





“ I never believed in working for others, I believed I will own than be owned. I will build a little hut on my own, rather than becoming a brick in the nameless wall ”

Arman Bhuyan Arju



What You Love Only Grows

“My grandmother used to say you can save what you love. I truly put my faith in that. My father, a school teacher, was a man gifted with wisdom. He offered us inheritance of values and not providence. Being the fourth of eleven siblings, I did not know the birthday of my sisters and brothers, and nor did they. But we did know about each other’s dreams! Our father was never tired of reminding each of us that “you too have a dream”.

I never believed in working for others, I believed I will own than be owned. I will build a little hut on my own, rather than becoming a brick in the nameless wall. I believed tall trees don’t grow under shadow. Yes, I too had a distinct dream.

I began my journey of livelihood as a medical representative or canvasser, and landed on the vast wilderness of life armed with only two weapons, my spirit and my bicycle. Long were the roads traveling from door to shops, villages to towns and it never seemed the world is getting any smaller. Commuting from place to place, non-availability of information, loss of work hours in traveling seemed an insurmountable and bitter hurdle.

In 1997, with the arrival of Grameenphone, things changed radically. I got a mobile phone and it revolutionized my life, like that of millions. The road became less, distance minimized, hours optimized, business flourished, income doubled. I could hardly believe how a communication tool changed the landscape of my life so dramatically. I could see how life changes when noble technology, mightier efforts of human endeavors hold hands of common people, empower them, dream and walk distances together.

As hard work and faith have been my friends, my worn out bicycle and mobile phone still smile at me, and today I feel proud to be the owner of a Grameenphone connection.

Grameenphone and I will grow together; as I know what we love only grows”.

Whatever may be unreal in this transient existence of ours, dreams are not. All that we cherish and value, that we strive to uphold, all that gives us strength has been made of dreams and we must dream on.





Mansura Khatun

“I have proven that, if you have a goal, you can surpass any hurdle with your will-power and conviction”

Living Twice

We dream not to escape reality. For some, however, it is a reminder to transform life from a shattered reality to a dreamlike re-birth. Such happened with Mansura. She made her dreams come true and we are proud to be a part of it.

Mansura was a happy teenager in 2001. She had hopes of becoming a school teacher one day, but all her dreams were shattered in one horrific night. She recalls waking up in terrible pain. "It felt like boiling water being poured on my face and body," she shudders. The whole healing process took two long years. Her crime? She had refused a marriage proposal from a relative. Today, Mansura works as an Assistant in the Property and Facilities Services department of Grameenphone. "I have proven that, if you have a goal, no matter what kind of hurdles come in your way, you can surpass it with your will-power and conviction," Mansura says with confidence.

Acid violence is an extreme form of crime in Bangladesh. The assaulters throw acid on people not only to destroy their faces, but their hopes and dreams of ever being happy.

But some spirits are indomitable. With proper care, encouragement and support, these acid survivors can still stride forward. Such effort has been taken by the Acid Survivors Foundation (ASF), an NGO established in May 1999, dedicated to coordinate assistance in treatment, rehabilitation and reintegration of acid attack victims into the society. We too believe that given the right opportunities, they can lead life in their own terms, and thus six such brave survivors have been given employment opportunities with us at Grameenphone.

A Family of Hopes

There is a family we are born into and there are also the ones we choose for ourselves - lineage or blood doesn't confine the edges of the term 'family'. As true relations are bonded more through respect, appreciation and comradeship, family can also be a connection shared between individuals bonded through shared vision, goals, loyalty, devotion and aspirations. We have always valued the inner meaning of family, and treated our employees with the respect and admiration they deserve.

Our biggest asset is our People, our resource is our employees. We reckon that the organization's performance or growth depends on our ability to value, motivate, develop and retain our people.

The principle of equal and fair opportunity in service, and building of strong corporate culture has sustained this vision. A performance driven culture and opportunities for career growth have made our organization a gender-balanced one, and most preferred employer in Bangladesh.

We have always been committed to developing local talents. Our People and Organization policies are fully geared to meet our employee development and training needs. We have the lowest expatriate to local employee ratio in Bangladesh and local employees are continuously being trained, assessed to take higher challenges and leadership roles.

Thus the family of more than 5,000 people and another more than 250,000 people whose lives are blended under our umbrella is surely the story of a family made out of shared dreams. As the spirit of "Stay Close" flows into our work culture and company ethos, the story of our people is very much the story of staying close to heart.



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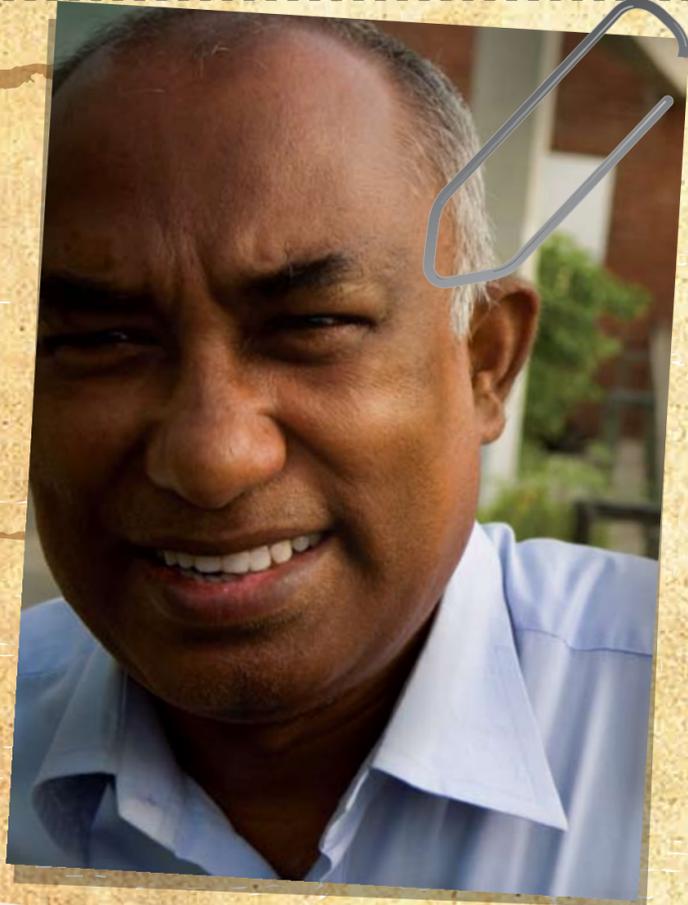
Captain of the Ship

Tore Johnsen, CEO of Grameenphone

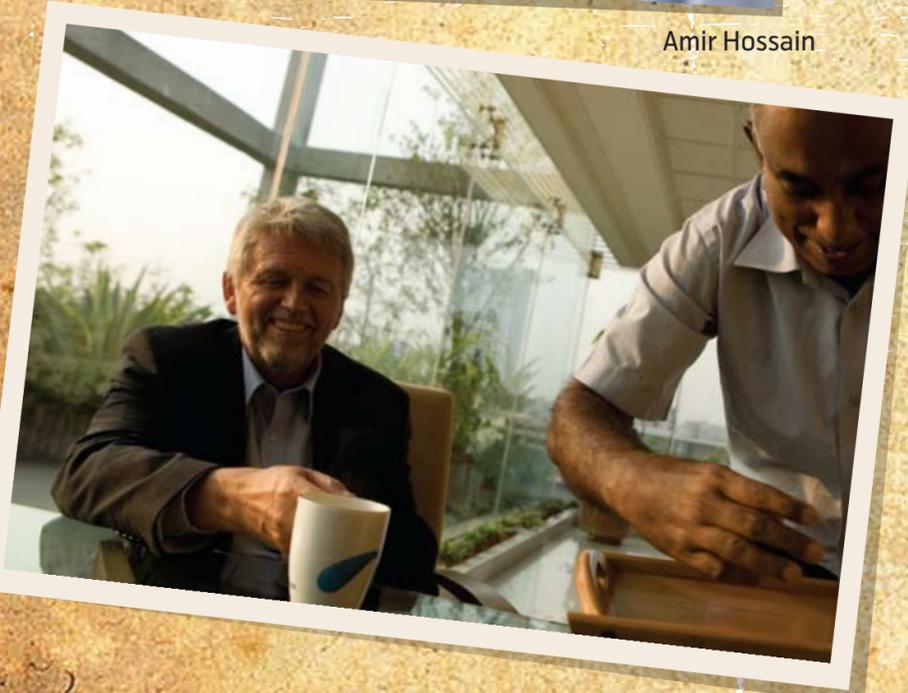
Mr. Tore Johnsen joined as the company's Chief Executive Officer on March 1, 2011.

