

SR Telecom Limited



SR Telecom Limited

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SR Telecom Ltd. a Bangladeshi private limited company duly incorporated under the corporate Act 1994 having its Registered Office at Ka-18/1 Rasulbag, Mohakhali, Dhaka-1212, Bangladesh and Certification of Incorporation No C-97385/11 dated 13th day of November 2011 has been issued with a license by Bangladesh Telecommunication Regulatory Commission BTRC/LL/ICX(21) SR Telecom/2012-21 dated 12-04-2012. Subsequently, the company has entered into agreement with ANS, IPTSP & PSTN operators and also International gateway IGW (s) operators in Bangladesh to commercially commence its operations for interexchange voice traffic among them. The Company commenced its commercial operations on 17th September, 2013 and since is engaged in providing interconnection exchange (ICX) services in Bangladesh.

SR Telecom Ltd. is an energetic, reliable interconnection exchange Service provider backed by seasoned professionals with promises to revolutionize voice technology by originating voice traffic to & from Bangladesh using Next Generation Network (NGN) Technology. Since inception, SR Telecom is a customer satisfaction oriented and quality service focused company that still holds its forte. With a carefully designed network topology and globally acclaimed brands building up our network and billing infrastructure, we strive to reach astounding heights by providing the best quality service.

Basic Information:

- Company motto: “Connecting People Through Technology.”
- Provide reliable interconnection exchange (ICX) Service in Bangladesh.
- History:
 - Certification of Incorporation No C-97385/11 dated 13th day of November 2011
 - license by Bangladesh Telecommunication Regulatory Commission BTRC/LL/ICX(21) SR Telecom/2012-21 dated 12-04-2012
 - Company commenced its commercial operations on 17th September, 2013
- Current Permanent Staff:
- Operating in Dhaka, Bangladesh.
- Address:
 - Corporate Headquarters: KA-18/A, Rasulbagh, Mohakhali, Dhaka-1212.
 - Registered Office: Delwar Bhaban (6th floor), 104 Agrabad C/A, Chittagong – 4100.
 - E-mail: info@srtelcombd.com
 - Web: www.srtelcombd.com
- Certification of Incorporation No C-97385/11
- Tax identification number:
- Bank Account Name:
- Bank Account Number:



To become one of the Interconnection Exchange (ICX) services operator providing the best quality services to our customers, value to our shareholders and a dynamic, challenging and amusing environment for our employees.

Our mission is to satisfy all communication needs of the developing markets which we serve. It is our belief that there is viable economic model to serve emerging markets while availing affordable quality. We are racing to serve the largest possible number of customers, covering the most Telecom operators in Bangladesh. We believe that by positioning ourselves as the primary provider of communication services, we are shaping the future of the markets that we serve.



Chairman's Message

I am glad to be with SR Telecom Limited from the beginning of its business. We take pride in being one of the pioneer Telecommunication service provider in Bangladesh having achieved remarkable growth and contributing significantly to the development of IT & Telecommunication sector and Revenue earning for the government of Bangladesh.

Present government leading by Prime Minister, Sheikh Hasina and she is the daughter of Sheikh Mujibur Rahman, the founding father and first President of Bangladesh, has taken initiative to bring the country in digitalizing with world class Telecommunication and IT sector in Bangladesh. Government initiative is our privileged to initiate business with Telecommunication sector in the country.

As we look to the years ahead we renew our pledge to remain committed to excellence, keep abreast of changes and innovations, adopt better management and quality techniques, more investment and successfully overcome all challenges before us.

Managing Director Message

I feel privileged in penning this message as the Managing Director of SR Telecom Limited. Business usually start from a dream for earning money. Just like this we had a dream to be introduce in the business of Telecommunication and IT sector. Now SR Telecom is the result of that. SR Telecom Limited ICX founded early in 2011 with Interconnection Exchange (ICX) licensed by Bangladesh Telecommunication Regulatory Commission (BTRC) to provide Interconnection services in Bangladesh. SR Telecom believes in partnering and growing together by taking challenges for the future.

