



bKash Limited



bKash Overview

Equity Partners



Brac Bank Ltd.



International Finance Corporation

Money in Motion

Money in Motion USA

BILL & MELINDA
GATES foundation

Bill & Melinda Gates
Foundation

Regulator

Bangladesh Bank



MNO Partners

Grameenphone



Robi



Banglalink



Airtel



Teletalk



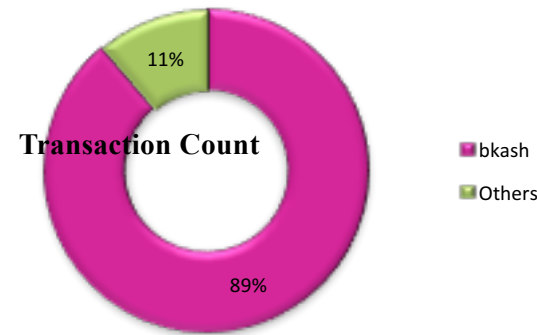
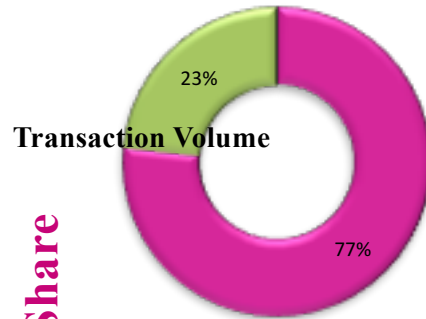
Technology



bKash

Industry Insight

Current
Market
Share



■ bKash
■ Others

Source: BB Report of July 2016

Provider	Number of agents	Bank branches	ATMs
bKash	135,000	155	300
DBBL Mobile Banking	116,000*	136	3,005***
mCash	86,238*	294	450
MyCash	95,274**	100	720
UCash	105,000*	156	103
IFIC Mobile Banking	88,891*	120	49
Trust Bank Mobile Money	20,000	152	152

Countrywide
Agent Coverage

Note: * Includes 65,000 MobiCash agents ** Includes 61,241 MobiCash agents *** Includes 300 FastTracks

Source: USAID mStar Journal on MFS: Published in April 2015

bKash

Journey of bKash



21 July
The Official Launch
of bKash



Launch of bKash services on
Robi Network

2011

2 Million+ registered customers
acquired

250+ Employees came on board

The Revolutionary Market Communication
of the brand- bKash launched



Launch of bKash services on
Grameenphone and Banglalink Network
bKash ATM Cash Out launched
with BRAC Bank Ltd.

International Remittance launched with
BRAC Bank Ltd.

Launch of bKash Customer Center

2012

Launch of bKash
Call Center



BRAC Swap
Introduction of Geo Marketing
Distribution Roll out
Introduction of Merchant Plus

10 Million+ registered customers
acquired

Around 50,000 Agent points
nationwide

1,500 Merchants started accepting
bKash Payments

450+ Employees came on board

2013



Launch of bKash services on Airtel
Network

Launch of Airtel and Robi
Buy Airtime

International Remittance launched with
Southeast Bank Ltd.

Reached the Magic figure of
1 million transactions for the first time

15 Million+ registered customers
acquired

Launch of Interest on Savings

2014

Launch of bKash Plus

Launch of bKash managed Call Center

Launch of Banglalink and Grameenphone
Buy Airtime

bKash services made available on
Bangladesh Krishi Bank branches

Establishment of Central Compliance Unit
(CCU) and the appointment of CAMALCO
and DCAMLCO

Introduced focused AML & CFT Training
program for all bKash Employees and
Trainers.



Winner of 2
international Awards:
The GLOBAL BRAND
EXCELLENCE AWARD
and The MANTHAN
AWARD

2015



Repositioning & Launch of
new slogan of bKash

Around 20 Million registered
customers acquired

100,000+ Agent points nationwide

10,000+ Merchants started
accepting bKash Payments

800+ Employees came on board



24/7 Call Center 16247 service availability

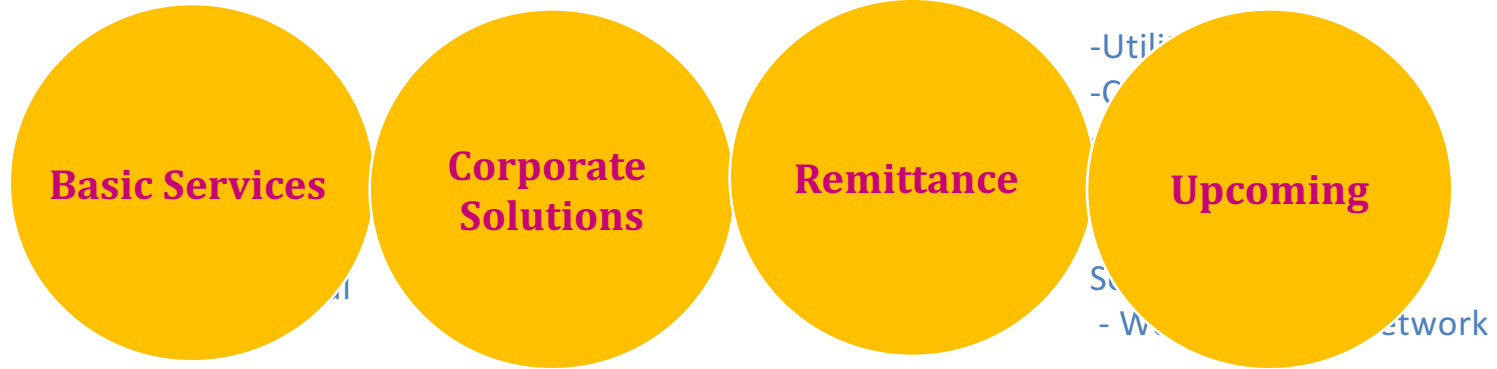
Winner of an International Award:
MIBILLIONTH AWARD