Johnsen comes from the position as CEO of the Thai mobile operator, DTAC. Previously he has also held positions as the CEO of Telenor Pakistan and DiGi in Malaysia. He joined the Telenor Group in 1974, and held a number of managerial positions and international assignments. Tore holds a Master of Science in addition to studies in International Business Management.

"I am delighted to take over the helm for Grameenphone, one of the most admired companies in Bangladesh and the leading telecom operator. I will keep a forward leaning mindset also in this company the same way I have been used to from Malaysia, Pakistan and Thailand. I look forward to working with an organization which I know is very much capable of developing the business even further", are the promising words from Tore Johnsen.



Amir Hossain



Amir Hossain Legacy of Wealth

History talks about many such examples when people came together. Each individual is as unique as they are tied to a belief that's greater than each of them. During times of war, nature imposed challenges, discoveries, oppression, revolution, mourning or celebration, people have chosen to set aside differences and became part of one family sharing a single dream.

Perhaps no one knows it better than Amir Hossain, 52-years old, a proud member of Grameenphone, one of the largest families around, where over 5,000 individuals look out for each other, share a common goal and think uniquely yet collectively.

Amir Hossain is one of the most senior members of Grameenphone. Amir, a humble and efficient man, joined us as an Office Assistant in the year 1996. He holds the reverence of all due to his relentless services to the company for such a long time.

Today he is a proud father of a son who is a university graduate. When asked how he feels after fifteen years of service in Grameenphone, Amir Hossain replies, "My name is Amir which means the one who is rich. I truly feel rich as I cherish the honor of being the oldest member of the most successful corporate in the country. I cherish the fact that I belong to this mighty family, where each individual is valued for his work. I cherish being part of a noble dream and a success tale."



Farzana Taleb

Enabling Challenged Possibilities

Our People and Organization policy not only harnesses an equal and fair opportunity but also keeps benevolent eyes for the disabled and less privileged to have their say when it can.

Farzana Taleb, a vision impaired person, had always dreamt of working for an organization where she would compete not as a disabled person but as an equal human being – equal in dignity and performance. Now working as a Customer Manager with us, she considers herself lucky for being in a family that enabled her challenged dreams.



Creating a Superior Working Environment

Our Way of Work

It's all about living our vision, values, codes, leadership, governing principles in our daily life and deliver upon our brand promise – "Stay Close". All these together has enabled us to nurture a work environment which stands as one of the biggest strength for us as a family. A notably flat organization with features of seamless work style, state-of-the-art technologies and virtual work space makes our deliveries more efficient, effective and objective oriented.

Investing in People

Investment in our people is a key strategy of our People & Organization (P&O) Development policy. We uphold the belief that employees are our most important asset and it drives our commitment to developing local talents. As such, priority is given to creating expertise among the employees through a unique development approach comprising of growth through experience, education and exposure. This ensures a diversified, balanced and practical learning environment in the organization. Besides, P&O management processes like Strategic Workforce Planning, Talent Management and Internal Value Creation enable in achieving organizational and strategic goals, support organizational change and meet future skill requirements.

Health, Safety, Security & Environment (HSSE) and Business Assurance (BA)

The importance of safety, health and well-being of employees can never be overstated; our policy on HSSE and BA is based on the corresponding policy in Telenor, and adapted to the conditions in local context. We do not only try to provide an environment where employees grow as competitive professionals for the country as a whole. Rather, we strive to create that work culture and setting that lets employee enjoy, feel safe and remain in good health.

We have also been the pioneer in Bangladesh telecom industry in effective management of Health Safety & Security issues of its value chain partners. With a focus of creating, implementing and sustaining HSSE culture for Supplier and Business Partners, every year we conduct more than 550 audit/inspections, and several awareness campaigns. At the same time, more than 1000 Supplier/Vendors have signed Agreement on Responsible Business Conduct (ABC) covering Supplier Conduct Principle (SCP) on HSSE aspects.

Extended Family of Hopes

We have an extensive distribution network and infrastructure spread across the country where more than 7 million subscribers interact every day. Thus beyond the direct employees, our roof accommodates the lives and livelihood of more than 250,000 people, thereby augmenting income generation and propelling economic welfare.

Our distribution strength is orchestrated with around 1,700 Customer Service Points, more than 187,000 Reload Retailers, around 30,000 Connection Selling Retailers and 502 Community Information Centers. They all are our extended Family of Hopes.



GP Workstation A New Way to Work

“ My workstation is portable. Today I can sit next to the CEO or a divisional head, tomorrow with the newest intern and somebody else the day after. The point is that it does not matter where I sit or whom I sit next to. I am a Grameenphone employee, and I feel very liberated to have this kind of freedom at my workplace ”



“Happy Hearts”

“To be able to work without having to worry about my child all day, is any working mother’s dream”, says Rafia Afrin, a Grameenphone employee. Her 11-month-old is one of the 92 children enrolled at the day care center for our employees called “Happy Hearts”. A landmark initiative that started back in April of 2006 with just one child, it was the first ever such facility by a corporate entity in Bangladesh. After nearly 5 years of successful operation, there are now 3 “Happy Hearts” daycare centers, in Bashundhara, Nitol Niloy Tower and Gulshan.

Rafia Afrin and over 100 other employees who have enrolled their children at “Happy Hearts” are satisfied with the care and development, learning programs, pre-school activities and outdoor excursions that are provided there. “Happy Hearts” truly makes a difference in our lives, by providing state-of-the-art facilities and age-appropriate equipments to our children in a safe, fun, exciting and nurturing environment.





In the Hands of People

You make us, us.

When we first started out, it was the people who trusted us to provide them with the best service possible. Embarking on a journey with the tagline in the hands of people, we aspired to be just that. Not only had we a mission “to provide affordable telephony to the entire population of Bangladesh”; but we also wanted to know, understand and become a part of the people’s lives.

15 years later, we can rightfully say, it is indeed you, who still put full trust on us by becoming a part of us. And together we have advanced towards a path of possibilities.

When we floated our IPO in 2009, we had a few objectives in mind. As it turned out, the real outcome far surpassed our envisaged objectives. This is because in 2009, we gave the largest telecommunications company in Bangladesh and one of the largest corporations of our nation – into the hands of the people, just as it was originally anticipated.

Thus, the Grameenphone listing in 2009 had been the biggest public offer in the history of the capital market in Bangladesh when it enabled the people of Bangladesh to become proud owners of the company. Public subscriptions for shares of Grameenphone was the biggest public offer and mobilized a fund of BDT 4.86 billion with the allocation of nearly 69.44 million shares.

Since we started out in this journey, together, we are truly committed to be with you in every step of the way. You hold the key to our future and we truly believe that we are in good hands. Today, not only are we for the people, but united, we are the people!

The Unique IPO Story

The IPO opening received an overwhelming response and was oversubscribed by more than three times. The subsequent IPO lottery was concluded on October 28, 2009 amidst unprecedented participation from investors and the interested general public. Over 300,000 shareholders were allocated shares through the IPO and a pre-placement offer process. In total, around BDT 9.72 billion was mobilized in two installments - BDT 4.86 billion, raised through pre-placement and the rest BDT 4.86 billion was raised through the IPO. After this historical IPO, Grameenphone became the company with highest market capitalization among the listed ones.



THE SHARES ARE ALLOTTED TO YOU IN DEMATED FORM. THIS LETTER OF ALLOTMENT IS FOR YOUR CONFIRMATION ONLY.

Grameenphone Ltd.

Plot # 3 & 5, Road # 113/A, Gulshan-2, Dhaka-1212, Bangladesh
Phone: 9882990, Fax: 9882970, Website: www.grameenphone.com

LETTER OF ALLOTMENT OF SHARES

SL. No. 21-01-00849	Allotment No. 303433	Date : 28/10/2009	
No. of Shares Applied for	Amount Paid (Taka)	No. of Shares Allotted	Amount Refundable (Taka)
5011	370814.00	5011	-Nil-

BO Account No. : 1201920004568202

Name and Address of Allotted : MD. MONIR AHMED
PLOT 122, ROAD # 113/A
GULSHAN-2, DHAKA-1212

Nationality :

Name of Joint Allottee :

We are pleased to inform that in response to your application, the Company has allotted the above mentioned Ordinary Shares of Tk. 10.00 (Including a premium of Tk. (64.00) each per share subject to the provisions of the Companies Act, 1994 and the Rules & Regulations framed from time to time and the terms of the Prospectus of the said issue as approved by the Securities & Exchange Commission, Government of the People's Republic of Bangladesh.

We are delighted to have you as our shareholder and look forward to your support in improving the quality and efficiency of your company, Grameenphone Ltd.

Yours Sincerely,
For Grameenphone Ltd.



Oddvar Hesjedal
Chief Executive Officer

In the Hands of People



Ismail

Everyone has a common story of glory to share, a joint testament of achievement and celebration. Today tens of thousands like that of Ismail are proud Grameenphone shareholders - today they all have a shared identity as an owner of a company everyone can be proud of.