I hope and do believe that through innovative reliable services, talented people, and a responsible approach to business and collaboration with the partners & customers, SR Telecom will contribute to take the telecommunications sector of Bangladesh to a desirable destination.

Here, I would like to convey a message of appreciation to our board of directors, employees, funding sources, community supporters and stakeholders, who are dedicated to SR Telecom Limited which remains a beacon of light in the community.

Board of Directors

Our Merits:

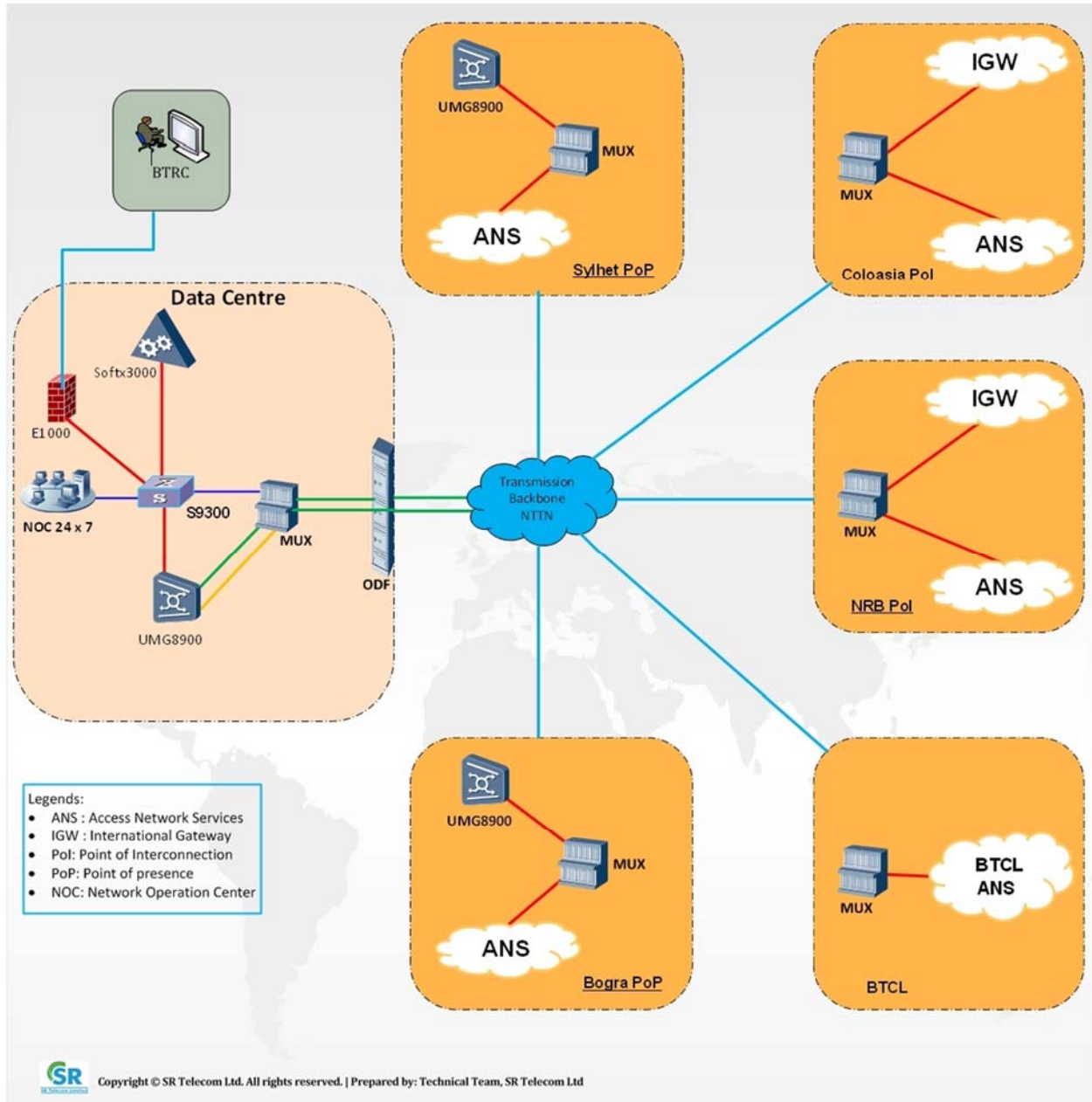
- Unique and creative solutions for traffic inter exchange performance that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principles of our regulatory.
- Creative approaches to the clients' special needs in order to find unique and tailored solutions.
- Team work based on the implementation of progressive communications disciplines.
- Professional quality of services provided by a highly motivated team.
- Strong technological decorated.
- 24/7 availability.