Moved to new a
state-of-the-art Head
Office building-
Shadhinata
Tower

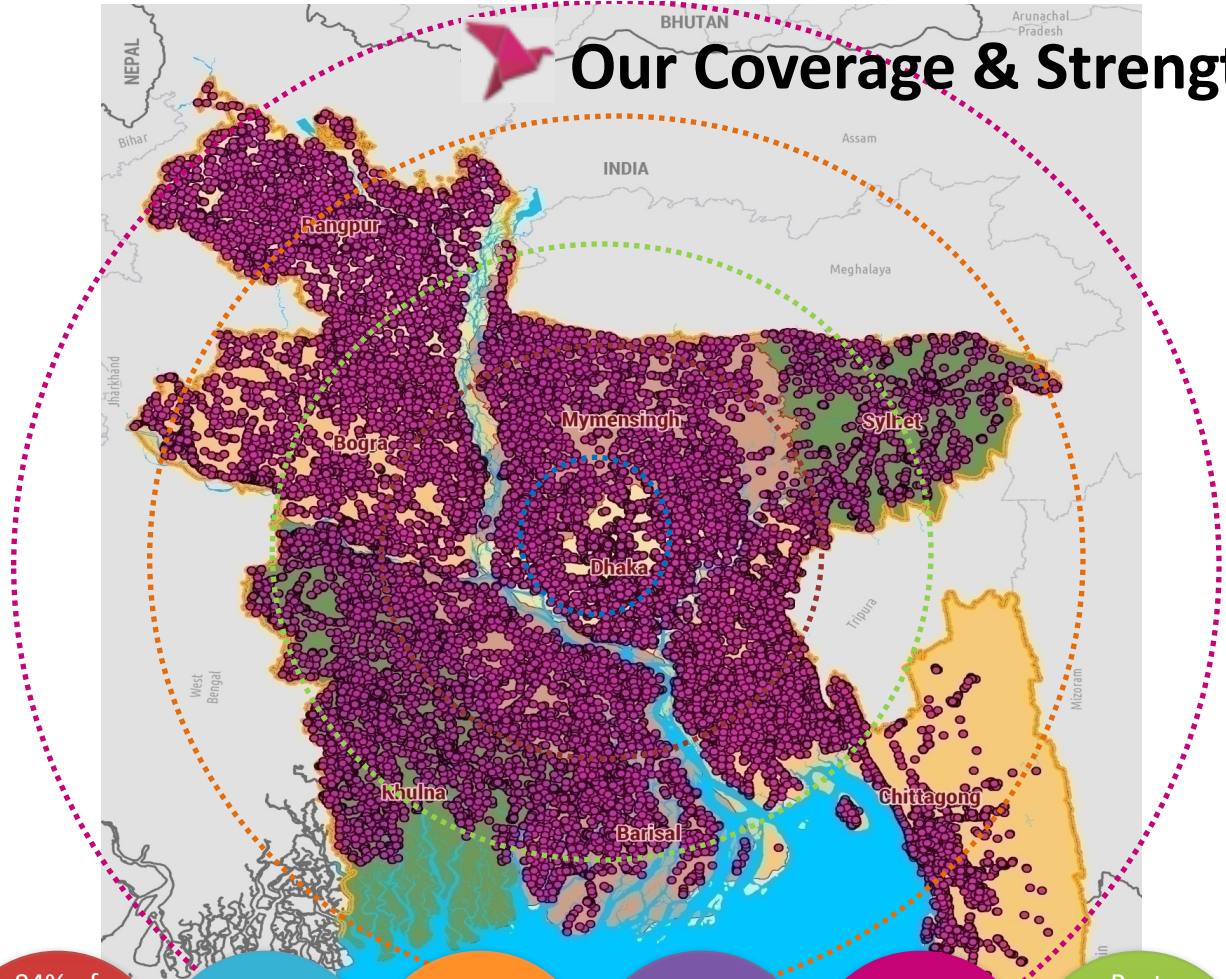


bKash Solutions & Services



Complete MFS Partner

Our Coverage & Strengths...



84% of Total Land Area Coverage

100% Thana Coverage

77%+ Market Share

700+ Corporate Client

148K+ Agent

Best Network with Best Technology



Aug 2016 (in mn)

Customers	24.28
Average Daily Transaction Count	3.56
Average Daily Transaction Amount (\$)	62.59
Total Number of Transactions	110.29
Total Value of Transactions (\$)	1,940.16