Owing to a Dream

We think of an orphan as a person without a father or a mother, however for Ismail, being an orphan, also meant being without a place called home; being without loved ones or without anything to call his own. The only thing that Ismail ever wished for was a sense of belongingness, the only thing that he ever dreamt of was having an identity.

Although we are a commercial entity, the significance of having an identity is shared with that of any individual. Our identity is not only as a business organization, but also as an enabler of hope. It is based on these possibilities that it has been able to come quite far and so close to the hearts of millions of people. When we offered our share to public subscription, we not only enabled people to become owners of the organization that they have assisted to build over the years, but also eliminated the wall between the words 'customer' and 'owner'.

Everyone has a common story of glory to share, a joint testament of achievement and celebration. Today tens of thousands like that of Ismail are proud Grameenphone shareholders - today they all have a shared identity as and owner of a company everyone can be proud of.

We are thus always in the hands of the people.



The IPO opening received an overwhelming response and was subscribed by more than three times. The very first Annual General Meeting was held at Bangabandhu International Conference Center on June 8, 2010.



Sincerely Yours

Development is a journey not a destination. We acknowledge that Corporate Responsibility is a 'complementary' combination of ethical and responsible corporate behavior as we manage our businesses to produce an overall positive impact on the society through economic, environmental and social actions. Thus our work is not just about ensuring connectivity, it is about connecting with people and building a relationship based on trust with subscribers, business partners, employees, stakeholders as well as with the wider community.

We believe good business is good development and vice versa. As the business grows, it generates positive economic and social impact in the form of beneficial services, jobs and contributions to national economy. Likewise, good development equals good business. So our relationship with our land is built on a spirit of partnership which strives to achieve common economic and social goals.

So our Corporate Responsibility (CR) initiatives are never about image enhancement, nor is it a tool for publicity. It is a sincere effort in building relationships with stakeholders leading to generating greater good for the society and addressing the development needs of the country. We are committed to operating in a socially and environmentally responsible manner and structure our policies, initiatives and practices accordingly through our CR programs, concentrated on underprivileged segments of the society. We are continuously striving to add value in the community we live in.



Focus Areas of Social Investment

Our social investments are consolidated in the following core areas.

Healthcare

We are committed to work to make every life count and are focused on improving basic healthcare service quality, developing infrastructure and ensuring access to healthcare for all.

Education

We are committed to keep contributing in whatever way we can towards achieving an educated and enlightened Bangladesh.

Environment

As a responsible company we understand the importance of preserving our environment. Through our environmental initiatives we intend to reduce consumption of nonrenewable energy and initiate other green initiatives that are beneficial to the environment.





Golden Future

Rupali is getting another chance of education at a non formal school-cum-cyclone shelter called **Alokdeep**.





Iconic Endeavors

Our social investments are consolidated in three main focus areas and we are carrying out varied activities under these discerned development parameters.

Skill Development Center

The issue of drug abuse touches the most vulnerable: the majority of drug users in South Asia belong to the poorest strata of the society and unfortunately, most of the victims in Bangladesh are the youth who could have been actively contributing to the economic and social development of the country. We formed a partnership with Ashokti Punorbashon Nibash (APON), to support rehabilitation of economically disadvantaged drug addicts. Through this partnership we provided financial support for the construction of a skill development center at APONGaon to assist in the social integration process of the rehabilitated addicts. We also established a Community Information Center on its premises, which serves as an alternative income stream for APONGaon.

Safe Motherhood and Infant Care Project

In partnership with Pathfinder International, we had initiated the "Safe Motherhood and Infant Care" program on May 2007. Under the program, free comprehensive primary healthcare services are provided to economically disadvantaged pregnant mothers and infants through 320 Smiling Sun clinics located in 61 districts across the country. From inception to November 2010, 1,765,088 services had been provided to the underserved mothers and infants under this program. Four clinics-on-wheels and 10 ambulances were handed over to different NGOs of Smiling Sun Network, to increase the accessibility of maternal and infant healthcare services to the remote and economically disadvantaged population, as well as to facilitate home delivery by skilled birth attendants. Under the project, 15,976 deliveries had been conducted by the skilled professionals.

Emergency Relief Works

Whenever the country has faced any natural calamity, be it flood, storm, cold wave, or landslide, we always extended our support to the affected. We have always tried to reach the affected areas with necessary relief support at the earliest possible time. Our employees' proactive and enthusiastic involvement in all these activities reinforces our commitment to make a difference.



Grameen Shikkha

In collaboration with Grameen Shikkha, an organization of Grameen Bank family, we extend scholarships to meritorious but underprivileged students through a scholarship fund at different academic levels.

Alokdeep - Non-formal School cum Cyclone Shelter

As part of our rehabilitation plans in the Sidr affected areas, we provided financial assistance to build 4 non-formal school-cum-cyclone shelters in the southern belt of the country. These cyclone shelters are being used as non-formal primary schools throughout the year to provide non-formal primary education to underprivileged children of the locality.

Supporting E-health

The Ministry of Health and Family Welfare is currently working to implement the computer-based health information system for gathering data from rural and other levels to central and sub-national levels. Information technology is also being scaled up to provide health services to the people by a medium called E-health. We donated 200 computers to the Directorate General of Health Services (DGHS) of the Ministry of Health and Family Welfare, to assist in digitizing the Health Management Information System (HMIS), and providing E-health service to the people.

Free Eye Care Camps

We, jointly with Sightsavers International, have organized free Eye Camps to ensure eye-care services since March 2007. In total, 24 such free eye-camps had been organized throughout the country and a total of 36,327 patients were given free eye care support; among them 4,743 patients were administered Intra Ocular lens or cataract surgeries.



itsourturn.com.bd

The youth of our country is the driving spirit of the nation - active and eager. We recognized and respected this zeal. We aspire to encourage them to make contribution to the society in their own small ways which would lead to a bigger progress.



Whose Turn is it Anyway?

We believe that it's our turn. It's our turn to start a conscience awakening social movement. It's us who would make a massive change. We will show the way. This is what we believe we should do as part of our Corporate Responsibility. This is our turn to play a part.

The obvious question is, it's our turn for what? It's time to recognize the bigger picture and the change it needs. The youth of our country is the spirit of the nation - active and eager. We recognized and respected this zeal. We aspire to encourage them to make contribution to the society in their own small ways which would lead to a bigger progress. So, we chose a website as the tool and time as the factor. We asked the youth to donate their time and experience for the welfare of the society.

This youth-centric employee initiative is driven by website as a focal point. By registering on the website, our employees are signed up for various projects which are being facilitated by partners VSO and Habitat for Humanity, like teaching English in a middle school at remote parts of the country, IT to the youth, helping in the marketing of handcrafts of an indigenous tribal crowd or building a house for a marginalized family living in a rural area of Bangladesh. They will donate their time in which they can bask in beauty of the location but most importantly, actually be part of a movement for change.

Emails flooded the website including one from an expecting mother saying how much she wanted to participate in this fantastic initiative, and asked if there was any way in which she could do so without physically being there. Such was the overwhelming response.



Maker of Heroes

Who is a hero? One who conquers the surge of spirit; and fights back failures with courage, survives others, stands tall and thus reminds us of immeasurable human talent and potentials. Some fight for us, protect us, even save us at times. Outspoken and bold, they challenge and they always win.

Many heroes remain unsung and unknown. So, at times the heroes hidden in us need patronization to rise into our rightful glory. Since our inception, we have been a veteran patron of the heroes of our nation and will always be beside the heroes in the making.

We are the fanatic sponsor of the National Cricket Team, which constantly reminds us of our pride as a nation and promises a glorious tomorrow. "The Tigers" have ultimately given our nation the biggest prize of all, the right to roar.

We are also the proud sponsor of Bangladesh Special Olympics Team, National Women Cricket Team, Football, Golf and other sports of eminence and will remain beside all these heroes of the soil.

Reason to Roar





Maker of Heroes





Humble Sponsor

Our sponsorship support to different organizations is aimed at preserving and showcasing national heritage and patronizing the potential developing sectors of Bangladesh. The basic drive of sponsorship decisions come from our basic philosophy "Here to Help", and the appreciation of societal development in different potential sectors.

Our patronage towards the Bangladesh Cricket Board has been one of the most acclaimed and sustained sponsorship activities of the company. The assistance, beginning from 2003, continues till today and aims at supporting the development and improvement of Bangladesh cricket at the international level. We have also sponsored the "Pacer Hunt Program" in two successive competitions (2004 & 2007). We are also supporting the Bangladesh Cricket Board's plan for a center of excellence by sponsoring the development academy for five years (2007-2012). The "Grameenphone-BCB National Cricket Academy" is the largest single involvement of Grameenphone in cricket.