Service:

The SR Telecom Limited is a Telecommunication Company in Bangladesh. The ICX has no individual local subscriber and it is not also directly connected with any overseas operator. On the other hand ANS's (Access Network Services) are connected with local telecommunication subscribers and as well as IGW's (International Gateway) are connected with overseas operator. So the traffic of IGW's and ANS's is also the traffic of ICX's. SR Telecom Limited ICX has license to operate 3 exchanges in Bangladesh. We have one exchange in Dhaka, while other two (2) are located at Bogra (Northwest of Bangladesh) and Sylhet (Northeast of Bangladesh).

- Routing all international incoming calls received from International Gateway (IGW) and terminates up to the ANS for both mobile and fixed lines.
- Routing all international outgoing calls received from the telephone operators and forwarding those up to IGW.
- Routing all inter-operator (Domestic) calls within the country for both mobile and fixed lines.
- Providing Monitoring Facility of System for BTRC.

Network Topology



HR Philosophy

Today, the Human Resources function has made a paradigm shift from being a support function to a core and strategic business partner. In this new role, it works with the executives and the leadership to clarify the business direction and performance expectations, and actively contributes to deciding the tactics required for managing talent to achieve business goals.

In SR Telecom, the Human Resources function shoulders this responsibility perfectly and plays a critical role in realizing business objectives by leading organizational change, fostering innovation and effectively mobilizing talent to sustain the firm's competitive edge.

SR will continually strive to:

- Develop relationships that celebrate diverse ideas, perspectives and cultures.
- Help people realize their potential.
- Support a balance between family and work life.
- Recognize and reward individual and team achievement.
- Provide appropriate working conditions and resources to enable people to do their work.
- Respect and be sensitive to the needs of individuals when the employment relationship ends.
- Building a high performance culture.
- Developing entrepreneurship.
- Passion for quality.
- Learning Organization.

Work Environment:

To enable the smooth functioning of all employees' utmost care is taken to provide and maintain the physical working conditions for employees.

This involves providing Ergonomically designed work-stations with:

- Transport Services.
- Drinking Water.
- Hygienic Wash Rooms.
- Housekeeping and Canteen facilities.
- Safety & Security Measures.
- Smoke detectors.
- Fire Extinguishers and Emergency Exit.
- Emergency First Aid.
- Modern Workspace.

Hospitality Desk:

Helpdesk caters to the employee's personal requirements and makes life comfortable and easy for employees.

It provides them with various value added services like:

- Tax Consultation services.
- Income Tax returns filing services.
- Bill payment services.
- Emergency services.
- Various Banking and Loan facilities with competitive pricing services.
-

Learning and Development:

The only thing worse than training your employees and losing them is not training them and keeping them. We commit to build up a learning organization, which continuously improves skills and performance of employees by running a professional training system, because a company's human capital is a critical asset and a success factor.

The Learning & Development initiatives at SR Telecom are committed to deliver benefits to the employees by ensuring complete satisfaction with need based, timely and high quality training solutions that contribute to continuous development and growth of human potential.

The training programmes include management development, behavioral, functional and technology training.

Induction Program

For new employees, SR TELECOM has a comprehensive induction program and in-service training program, to ensure that every new employee could meet the skill requirements before going to the post, the training programs vary from 2 to 4 weeks based on working positions.

The new employee orientation program includes a series of training courses, which are corporate culture, products knowledge, marketing and sales skills, product developing standards, etc.

The in-service training program includes management skill training and technical skill training. We set training plans for all the employees at different level and of different categories, providing career development of every employee.

The aim of the whole process is a long-term involvement and emphasis on growth and improving the intrinsic level of competence of employees.

Management Development Program

Management Development Program is planned for the employees based on the organizational objectives encompassing Personality development, Organizational needs and Cross-functional needs.

SR TELECOM has a competency based training approach, wherein the person's existing competencies are mapped to the desired competencies and a specific plan is developed for each individual.

Corporate Social Responsibility at SR Telecom: Making a better Life.

Corporate Social Responsibility at SR TELECOM has been institutionalized as a way of life for many SR TELECOMites. We believe that CSR means much more, than extending commitment to all the stakeholders including the society. We believe that it is an integrated approach towards operating in an economically, socially and environmentally sustainable manner. The focus is more of an inclusive approach taking care of the interests of investors, employees, business partners, customers, local communities, the environment and society at large.

SR TELECOM in accordance with its founding principles will continue to improve the quality of life of its employees and the communities it serves.

Awards and Recognitions:

SR Telecom Ltd, from Bangladesh, winner of the BID World Quality Commitment Award in Paris 2015.

Paris hosted BID World Quality Commitment Convention – 2015, where professionals and business leaders from around the world gathered to recognize excellence and success. In particular, the convention celebrated quality in business and operations. Award winners demonstrated commitment to the criteria of the QC100 TQM Model, which helps bolster customer satisfaction and cost efficiency across all areas of operation.



Among this year's winners, Md. Haider Ali of SR Telecom Ltd, from Bangladesh, received the World Quality Commitment Award in the Gold Category at the BID Quality Convention in Paris. The organization has made huge strides this year as a leader not only within its sector, but also in Bangladesh. The Award came as an ideal way to celebrate this past year's successes while looking forward to putting quality first in the year to come.



Key Clients & Partners
(ANS Operators)

Grameenphone



Grameenphone Ltd. is the largest mobile telecommunications operator in Bangladesh in terms of revenue, coverage and subscriber base. The company was incorporated on 10 October 1996 as a private limited company. Grameenphone converted to a public limited company on 25 June 2007. The company became stock listed and started its trading at Dhaka and Chittagong Stock Exchanges from 16 November 2009. The shareholding structure comprises of mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10.00% shareholding includes General public & other Institutions.

Grameenphone Ltd. is a leading provider of telecommunications services of Bangladesh. The company operates a digital mobile telecommunications network based on the GSM standard in the 900 MHz, 1800 MHz and 2100 Mhz frequency bands, under license granted by the Bangladesh Telecommunication Regulatory Commission (BTRC).

Robi



Robi, the most dynamic and rapidly-growing telecommunications operator in Bangladesh, is developing its services to meet increasing customer needs - ranging from voice and high speed Internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. It commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the company was rebranded to 'Robi' and the company changed its name to Robi Axiata Limited.

Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology. The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs.