In 2011, we signed a 2 year agreement with the Bangladesh Football Federation, an endeavor that we believe will enhance our ties with football and foster the development of football as a sport in Bangladesh among the mass, hence restoring the sport to its former glory in the country.

Jersey Utshob

As the biggest partner in the patronization of sports in Bangladesh, we have stood by the national cricket team consistently over the years, upholding the spirit of cricket - the single passion that unites the nation. We united the cricket fans all over Bangladesh and brought them closer to the team. Grameenphone, in association with the Bangladesh Cricket Board, organized a nationwide campaign to invite designs for the National Cricket Team and to get the best design for the jersey of the National Cricket Team, and received unprecedented response and enthusiasm. One of the top 5 jerseys was the jersey worn by the Bangladesh National Cricket Team in the Cricket World Cup 2011.



In Pacer Hunt 2007 sponsored by Grameenphone, Rubel Hossain towered above all and took his first step towards becoming a key player in the nation's collective dream.



Rubel Hossain

Roaring Rubel Hossain

Rubel Hossain is a prolific speedster of our National Cricket Team. In a country of 160 million people, to be chosen for the eleven-member national team is a daring dream. Rubel's name is recognized by cricket fans across the world. His pace is feared by the top international batsmen, especially those who have found themselves at the crease facing the roaring Rubel.

In Pacer Hunt 2007 sponsored by us, Rubel Hossain towered above all and took his first step towards becoming a key player in the nation's collective dream. He joined the Bangladesh National Cricket Team in 2009 and never had to look back. Together, with his teammates, they have taken us to heightened glory and unexpected victories. Rubel's story is not just one of determination but of a collective dream where we have contributed our own part by sponsoring the "Pacer Hunt Program", which has helped reveal talented individuals like Rubel.



Siddiqur Rahman



We are always beside the heroes in the making like Siddiqur Rahman who overcame seemingly insurmountable adversity to become what he is today, and we are the proud sponsor of Siddiq- the first Bangladeshi golfer to win on the Asian tournament.

When You Dare to Dream

Siddiq, once a ball boy of the Kurmitola Golf Club, spent his time gazing and daydreaming amidst the lushness of the green golf field, to become one of the top professional golfers. Siddiq became the first Bangladeshi to win an Asian Tour after defeating South Africa's Jbe Kruger in a nerve shattering play-off in 18 holes competition of Brunei Open on August 1, 2010.

He proved his talent at an earlier stage with a record of winning the entire amateur competition trophy in the subcontinent and later on he also proved his talent by winning four professional trophies inside and outside Bangladesh.

We are always beside the heroes in the making like Siddiqur Rahman who overcame seemingly insurmountable adversity to become what he is today. We are proud to be sponsoring Siddiq- the first Bangladeshi golfer to win the Asian tournament.

"Nothing is possible without support; something that I got from the federation and my sponsors, which has helped me climb this height. I am really grateful to all those who inspired me", said Siddiq, who turned professional in 2007 and has now won a cup in the professional circuit within one and a half years.

Siddiqur now dreams of winning bigger tournaments under the European Tour within next two years to qualify for the US PGA Tour.



Special Olympics

They were always special to us. We just tried to show the world how special they really are.

In 2007, we became the sole sponsor providing necessary support and training for intellectually challenged Bangladeshi athletes to participate in the Special Olympic Games in China. Special Olympics International is the world's largest program of sports training and athletic competition for children and adults with intellectual disabilities. The team made us proud by winning a total of 71 medals. In 2008-2009, we once again supported and organized regional talent hunts across the country from which a total of 94 athletes were selected from 4 regional talent hunt programs. These selected athletes are participating in the Special Olympics World Summer Games 2011 in Athens, Greece.

Their continuous spirit exudes confidence. Their victory is a nation's glory.



My Country, My Pride

Under the garb of poverty, lies a rich country – Bangladesh.

Looking at the eastern sky – the sun rising up brilliantly on the backdrop of a green harvest, crisscrossing rivers are around and happy hardworking people striding forward – one cannot miss the horizon of a lively nation.

For a nation that is culturally rich, the canopy of Bangla connects people through a language that is one thousand years old. Music runs in their blood as Bhatiali, Bhwaiya, Chatka, Baul and 114 more flourishing till today. Bangla literature received its first Nobel Prize given to Rabindranath Tagore. Literary horizon has shining luminaries in the personality of national poet Quazi Nazrul Islam and many others.

Villages are typical and varied. Homes are simple. Villages are connected with cities by roads, culverts, bridges and wireless connectivity which made the economy promising and life closely knit.

The spirit of victory of Bangladesh is the Liberation War of 1971 which symbolizes victory against all odds, all evil forces, in our resilience against all calamities, be it cyclones, floods, draughts. Bangladesh came victorious against all wars, against all conceivable disasters. We thus relentlessly cherish the pride of the country and are instrumental in nurturing the culture and heritage of Bangladesh. **We have taken innumerable initiatives to celebrate, harness, rekindle and pay homage to the victory of spirit, richness of culture and pride of the shared inheritance of a glorified heritage of Bangladesh.**



From the left: Ahmed Rafiq, Abdul Matin, Rowshan Ara Bachhu

Duniya Kapano Tirish Minute 30 Minutes to relive History

The 30 minutes of history that set root to the independence movement was relived in what was, by far, the largest branded campaign ever undertaken in Bangladesh, on February 21, 2010. Grameenphone, in partnership with the largest circulated daily newspaper of Bangladesh, Prothom Alo, organized “Duniya Kapano Tirish Minute”, a campaign to commemorate the spirit of February 21 and the language movement of 1952, orchestrated under the historic Amtala in front of the Dhaka Medical College Hospital (DMCH) emergency gate. It was an enactment of those fateful 30 minutes in 1952 when the Pakistani police opened fire on a group of unarmed student protesters, who had defied Section 144 to drum up support for their right to speak their mother tongue. The 30 minutes between 3:20 pm and 3:50 pm in that February afternoon in 1952 was the moment that galvanized the people and seeded the birth of a nation in the hearts of millions.

Today, our struggle for the right to speak in our mother tongue, Bangla, is recognized as International Mother Language Day - the ultimate tribute to a struggle that united the people and brought them together to uphold a common cause.

At the core of the initiative was the desire to pass on the experience and the fire of the language movement to the next generation. It was indeed a spectacular moment to see tens of thousands of people, young and old, congregating 58 years later in front of the Dhaka Medical College Hospital emergency gate in Dhaka to witness the history being retold, and the spirit brought to life once again.

The ceremony was resplendent with the presence of eminent language movement activists, Abdul Matin, Ahmed Rafiq, Dr. Anisuzzaman, Dr. Sayeed Haidar, Dr. Sharfuddin Ahmad, Murtaza Bashir, Rowshan Ara Bachhu, Sufia Ahmed, Khorsheduddin, and Ali Azgar. The spirit of “Duniya Kapano Tirish Minute” did not end in Dhaka alone; it was replicated in the other six divisions of the country, and at four international locations. This was a homage that was graced by enthused language activists, Grameenphone employees and people of all walks united in the spirit of the day.





Ekatturer Chithi

Letters of '71

The Liberation War of 1971 is the most prized emotional episode of Bangladesh. There are millions of sagas of the freedom fighters and their stories of indomitable spirit, uncharted courage, poignant passion known as well as unknown to the nation. "Ekatturer Chithi" is a compilation of letters written by the Freedom Fighters to their near and dear ones during the war time. The letters reflect the power to fight for one's nation, the spirit of collectiveness and message to the nation through a lineage to bear the torch of independence. In 2009, we in partnership with the daily Prothom Alo launched this book, which comprises these documents of monumental historic value.



Bijoyer Golpo Boli

Tales of Victory

This is a tribute to the spirit of victory that is inherent in each of the Bangladeshis in fighting and winning in their everyday life battle. There are numerous such tales of victory scattered around our everyday lives but we seldom take notice of them. We took the initiative to accumulate 25 such tales of victory from across the country and anthologized them into a book titled "Bijoyer Golpo Boli" - Tales of Victory. It is believed that each small victory is a testament of the indomitable spirit of the people. These small victories have the power to inspire us as a nation and lead us to bigger wins. "Bijoyer Golpo Boli" is a tribute to these small but significant victories.



আমার দেশ আমার গর্ব

Amar Desh Amar Gorbo My Country, My Pride

Within the heart of every Bangladeshi lies the desire to stay close. In all our years of operation, we have humbly taken it upon us to promote that strength, to keep people closer. With that in mind, at the 39th celebration of the Victory Day of Bangladesh, we paid tribute by orchestrating another momentous occasion, the largest ever gathering by people to sing the National Anthem. Freedom Fighters, Grameenphone employees and thousands of general people sang the National Anthem along with eminent singers of the country in the program that took place at the south plaza of the National Parliament, and the Ministry of Liberation War Affairs endorsed the event.