Banglalink

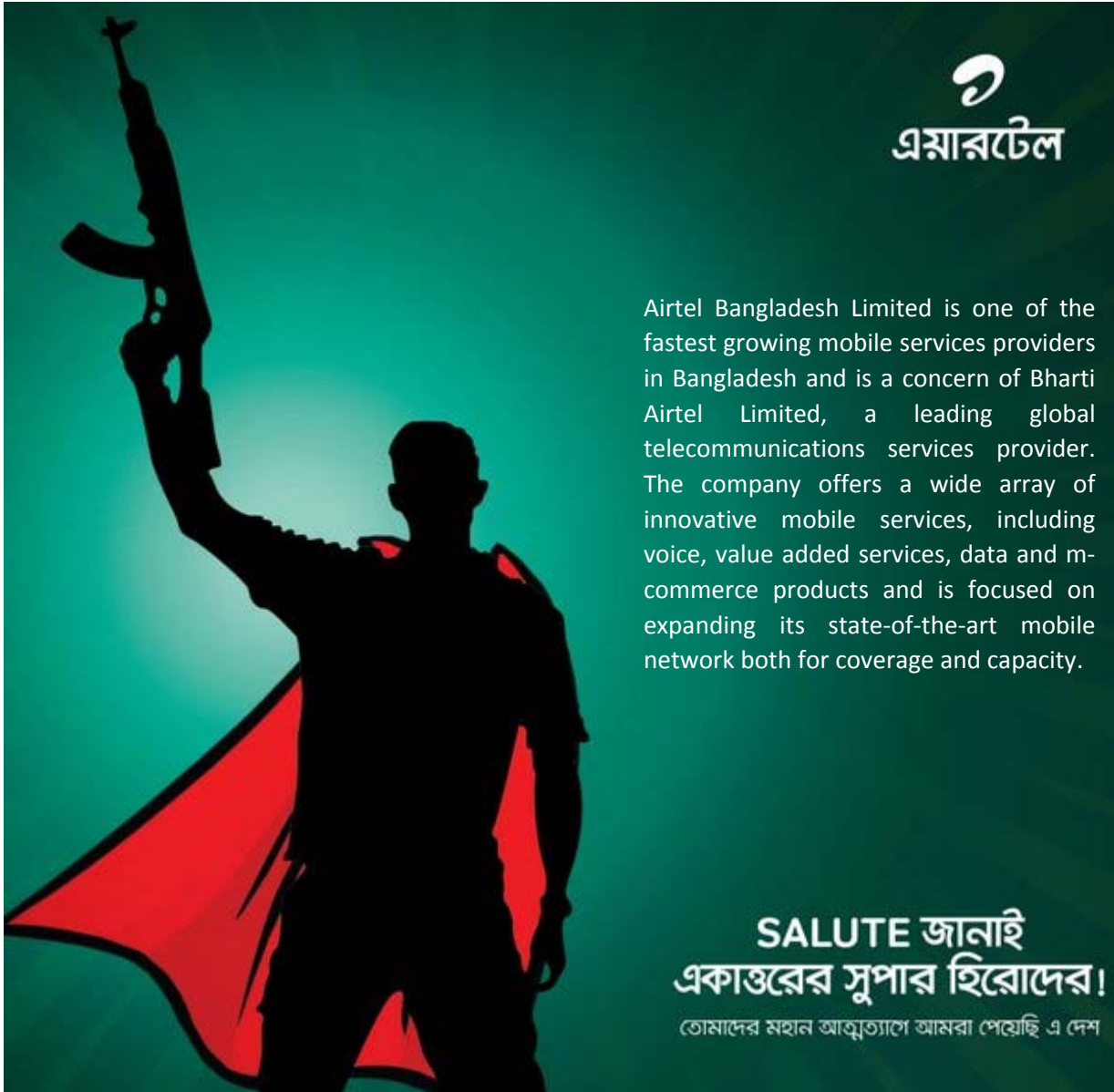
Banglalink digital communications limited (previously orascom telecom Bangladesh limited) is fully owned by telecom ventures ltd. (previously orascom telecom ventures limited) of malta, which is a 100% owned subsidiary of global telecom holding (www.gtelecom.com). following business combination, in April 2011, between vimpelcom ltd. and wind telecom s.p.a, vimpelcom owns 51.92% shares of global telecom holding. vimpelcom (www.vimpelcom.com) is one of the world’s largest integrated ltd. telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in russia, italy, ukraine, kazakhstan, uzbekistan, tajikistan, armenia, georgia, kyrgyzstan, laos, algeria, pakistan, burundi, zimbabwe, central african republic, canada and bangladesh. vimpelcom is headquartered in amsterdam, the netherlands and listed as an ads on the nasdaq global select market under the symbol “vip”.



Since banglalink’s launch in February 2005, its impact was felt immediately: overnight mobile telephony became an affordable option for customers across a wide range of market segments.

banglalink’s initial success was based on a simple mission: “bringing mobile telephony to the masses” which was the cornerstone of its strategy. Banglalink changed the mobile phone status from luxury to a necessity, brought mobile telephone to the general people of Bangladesh and made a place in their hearts. The mobile phone has become the symbol for positive change in Bangladesh. The brand slogan of “start something new” is in essence derived from banglalink’s promise of empowering people with affordable communication solutions so that they can take new initiatives in life. The company believes that, it is through such new initiatives that positive change will occur for the overall betterment of the nation.

Airtel



এয়ারটেল

Airtel Bangladesh Limited is one of the fastest growing mobile services providers in Bangladesh and is a concern of Bharti Airtel Limited, a leading global telecommunications services provider. The company offers a wide array of innovative mobile services, including voice, value added services, data and m-commerce products and is focused on expanding its state-of-the-art mobile network both for coverage and capacity.

SALUTE জানাই
একাঙরের সুপার হিরোদের!
তোমাদের মহান আত্মত্যাগে আমরা পেয়েছি এ দেশ

With a customer base of more than 10 million, Airtel Bangladesh is the most preferred youth brand of the country that thrives on excellent data service. To make customer's lives easier Airtel Bangladesh has Doorstep Service by which customers can enjoy all kinds of service at their preferred place. M-Commerce opened a new horizon in money transfer that gives Airtel customers the freedom to send money to their dear ones instantly from their mobile. Through M-health, customers can now reach professional doctors over phone 24/7 and get basic treatment.

Teletalk



Teletalk Bangladesh continue to grow and engage our customers through our clear commitment to offering high quality products and services as well as leading customer retention and loyalty programmers. Teletalk continues to be a part of the revolution that’s connecting millions of Bangladeshi people and around the world.

Teletalk Bangladesh limited was established keeping a specific role in mind. Teletalk has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true people’s phone – “Amader Phone”.

Citycell



Citycell (Pacific Bangladesh Telecom Limited) is operating in Bangladesh as one of the leading telecommunication companies from 1989. As the only CDMA mobile operator in the country, Citycell provide innovative, reliable and excellent telecommunication and mobile internet services/solutions. Citycell understands the consumer needs and delivers the latest in advanced telecommunication services to Bangladesh.

The company offers a full array of mobile services for consumers and businesses that are focused on the unique needs of Bangladesh. Our goal is to integrate superior customer service and highest standards of technology to offer the best service at affordable rates. The introduction of revolutionary EV-DO technology, only shows our drive to provide our customers with the best.

IGW
(INTERNATIONAL GATEWAY OPERATOR)

MIR Telecom Limited

Mir Telecom Limited is the flagship telecom operation of Mir Group of Companies, one of the leading conglomerates of Bangladesh. It is the first International Gateway operator of Bangladesh and came into operation on 21st August 2008. Mir Telecom provide premium 100% CLI termination to and from Bangladesh as regulated by Bangladesh Telecom Regulatory Commission.



Mir Telecom believes in service. To provide the best quality, it's infrastructure made by Huawei Technologies, Veraz Networks, RAD Data Communications, Intel, Dell, CBOSS, Oracle Emerson.

Bangla Trac Communications limited

Bangla Trac Communications limited is a premium telecom service provider driven by innovation and commitment to quality. As one of the pioneer International Gateway (IGW) Service Providers, Bangla trac have diversified our portfolio well beyond our core business of premium quality voice termination to Bangladesh. It's wide range of innovative products and services are designed to enable our local and international partners to realize their full potential in target markets.



NovoTel Limited

NovoTel Limited is a leading International Voice Gateway (IGW) operator in Bangladesh. NovoTel started its operation in 2008 and since then it has been working with the international telecom carriers including Tier-1 operators from across the Globe. NovoTel has successfully been handling international incoming and outgoing voice traffic for Bangladesh over its international telecom network. NovoTel has a state of the art 24/7 NOC which is maintaining excellent service quality and uptime for its local and international interconnected telecom partners. NovoTel has developed expertise in three core areas of telecommunication such as IP Network, Transmission Network and Core Voice Switching network.