As the air was resonating the very inherent true tune of our heart "Amar Shonar Bangla Ami Tomay Bhalobashi", the intensity of the moment and the emotion for our beloved country spilled over into the heart of millions who watched the occasion broadcasted live on major television channels.

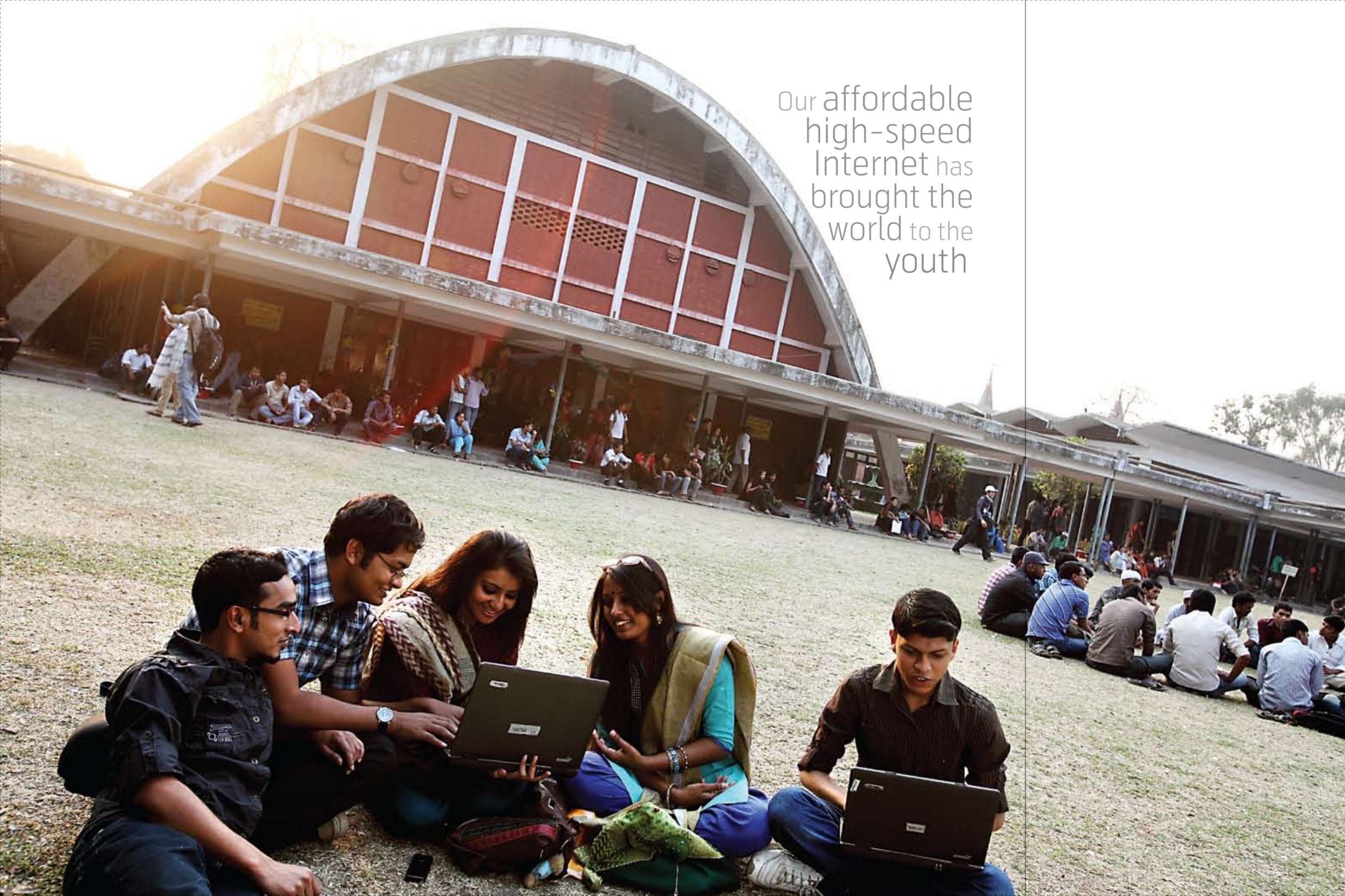


ICT Unleashed

The word “technology” provokes such an unnatural reaction within us that we tend to separate it as an entity existing independently of our natural lives. But when we look around, we tend to overlook many examples of our co-existence with technology - just because of its non-intrusive and seamless fusion with our everyday lives. Inside our offices and houses, in cities and villages, for education and entertainment, to inform and to connect, technology is the ever dependable partner working to make our life better and easier. That is a promise made by us to you, our subscribers.

The Community Information Center and m-Governance initiatives are two such examples of our promises to improve lives through technology. Each of the 502 Community Information Centers provides an opportunity to connect for users, as well as an opportunity to earn for entrepreneurs. By deploying the EDGE technology to rural Bangladesh, we gave people access to all the latest information via the Internet from every corner of the globe. Similarly, m-Governance products eased life in different multitudes and has empowered the spirit of the individual by opening all new possibilities through technological excellence. **The essential features of easy access to reliable communication, information and the mobility factor together provide a platform that has the potential to break through conventional views of development.** Further developing access to communication through innovation is our key concentration for making a significant contribution.

Our affordable
high-speed
Internet has
brought the
world to the
youth



Partners in Building a Digital Bangladesh

The yester years saw laughs, romance, heated politics and animated discussion over the next exam. Today's coffee shop paints a landscape of urban digitalized living amenities that is drastically different.

Even the lush green premises of TSC (Teacher Student Center) at the Dhaka University campus shows a different picture today and is rampant with open laptop users scattered here and there, working on assignments, interacting with friends through online social networks or downloading the latest songs. Our affordable Internet has brought the world to the youth - be it at university campuses or at a lounge. Our Internet Modem, a portable, reliable and easy to use device has multi-mode wireless terminals with which one can browse the Internet, send/receive messages/emails, and use voice services without requiring wired connections, meaning one can be on the web from anywhere, at anytime.





GP IT Company

GPIT was established in 2010 with a vision to be the most reliable Bangladeshi IT company providing best value solutions both locally and globally. GPIT marks a step forward in the IT revolution – not just for Grameenphone, but for Bangladesh and its people by offering the service globally.

Grameenphone is an organization which is always keen in serving people in new ways. With the acceleration of the current global financial crisis, there is continuous movement towards low-cost services. At the same time, Bangladesh is a market where the demand for technology solutions is increasing rapidly both in the private sector due to increased international interaction and in the government sector from the renewed focus on the vision of a “Digital Bangladesh”.

As part of Grameenphone, in the last 10 years the IT division has been working on establishing and managing the IT infrastructure with experience on state-of-the-art enterprise systems. The expertise that has built the largest technology network and the strongest telecommunications infrastructure across Bangladesh has explored possibilities to create an IT revolution, and with that aim GPIT was launched in the year 2011.

Over its years of successful operation, GPIT has attracted the best and the brightest IT professionals in Bangladesh, and has even attracted many Bangladeshi talents living abroad to return to their home country. It has a substantial number of talented, skilled professionals with significant experience in the development, implementation, support and maintenance of similar IT solutions for Grameenphone Ltd.

It is established with an experience of more than a decade of excellence and it strides ahead with its thoughts gathered to strengthen the digital force of Bangladesh, to bring forward a new vision, a new inspiration. GPIT’s vision thus rightfully stands as “the most reliable Bangladeshi IT company providing best value solutions both locally and globally”. GPIT is pacing fast to successfully carry forward the vision of championing the business in the IT sector, taking Bangladesh to newer heights.

Grameenphone has revolutionized the paradigm of m-commerce with its ever expanding innovative services.

Financial Services

We have long set out to improve people’s lives through our service infrastructure. One such area of increasing priority are Mobile Financial Services and we are looking at new ways to develop basic financial services such as bill payment, purchasing and other basic transactional services via a mobile phone outside traditional banking infrastructure that provide citizens with an easy and more convenient solution. Our tested technology, large subscriber base and distribution network allow us to bring mobile financial services to more people.



In 2010, we received significant acceptance and growth on our bill payment services, train and sports ticketing and charitable lottery purchase using mobile phones. BillPay service is a unique concept that enables customers to pay bills over the counter at our outlets or directly from their mobile phones. Currently available for seven utility companies in eight regions for water, gas and electricity, around 4 lac bills are received monthly. We also introduced our new brand “MobiCash” for financial services. In future we will be introducing other innovative transactional and m-Commerce services to ensure enhanced convenience, and change in the life of people.