Digicon Telecommunication Ltd

Digicon is an emerging International Gateway operator (IGW), headquartered in Bangladesh providing Premium CLI voice termination for Bangladesh and global A-Z destinations using VOIP as well as TDM technology. DigiCon provides quality based routing to ensure the highest call quality. Its Premium Voice is a high end service and natural choice for quality-conscious carriers, mobile operators, calling-card providers, who want the best possible service to their customers at stable competitive prices.



Roots Communication Ltd

With a commitment of 'Quality first', Roots Communication Ltd. has started its journey since 2011. As a leading IGW (International Gateway) provider of Bangladesh, Roots Communication Ltd. has got the recognition from the Bangladesh Telecommunication Regulatory Commission (BTRC) on April 2012. Since then, Roots is scaling up our services by making partnership with world's finest telecom operators to provide quality services to our customers.



Global voice telecom limited

Founded by veteran entrepreneurs with proven track record in telecommunication sector in Bangladesh, Global Voice Telecom Limited is an IGW licensee in Bangladesh. Global Voice Telecom Limited is one of few IGW licensees allowed to route incoming and outgoing calls to and from Bangladesh. The vision of Global Voice Telecom Limited is to provide quality International Gateway Connectivity service at competitive price between Bangladesh and the rest of the world.



Global Voice Telecom Limited is a business built on integrity and hard-working values. While our company is new, our values are old fashioned. Global voice believe the customer is always right and that hard work pays off. Service is its business and to ensure highest quality of service, Global voice maintain a state of the art network and portfolio of highly qualified professionals in management and technical competencies. Global voice is committed to be the premier business partner in Bangladesh for international carriers.

Unique Infoway Limited (UIL)

UIL offers premium 100% CLI termination to Bangladesh and also send outbound traffic from Bangladesh to the rest of world as regulated by the Bangladesh Telecom Regulatory Commission (BTRC). UIL provide voice interconnection service to all the mobile operators, fixed line operators, wholesale and retail carriers of the world. Currently the company has direct bilateral interconnects with major Tier1 and Tier2 operators and calling card companies in North America Europe & Asia.



Geographically diverse & strategic POP locations with IPLC connectivity over SMW4 allow UIL to offer minimum latency to carriers originating calls from any corner of the globe. Direct connections to major carriers and countries assure a great degree of reliability with a very high ASR and ACD and equally high network efficiency.

In co-operation with our bilateral & transit partners, UIL support A-Z voice termination to almost all destinations of the world on both TDM & IP. The high quality and fail-safe concept as well as competitive prices are the strongest arguments for UIL. With our marked intercultural understanding, UIL support international companies in their expansion to the new emerging markets.

TECHNICAL & INFRASTRUCTURE PARTNER

Huawei Technologies Bangladesh Limited

Huawei Technologies is a leader in providing next generation telecommunications networks equipment and services, and now serves 35 of the world's top 50 operators, along with over one billion users worldwide. The company is committed to providing innovative and customized products, services and solutions to create long-term value and growth potential for its customers.



Tejas Networks Limited

Tejas Networks is a leading provider of end-to-end optical transport solutions to telecom service providers. Tejas customers include telecom carriers (telcos) offering fixed telephony, mobile services, enterprise connectivity and ISP services. These carriers are spread across verticals like telecom, utilities, media and defence. Tejas helps customers get *Future Ready. Today. TM* by enabling a smooth migration from legacy TDM to new-age packet based transport with minimal capex and opex spend. Tejas is a market leader in the highly competitive Indian telecom market and is ranked amongst top-ten companies in the global Optical aggregation market, with products deployed in over 60 countries.



Fiber@Home Limited

Fiber@Home Limited, a Nationwide Telecommunication Transmission Network (NTTN) Operator, who has been awarded the license by Bangladesh Telecommunication Regulatory Commission (BTRC) on 9 January 2009 and has completed its fourth year roll-out obligation by extending its underground optical fiber network across the country. We provide Transmission Services to ANS Operators (ISP, Cable TV, Telco, etc.), ICX, IGW, IIG and Government Organizations. To support our clients we provide different type of services and solutions through our robust and secured network to ensure best quality. We also are carrying the International Terrestrial Cable to provide a backup and safe path for international internet communication.