We won the esteemed “e-India Award for e-Governance/m-Governance Initiatives” of the year 2010 for our “MobiCash Mobile Railway Ticketing Service” in partnership with Bangladesh Railway.



CellBazaar

Limited communication has always been a hindrance to high business performances, especially in developing countries. In Bangladesh, the isolated and uninformed farmers and traders have little bargaining power with the exploitative middlemen. Using Grameenphone CellBazaar, a virtual marketplace, buyers and sellers are able to

trade goods through their mobile phones, bringing the benefits of information exchange, community networking and one-to-many trading to a previously unwired rural population. Every imaginable product is listed on CellBazaar, from poultry in Habiganj to fridges in Rangamati, opening up a world of possibilities for all involved.

Around 2 million unique subscribers have accessed this service since its inception. On an average, there are 641 new postings and 15,000 hits on web per day. As an accolade on its uniqueness, CellBazaar has received the “3GSM Global Mobile Award 2008” for “Best Use of Mobile for Social and Economic Development”. It was voted the “Asian Telecom Innovation of the Year” in the “Telecom Asia Awards 2008” as well.

Information Boat

It is a ticket to the World Wide Web, a journey of revelations on a wandering boat of information, literally. And most importantly, everyone is welcome aboard. An award winning project of Grameenphone and CARE, the "Tothyo Tori" or "Information Boat" are the digital hubs for rural communities, providing them with the opportunity to learn, share and communicate with the world.

A typical information boat is equipped with computers and Internet for accessing e-mail, photocopiers, printers, scanners and more. The services provided include information services, computer training, entertainment and educational materials for kids, computer composition and printing, photo printing, music and image downloads. Depending on the local demands, the boats also organize health camps to provide primary healthcare services to the community.

The boats are currently in operation and they travel up and down the Haor, a wetland ecosystem in the north-eastern part of Bangladesh, on a fixed schedule.

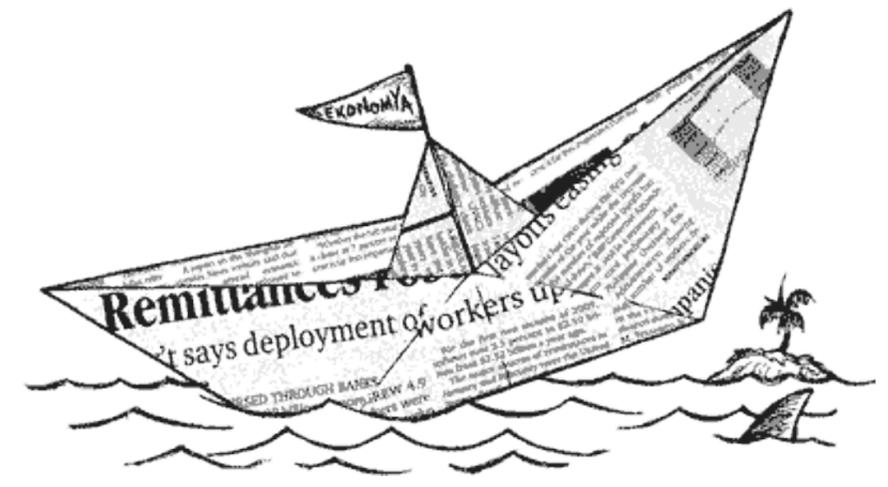
It is said that nowadays, more and more villagers are boarding these boats to get online - a worthy attempt to improve their way of life and connect with the rest of the world.

The Information Boat project was the recipient of accolades like the prestigious "Manthan Award" from India, and the "E-Content & ICT4D Award" from Bangladesh in 2010 for its efforts in providing access to information to poor communities of the Haor region in Bangladesh.





Information Boat: Digital Hubs for Rural Connectivity



Service Unparallel

Communication has nothing to do with providing a particular service. It is not essentially tagged to networks, wireless transmissions or the mobile phone you carry in your pocket. It is more about one's life, being tangled with other lives. It is about a mother and her son, a father and his daughter, two long lost friends and many other stories of life. That is why we at Grameenphone have put forth every possible effort to ensure that nothing stands in between you and your story.

The Grameenphone Customer Service Centers are where we stand by awaiting to listen to your communication needs. The Customer Service Agents are professionally trained to analyze, address, respond and solve your problems. The Call Center agents are also working to educate ICT tools and applications uses which are enabling people to be closer to digitization. But often what really sets them apart is the ability to lend a compassionate ear, which is not something that can be trained. Spread across the entire nation, a Grameenphone Center is never further away from you, neither are our state-of-the-art Call Center services that are only a number away.

At our call center we receive a staggering 165,000 calls every day.

For us, it is not enough to just ensure that communications go uninterrupted between people and their lives. Our commitment stands for unparallel customer service rooted in the promise that extends to ensure service above all. That is why we have implemented an operational regime of utmost transparency to guarantee that we carry out our operations in a responsible manner and conduct our business with utmost integrity. As a corporation, it is what we practice through our Code of Conduct. As individuals, it is what we practice in our hearts.



At our call center we receive
a **staggering 165,000**
calls every day

165,000

Customer Service

Serving the customers with increasing passion is very crucial in the way we run our operation. We recognize "Customer is King" and our strategic initiatives aim not only to deliver compassionate services to our subscribers by offering better products and services, but also to win their hearts by building a meaningful and memorable experience.

We introduced the country's very first Call Center in 1997. In 2008 we implemented world-class IP based Contact Solution for managing customer interactions more effectively.

We remain in touch with our subscribers round the year through various customer touch points such as 1,700 Customer Service Points, including 95 Grameenphone Centers, more than 187,000 Reload Retailers, around 30,000 Connections Selling Retailers and 502 Community Information Centers.



Farhadul Islam Anand

Farhad's commitment is just another example that, at Grameenphone, customer service is more than just serving the customer.

Helpline: Our Unsung Heroes

Some may think Farhadul Islam Anand is a typical floor manager at a Grameenphone Customer Call Center, but to us he stands as an unsung hero.

His tale entails that in April 2007, late one stormy night, he received a phone call from a subscriber wanting to consult a doctor. "My wife is very ill; because of the storm, I can't take her to a hospital. Please help me," said the subscriber. Farhad calmed him down and asked if he had called the Healthline service 789, to which he replied he couldn't. The challenge was that the subscriber had only a balance of BDT 14 left on his phone, and to use the Healthline service, he needed a minimum of BDT 15. There was nothing Farhad could do except to go above and beyond the call of duty. He transferred BDT 150 from his personal Grameenphone number to the subscriber, so that he could instantly access the urgently required medical assistance. Farhad's commitment is just another example that, at Grameenphone, customer service is more than just serving the customer.

On December 20, 2007, on the night before Eid-ul-Azha, the steamer MV Saikat was making its way from Sadar Ghat, Dhaka, to Barisal, in what seemed to be an ordinary journey. All that changed at around 8:45 pm as the boat neared Chhoy-Nodir-Mukh, near Shariatpur. Abruptly, the deck of the vessel started to crack in places leaving its two to three thousand passengers frenzied and fearing death. A solitary passenger kept his calm, called Grameenphone Customer Call Center and requested for help. Incidentally, Farhadul Islam Anand yet again received the call and at once made emergency calls to the Police Control rooms at Shariatpur and Goshirehat, and informed the police about the looming disaster that threatened thousands of lives aboard the steamer. He then called the subscriber back, and assured him that the police will soon come to their rescue. Meanwhile, rescue teams of the police from Shariatpur and Chandpur rushed to the spot and saved the passengers. "It would not have been possible for me to take such quick steps in such an emergency if my colleagues, Alamgir Hossain and A.H.M. Gulam Azam, had not created a database of useful telephone numbers", says Farhad. The database was created by the Inbound Call Management Center, not as a part of their core job responsibilities, but from their desire to help subscribers during such emergencies. Their belief proved to be farsighted indeed.

These are two examples out of many, but they show that, by connecting the unconnected, not only are lives saved but heroes are made as well. From saving one life to thousands, Farhadul Islam Anand, Alamgir Hossain and A.H.M. Gulam Azam exemplify the strong sense of responsibility that we feel, not only towards our work, but also to the world around us.



Grameenphone Center

তোমার জন্য আলো হব, বাতাস হব শিহরণে
ভেজা বৃষ্টির বান হব ছায়ার আবরণে।

দেশজুড়ে সবাইকে প্রিয়জনের ছায়ায় রাখতে আমরাই তৈরি করেছি ২৭৫০ কিলোমিটার ফাইবার অপটিক নেটওয়ার্ক



Grameenphone Center: A Flagship Entity

Grameenphone Centers (GPCs) are one-stop centers designed especially for customers' unique needs. The Grameenphone Centers are our flagship sales and service points. Equipped and trained with professional sales and service people, our GPCs provide many different services under one roof - whether one wants to pay a bill, change a subscription, buy a new connection or replace a mobile phone. Year round activities and campaigns mean that there is always something happening at a Grameenphone Center near you .