Telnet Communication Limited

Telnet Communication Limited (TCL) is committed to serve you from a single contact point. Telnet has a metro digital network that flows through every part of the Dhaka city and a nationwide backbone that connecting all the major cities of Bangladesh. Telnet software division is a team of outstanding engineers and designers with a diverse set of experience, who boast a track record of fast turnaround time, and ingenious solutions for today's high-demand clients. Telnet's Automation Solution can dramatically reduce the operational cost for businesses with variety of sizes, across a number of industries. With partnerships around the world and distributorship of major hardware vendors Telnet is well positioned to serve its clients with a comprehensive solution.



T E L N E T

NRB Telecom

NRB Telecom provides POI and Data Centre facility Bangladesh. It is a primary Point of Interconnection (PoI) for the Facility Based Operators (FBO). As per BTRC regulation, FBO such as ICX, IGW and ANS operators will be connected to this PoI for the interconnectivity. To meet the versatile interconnectivity and the optimal utilization of resources, NRB Telecom has developed sharing of passive infrastructure, transmission facility and connectivity modality with the concerned operators.



ColoAsia Limited

ColoAsia has recently emerged as 1st class Data centers and BTRC approved point of interconnections (PoI) in the most prime location of Dhaka, the capital of Bangladesh and Jessore which is different seismic zone of the country. Both data centers are built on proven world IT and facility platforms. Equipped with most modern equipment, uninterrupted robust power arrangement and round the clock attendance makes ColoAsia an ideal venue for telecom operators, Banks and other financial institutions, technology companies for the connectivity, Colocation and data storage. Beyond moderating your operating, capital expenses and high stress risks, ColoAsia is built to meet the highest standard for data center infrastructure and places a great emphasis on service delivery and assurance with a support team. Our mission is to deliver outstanding hosting and data center services to our esteemed clients and Helps enterprises transform and thrive in a changing world through our explicit solutions.



Shark Limited

SHARK is a data center consulting firm and turnkey solutions provider, having local and foreign expert and experienced personnel offering a board range of project experience, specializing in designing data centers, computer rooms and technical spaces that integrate, best-of-breed, critical infrastructure technologies and result in continuously available, scalable, redundant, fault tolerant, manageable and maintainable mission circuit environments.



Green Power Electric & Electronics

Green Power Electrical & Electronics" made its humble debut in 2004, is involved in the manufacturing and marketing of electrical and electronics product, headed by Engr. Gulzer Rahman & Engr. Abdul Awal, who are professionally competent, dynamic, well experienced with wide and varied background.



BANKING AND FINANCE PARTNER

The City Bank Limited

City Bank is one of the oldest private Commercial Banks operating in Bangladesh. It is a top bank among the oldest five Commercial Banks in the country which started their operations in 1983. The Bank started its journey on 27th March 1983 through opening its first branch at B. B. Avenue Branch in the capital, Dhaka city. It was the visionary entrepreneurship of around 13 local businessmen who braved the immense uncertainties and risks with courage and zeal that made the establishment & forward march of the bank possible. Those sponsor directors commenced the journey with only Taka 3.4 crore worth of Capital, which now is a respectable Taka 2311.78 crore as capital & reserve.



The Premier Bank Limited

The Premier Bank Limited was incorporated in Bangladesh as banking company on June 10, 1999 under Companies Act.1994. Bangladesh Bank, the central bank of Bangladesh, issued banking license on June 17, 1999 under Banking Companies Act.1991. The Head Office of The Premier Bank Limited is located at Banani, one of the main commercial and business areas of Dhaka city.



The Bank has clear vision towards its ultimate destiny – to be the best amongst the top financial institutions.

Mission to be the most caring and customer friendly provider of financial services, creating opportunities for more people in more places.