Our Regime of Transparency

In the fast paced and versatile world of telecommunications, vibrant and dynamic Corporate Governance practices are essential ingredient to excellence and success. Our commitment is to carry our operations in an utmost responsible manner, and we are committed to implementing internationally accepted corporate standards in our day-to-day operations. This is maintained through a culture of accountability, transparency, well understood policies and procedures.

Codes of Conduct

We adopted clearly defined Codes of Conduct approved by the Board of Directors for business ethics, in all aspects of the company's activities. It constitutes the basis upon which all our policies and procedures are formulated. The Codes of Conduct are properly communicated to all employees, who are strictly required to abide accordingly.

Internal Audit

Internal Audit supports the company to achieve its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of its risk management, control and governance processes. To bring effectiveness and efficiency of Internal Audit activities, the department has been enhanced through creation and management of the three distinct audit streams: Financial, Network/IT and General Business Processes. Internal Audit discharges its duties on a risk-based audit plan, covering the strategic imperatives and major risks surrounding the company, while considering pervasive audit needs.

Statutory Audit

Statutory audit of the company is governed by the Companies Act 1994 of Bangladesh. It explicitly provides guidelines for the appointment, scope of work, and retirement of auditors. Shareholders appoint the auditors in the Annual General Meeting (AGM). In addition to the annual audit, they carry out the interim audit and review the quarterly financial reports.

Financial Control

We have strong financial reporting procedures in line with the requirements of International Financial Reporting Standards (IFRS), Bangladesh Accounting Standard (BAS) and other related local legislations. Apart from the statutory reporting, we also maintain regular reporting to our group company Telenor.

Compliance with Rules and Regulations

Adherence to the national law is core to our business, and compliance builds trust. To have governance cascaded right through the company, the management acclimatized ways that assure compliance to all regulatory requirements. The company is accountable to regulatory bodies like BTRC, MOPT, Bangladesh Bank, NBR, RJSC and BOI. In addition, for routine approval from regulatory bodies, we provide information to Bangladesh Bank, BTRC, Customs Authority and other relevant organizations.

Integrity in Supply Chain

The Telenor Group Procurement Policy defines the governing principles regarding all procurement activities, and applies to all its subsidiaries including ours. Being the first mobile telecommunications operator to make mobile telephony available to the masses in Bangladesh, we had to travel through the exciting but uncertain paths of innovation and customization. Throughout this journey, we have always and will respect the universal values of fair play.



Green is the New Red

Behind every achievement there is a vision followed by dedication and hard work, hard work and dedication. And with every effort comes success, and with every success comes responsibility. From the smallest living creature to the mightiest organization on earth, everything and everyone is accountable for our actions that affect the planet we call mother earth. The ultimate question of them all is if we are leaving a livable earth for the next generation.

We wholeheartedly endorse the global vision of Millennium Development Goals, the shared goals of responsible nations and entities. To be exemplary global citizens we strive for addressing areas most critical to our stakeholders and business.

With the launch of the environmental campaign titled *Stay Green, Stay Close*, we embarked on a journey keeping our footprint in controlling Carbon emission through extensive environmental and climate change initiatives. The project includes other climate change programs, which address all initiatives related to our four operational streams - CO₂ emission control, renewable energy usage, awareness and adaptation campaigns, and implementation of climate friendly technology. *Our climate change strategy aims to become an environmentally responsible company by shifting towards low Carbon operations, practising green standards internally and developing greater momentum in the community with people. Thus our ambition is to reduce 30% Carbon footprint and become a Green Company by 2015.*

Our new corporate head office, GPHouse, is also a truly environment friendly and cost efficient structure which incorporates a new way of work, environmentally responsible work practices and technologies. This uniquely sustainable architecture and contemporary art hub speaks volumes of our commitment to a greener world.



GPHouse: A Greener Future

We were joyous after successfully building of our much awaited Corporate Headquarter, GPHouse, which not only stands tall as an ode to architectural excellence or for augmenting creative and productive performance, but its pivotal vision also offers an environmentally friendly and growth conducive working ground.

The architecture symbolizes the futuristic vision of Grameenphone, and it is one of the few environment friendly buildings in Bangladesh. The vision of the project was to build the region's leading workplace for creative and productive performance. To realize this vision, we built a workplace that is eco-friendly and technically flexible to withstand the change of time, supportive to innovative work processes that encourage knowledge sharing and contribute to the progression of the nation. Our values have also always been based on the concepts of transparency, diversity, flexibility and sustainability and the building emphatically brings that into play.

The building architecture inspires and empowers employees through its open spaces and uniform seating arrangements for all. It is a reflection of mobility and accessibility that allows the employees to interact with each other, and be more involved with the organization. Each employee can consider any corner of the office as his/her own and this feeling of belongingness makes the workplace much more than just a building.

GPHouse is a paperless workplace - an attribute that not only allows ecological responsibility but also helps to increase efficiency. By being paperless we are saving trees and ensuring a greener future for our next generation. Our double-layered exterior allows in a lot of natural light, reducing solar heat gain and houses a waste water plant that constantly recycles water.

GPHouse and its innovative work environment stand as a significant symbol of our continued efforts to develop new and imaginative products, services and way of life. The energy solutions bring down the CO₂ emissions by 60% compared with other regular buildings around.



Aspect of Space

Everything about this architecture reflects sensitivity to the qualitative aspect of space and its effect on the onlooker.

Reusage of Water

The water in the building is recycled and reused. Before draining the waste water into the drainage system, it is treated in the waste treatment plant.





GP Art Hub

The art collection of the GPHouse can only be defined as an intermingling of cutting-edge artworks that are linked to inheritance as well as the modernist legacy. GPHouse as a conceptual Art Hub encapsulated some of the leading as well as emerging artists from the Bangladesh art scene and those who ensured the uniqueness of expression through personalized concept and method.

Just as Grameenphone stands for communication and closeness in the local arena and is also linked with the global phenomenon of progress through Telenor, the artworks from some 35 artists, too, address the spirit and ideas encompassing both local heritage and global aesthetics.



Green is the New Red





Windmill of Change

Amazing as it may seem but Fulbanu of Sandwip, a woman from the remotest Bangladesh delta, is a mobile phone user, who can proudly claim to the world that she is using a superior technology which emits the least Carbon to the environment.

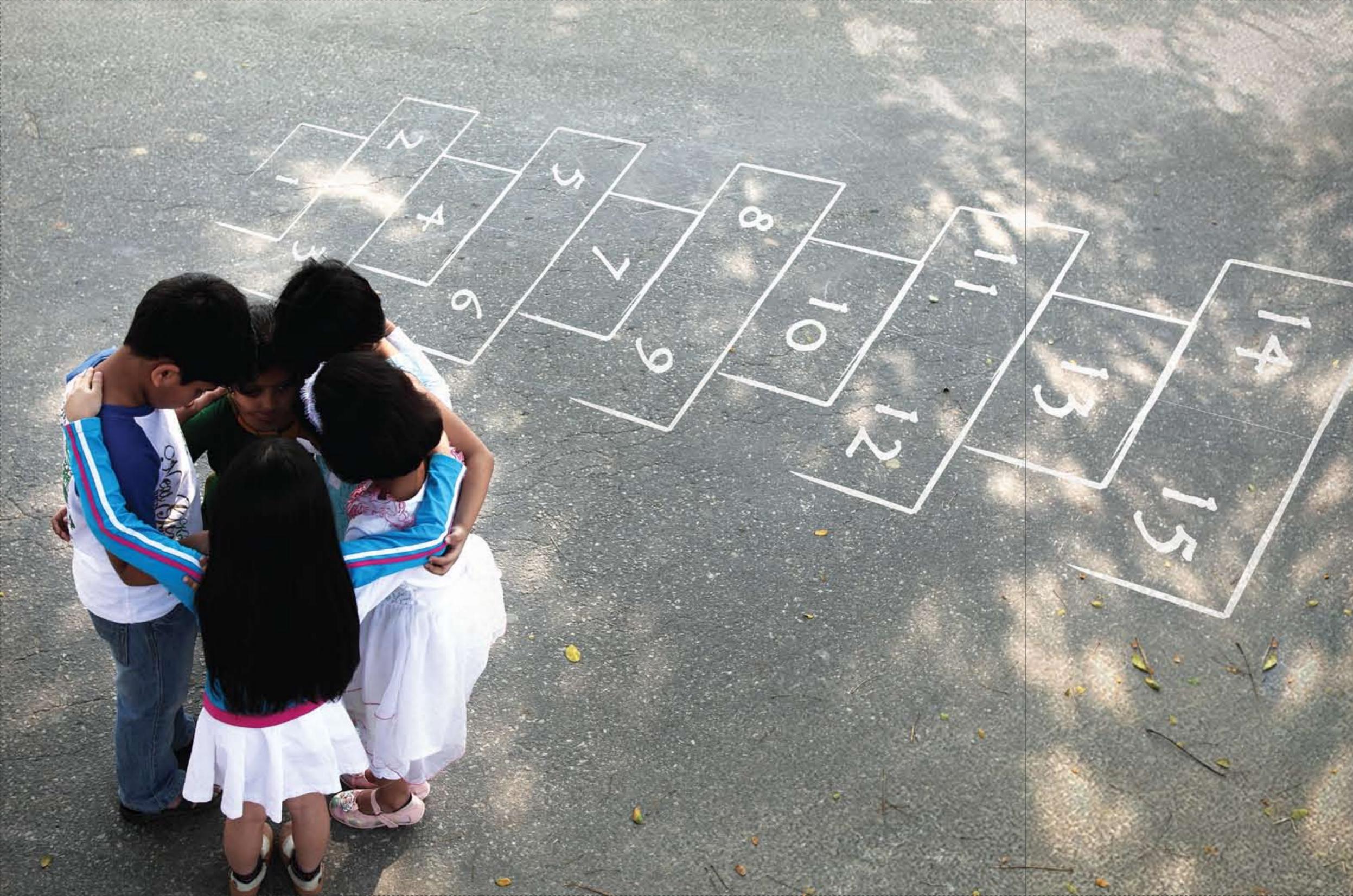
We are committed to responsible network deployment and thus currently we have 27 Base Tranceiver Stations running on solar power, 1 running on wind power and are rolling out more than 100 sites to be run by solar power.

Fulbanu happens to be living in the area where the base station is running on windmill power by hybrid windmill turbine - a responsible initiative of ours towards reducing Carbon emission through responsible network deployment.



Going Solar

Our green initiative got a leap when we signed agreements to buy solar power from three renewable energy suppliers to run 140 Grameenphone Base Tranceiver Stations. The initiative is supposed to save 1.15 million liters of diesel fuel per year and annual carbon emissions will be reduced by 3,062 tonnes once it is fully implemented. Our new investment plans in 2011 aim to remove all air conditioners from base stations reducing the overall network electricity consumptions by approximately 43%.



Significance over Success

“Try not to be a man of success but rather try to become a man of value”
Albert Einstein

Grameenphone too believes in significance over success. Thus our vision stands as "Here to Help".

We exist to help in realizing the dreams.

We strive to be an enabler of fulfilling the possibilities.

We believe to have continuously stretched ourselves, bolstered creative introspection into questioning how our products and services would help people get what they want, when they want or even when unasked.

We stand by the values – that set the direction for our culture and behavior to achieve these goals.

Make it Easy

We are practical. We don't overcomplicate things. Everything we produce should be easy to understand and use. Because we never forget we are trying to make our customers' lives easier.

Keep Promises

Everything we set out to do should work. If it doesn't, we are there to put things right. We're about delivery, not over promising – actions not words.

Be Inspiring

We are creative. We bring energy and imagination to our work. Everything we produce should look good, modern and fresh. We want to be a partner in the development of our community. We are passionate about our business, customers and our country.

Be Respectful

We acknowledge and value our culture. We are respectful and professional in regard to all our interactions, both internally and externally. We believe loyalty has to be earned.

16,003

crore BDT investments in network
infrastructure development

30 Million

subscribers

+

165,000

calls received daily in Call Centre

95

Grameenphone Centers
nationwide

18,502

crore BDT taxes paid
to the National Exchequer

250,000+

people directly dependent on Grameenphone
for their livelihood

13,000+

Base Transceiver Stations

1,689

Customer Service Points
across the country

5,000+

employees

27,640

connections sold daily on average

Unique Venture of Excellence

We are the largest telecommunications service provider in Bangladesh. A unique international joint venture between Telenor ASA, a leading telecommunications company of Norway with vast international footprints and leading edge expertise, and Grameen Telecom, a non-profit organization working in close collaboration with microcredit pioneer Grameen Bank, we received our operating license in November 1996 and commenced operations from March 26, 1997, the independence day of Bangladesh.

Emerged with an approach to make the mobile phone affordable to the masses, one of our revolutionary initiatives was to go directly to the rural areas and introduce mobile phones not as a luxury product but a tool for economic progress and empowerment.

Since then we have grown in leaps and bounds to become the largest mobile operator with more than 30 million subscribers and having nearly 45 percent of market share. More than 250,000 people bank on Grameenphone as a direct or indirect source of their livelihood. The company was successfully listed on the stock exchanges in November 2009 after completion of the largest IPO in the history of Bangladesh capital market.

We have been able to maintain the leadership position in the industry by both contributing to deliver innovative and relevant services and products for people, and by providing a quality network with widest coverage. We have so far invested BDT 16,003 crore to build our network infrastructures since our launch on March 26, 1997.

We have always remained a pioneer of innovation from our brand evolution to the unique pro-people services and products we continuously work to offer. We were the first to introduce mobile-to-mobile

connectivity which was one of its kinds of innovation and witnessed hallmark of success. With our widespread network coverage spanning the entire length and breadth of Bangladesh, we are consistently catering to the rural and urban subscribers alike, and are in the process of becoming a significant driver of socio-economic development for the nation.

Our organization is a unique international joint venture between Telenor ASA (55.80%), a leading telecommunications company of Norway with vast international footprints and leading edge expertise, and Grameen Telecom (34.20%), a nonprofit organization, and general public ownership.

Along with a steady revenue growth, we have consistently been the largest contributor to the National Exchequer in the last few years. The collective contribution to the National Exchequer from inception up to December 2010 was BDT 185 billion. As a responsible corporate citizen, we have paid to

Bangladesh Government BDT 3,344 crore as direct tax, VAT and duties and in fees paid to the Bangladesh Telecommunications Regulatory Commission (BTRC) in 2010. Additionally, we paid another BDT 371 crore through commercial agreements with the Bangladesh Railway, Bangladesh Telecommunications Company Limited (BTCL) withholding taxes.

Even with the heightened competition, bottleneck in regulatory environment, barrier to customer acquisition, Bangladesh's telecommunications sector has at the moment a subscriber base of 70 million and 6 operators. We believe good business is good development and vice versa. As the business grows, it generates positive economic and social impact in the form of beneficial services, jobs, contributions to the economy. Thus our relationship with Bangladesh is built on a partnership which strives to achieve common economic and social change. As a change agent, we believe greatness comes from beginning something that does not end with you.



Acknowledgements

We believe that success and progress result from concerted efforts of all the stakeholders together of a corporate organization. Without it, a company may continue, but certainly cannot sustain in the long run. Keeping that in mind, we would like to extend our foremost regards and appreciation to the valued shareholders and other stakeholders of the Company for their persistent support and guidance that led to the cumulative achievements of the Company. We also recognize that our journey of 15 years was possible because of the cooperation, positive support, and guidance that we have received from the Prime Minister's Office and the Government of Bangladesh, Access to Information (A2I) Project under PMO, Ministry of Post and Telecommunications (MOPT), Bangladesh Telecommunication Regulatory Commission (BTRC), Ministry of Science & ICT, Information Commission – Bangladesh, Bangladesh Railway (BR), Bangladesh Energy Regulatory Commission (BERC), Bangladesh Computer Council (BCC), Federation of Bangladesh Chambers of Commerce & Industry (FBCCI), Bangladesh Association for Software & Information Services (BASIS), Dhaka Chamber of Commerce & Industry (DCCI), National Board of Revenue (NBR), Bangladesh Bank (BB), Board of Investment (BOI), Registrar of Joint Stock Companies and Firms (RJSC), Chief Controller of Export & Import, Securities and Exchange Commission (SEC), Dhaka Stock Exchange (DSE), Chittagong Stock Exchange (CSE), Grameenphone's bankers, financial institutions, vendors and other business partners, Bangladesh Cricket Board (BCB), Bangladesh Golf Federation (BGF) and Special Olympics Bangladesh. We would also like to extend our thanks to all the other divisions of Grameenphone, along with GPIT, for contributing the facts and figures that have been featured in the book.

We profusely thank all the people who have volunteered or allowed their pictures to be portrayed in this book which has given it vividness in depicting our story of 15 years. A special and warm acknowledgement is owed to the Communications Division whose relentless support and hard work has made this publication possible and worthy to celebrate through successive times.

We also thank the contribution of the valued subscribers and customers for making Grameenphone their preferred service provider. The achievements would not have been possible without the dedicated and generous support from our employees, and we also extend the warmest greetings and felicitations to ourselves. We reiterate our strong commitment to Stay Close and meet the ever growing demand of connectivity in the future.

